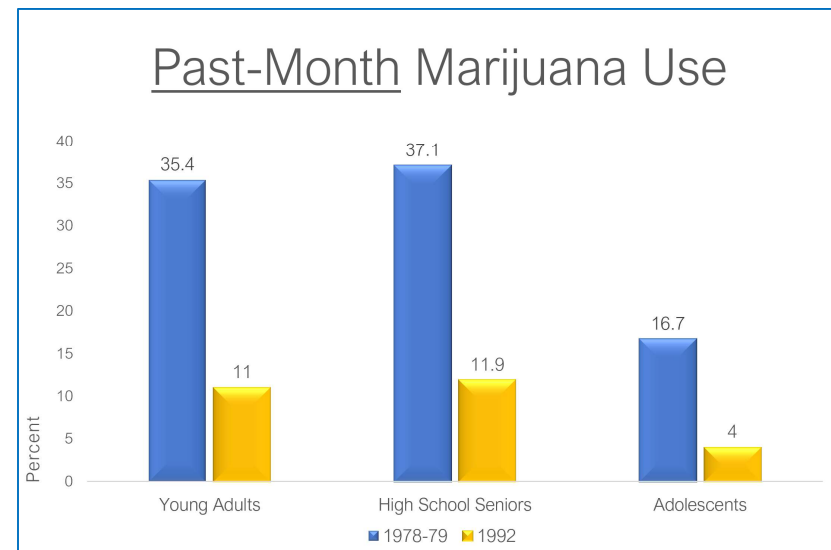
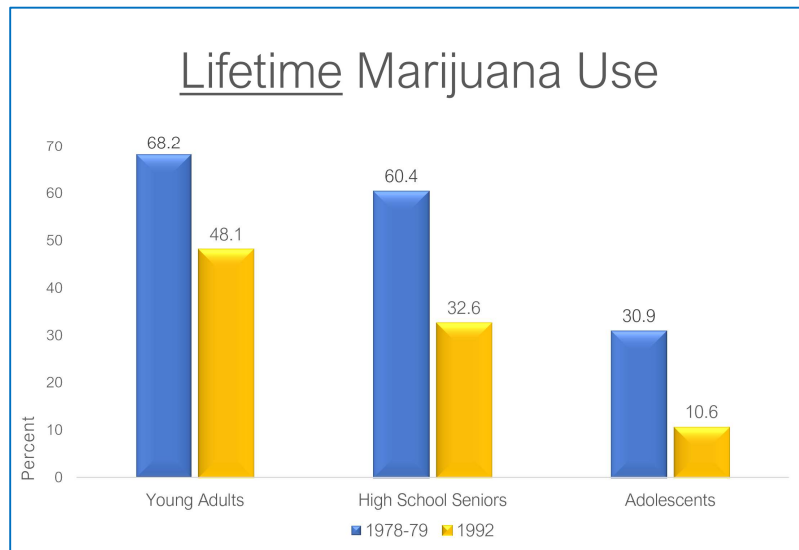


I would like to introduce you to my new book. It will be published this week!

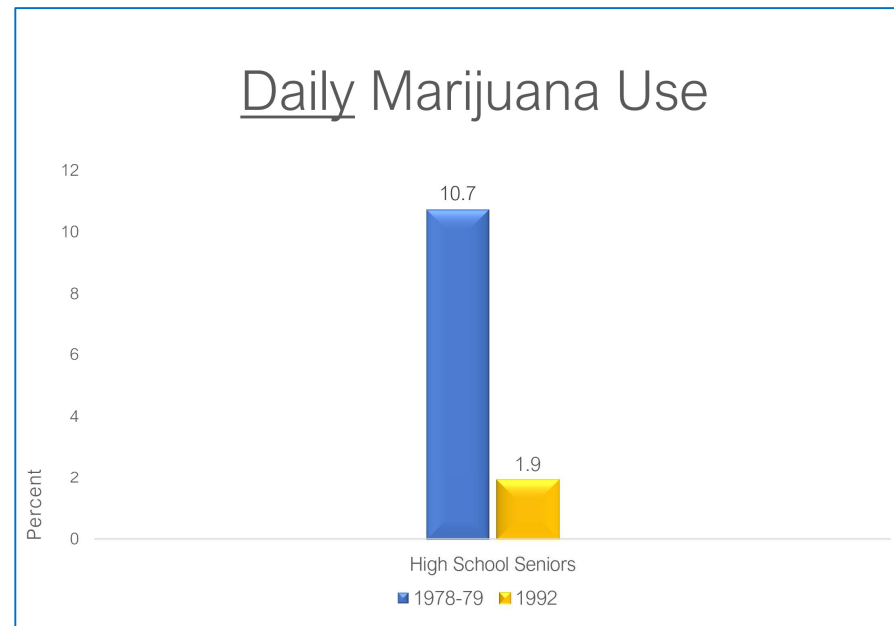
For 46 years, I led National Families in Action

We founded NFIA in 1977 & closed it in 2023.

NFIA helped lead a parent movement that dramatically reduced drug use among adolescents and young adults between 1978-79 and 1992.



The parent movement reduced daily marijuana use by 80 percent.



The University of California, San Francisco, acquired NFIA's Drug Information Collection. Proceeds from the sale of my book will support the digitization of our collection, Kevin Sabet's Foundation for Drug Policy Solutions, and Georgians for Responsible Drug Policy.

Here's all we need to know.

When governments legalize a drug, the industry that makes it commercializes it.

Goal of Commerce

- *Increase* drug use.
- Raise profits.
- Keep shareholders happy.

Goal of Public Health

- *Decrease* drug use.
 - Lower harms.
 - Keep Americans healthy.
-

Biological capture

is a term I coined from regulatory capture, which occurs when industries exert undue influence over government bodies that are meant to regulate them.

Biological capture occurs when addictive drug industries exert undue influence over our bodies to addict us.

Drug industries capture our biology
to turn us into life-long customers.

Or dead people.

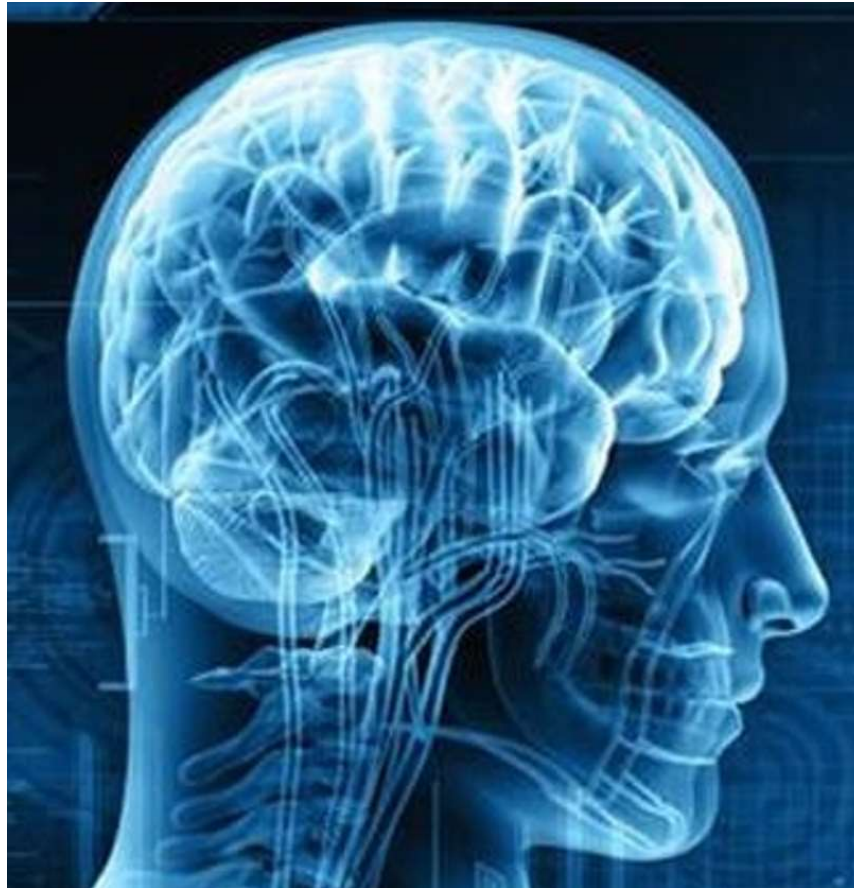
Tobacco kills 480,000 per year.

Alcohol kills 178,000 per year.

Opioids have killed more than 1 million
Americans since FDA approved OxyContin.

Marijuana car crashes kill more people
in legal than nonlegal states.

Scientists tell us addiction occurs in our brain.



Reward system

The reward system in our brain
unconsciously teaches us to survive.

We eat. We receive a small reward, so we eat again.
We drink. We receive a small reward, so we drink again.
We have sex. We receive a larger reward,
so we have sex again to perpetuate our species.

Drugs act on our reward system.

Drugs release far more dopamine than food, water, or sex.

Instead of teaching us to survive, drugs teach us to take more drugs and threaten our survival. If we keep using our drug, other biological events occur.

- Tolerance
- Physical dependence/withdrawal
- Psychological dependence

Our addictive drug industry has captured another lifetime customer!

I studied the tobacco trial papers

and identified six tobacco playbook strategies.

- 1-Deny science. Invent your own.
 - 2-Deny your drug is addictive.
 - 3-Target kids.
 - 4-Increase the dose.
 - 5-Spend big bucks to market and lobby.
 - 6-Always make new products before new regs can be written.
-

My book shows how all legal drug industries use tobacco's strategies.

Today, we are going to focus on
Strategy 3. Target Kids.



Research shows

Half of Americans
with substance use disorders
began using drugs before age 21.

If we can prevent underage use, theoretically,
we can cut addiction in half.

Tobacco denied it targeted kids— while relentlessly marketing to them.

What RJ Reynolds told the public

“We do not develop marketing plans for young people, we do not advertise to young people, we do not conduct consumer surveys among young people, we have no intention of bringing them into our market.”

What RJ Reynolds said internally

“Realistically, if our company is to survive and prosper, we must get our share of the youth market.”





What Philip Morris's CEO told the public

"In all my years at Philip Morris, I've never heard anyone talk about marketing to youth."

What Philip Morris said internally

"Today's teenager is tomorrow's potential regular customer. The overwhelming majority of smokers first begin to smoke in their teens. Teens are very important to Philip Morris."



What Lorillard told the public

“Lorillard Tobacco Company has never marketed or sold its products to youth.”

What Lorillard said internally

“The base of our business is the high school student.”

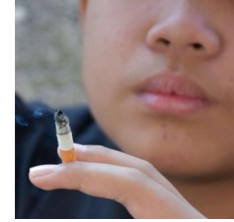


What Liggett told the public

“When you’re selling to children, you do pick up new customers. We do not sell to children. Therefore, we do not pick up new customers [...]”.

What Liggett said internally

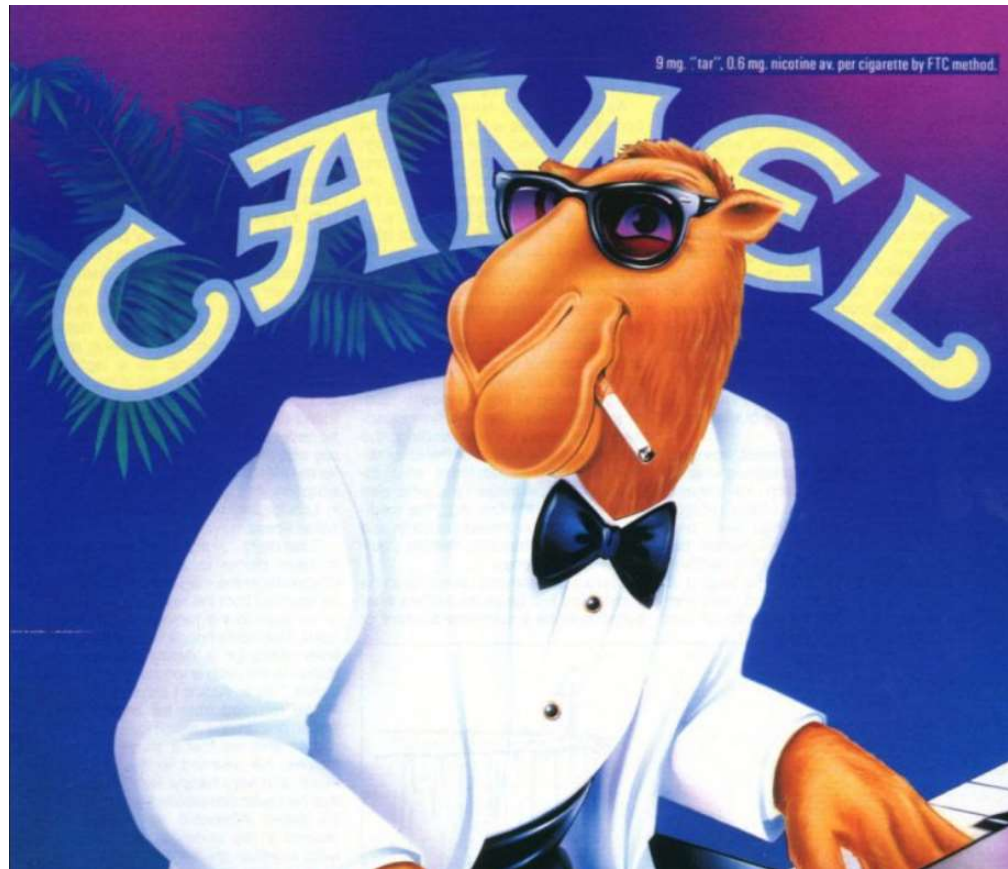
“If the tobacco companies really stopped marketing to children, the tobacco companies would be out of business in twenty-five to thirty years because they will not have enough customers to stay in business.”



What American Tobacco said internally

“The largest potential market for Lucky Strike is in the younger age group [...] boys and girls 13-17.”

Here's how tobacco came after kids.



In 1991, researchers estimated that RJR's creation of Joe Camel, catapulted sales to underage kids from \$6 million to \$476 million—in three years! 3% of 3-year-olds and 91% of 6-year-olds matched Joe Camel with a picture of a cigarette.

Master Settlement 1998

Youth cigarette smoking fell
from 28 percent in 1998
to 2 percent in 2023!

This was due to the MSA of 1998,
better regulation, and
intense prevention efforts.

Tobacco

Here's how the
tobacco industry
comes after children now.

Heated Tobacco Products



These products heat processed tobacco leaf so users can inhale nicotine.

E-cigarettes for girls



These products heat nicotine and flavors so users can inhale nicotine.

E-cigarettes for boys



E-cigarettes



Nicotine pouches. Nicotine plus flavors.



Snus. Tobacco pouches.



How the alcohol industry came after kids.



Joe Camel had a cousin. A “party animal” named Spuds McKenzie.

Alcohol

Here's how
the alcohol industry
comes after children now.

Alcopops



Alcohol Energy Drinks



Hard Seltzers



Pepsi licensed Sam Adams Beer to make hard sodas.



So did Coca-Cola, this time with Jack Daniels.



“They are transferring young peoples’ brand loyalty from sodas to sodas mixed with alcohol.” Prof. David Jernigan, Boston University

3 billionaires began legalizing
marijuana via ballot initiatives in 1996.

Here's how much
they're legalizing.

Google says an oz. of pot is
about the size of a small coconut.



= 60 joints

Most legal states let you possess
2 ozs to 3 ozs.



=120 joints



=180 joints

Unless you grow it at home.



New York allows households
to possess 5 pounds of pot.

1 oz

1 coconut = 60 joints

1 lb = 16 ozs

16 coconuts = 960 joints

5 lbs = 80 ozs

80 coconuts = 4,800 joints

Marijuana

Here's how the marijuana industry comes after kids now.

Lollipops



Candies



Chips



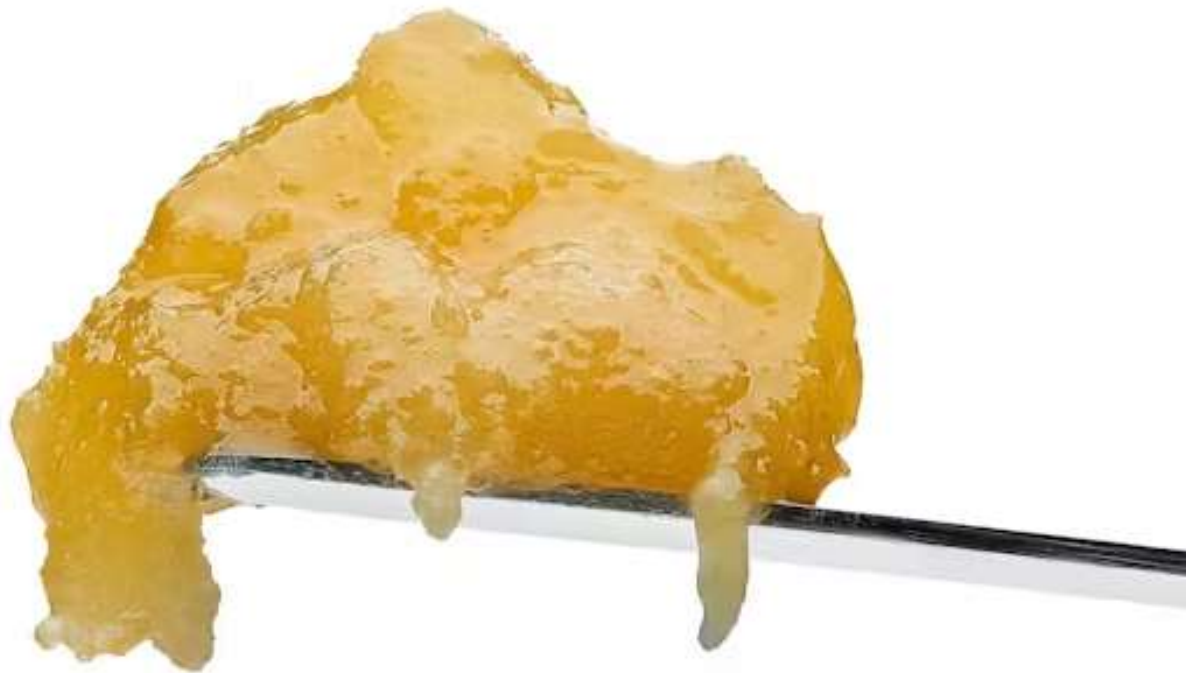
Pre Rolls



Vape Pens



Concentrates



Gummies



Marijuana Seltzers



Even the opioid industry came after children.

The opioid industry encouraged middle- and high-school nurses and coaches to medicate students with opioids for headaches, menstrual cramps, and sports injuries.

One company created a slogan for young people:

**Pain is your body's way of
telling you something important.**

Trulieve

Opened 162 “treatment centers” in Florida after voters legalized pot for medical use in 2016.

Sponsored ballot initiative to legalize recreational pot in Florida last November.

Spent \$145 million, largest amount in history.

Based in Florida but is a multi-state operator (MSO).

Donated \$750,000 to President Trump’s Inaugural.

I can guarantee you Trulieve is lobbying your legislators for recreational pot right now.

Curaleaf

Based in New York but is also an MSO.

Trulieve and Curaleaf lobbied Georgia legislators this year to increase THC levels from 5% to 50%.

The marijuana industry is all over us.

Donated \$250,000 to President Trump's Inaugural.

I can almost guarantee Curaleaf is lobbying your legislators for recreational pot now.

Time to advertise pot?



Sponsored by Zig-Zag and Cannabis Now



“It’s essential to normalize this plant.”



If marijuana is normalized like
tobacco, alcohol, and opioids

How will any child
in America
grow up drug free?
