

Alert # 14

Date: 01/05/2005



Ohio Early

Warning Alert

Ohio Resource Network for Safe and Drug Free Schools and Communities

Product Advisory:



CHRONIC CANDY

Chronic Candy is a marijuana-flavored lollipop and gumdrop line. The developers claim, "every lick is like taking a hit." Chronic Candy is a hemp-based confection. There have been no illegal substances found in the candy. A breakdown of the ingredients reveals a lot of sugar in the forms of glucose, dextrose, sugar, inverted sugar, and starches, along with different dyes for color and a "natural hemp flavor", presumably, hemp oil flavoring. There is no drug in the candy. The candy is imported from Switzerland and contains no THC, the psychoactive ingredient in marijuana. They are distributed through a very small (2-person) business out of California. These suckers and chewy candies are not really new phenomena; they are just a recent focus of the media. Because it is not an illegal substance for children or adults, we might start seeing it in Ohio before long. Currently, the candy is not sold in Ohio stores.

The candy, which is sold in "nickel bags" and "20 sacks" and comes in flavors like the Chronic and Acapulco Gold, while legal to sell, embraces drug culture, and glamorizes drug use. The "pot-pops" have been endorsed by celebrities in their web site's photo gallery along with other images alluding to sex, drugs, and gang activity. The candies are clearly perpetuating a culture that is unhealthy. The concern is advertising and marketing of this product appeals to children and teens. The news that hit the airwaves last week through the CNN report of NY businesses carrying this product, has given the company 1.5 million dollars in free advertising spots on various talk shows including Howard Stern, and resulted in more sales than they've been doing in the last 6 years of business. The more attention to this line of products, the more the company will benefit from it (They've completed some 4,000 sales since the media blitz). Although the implication that this product may be a connection to the drug world is valid since they are marketed

as such, there is no true physical "danger" to the children of the US. These products could be categorized much like the pacifiers that kids started wearing around their necks to mimic ravers who used them to combat XTC side effects. Mimickers didn't actually use XTC, but thought it was a cool trend. The real "danger" is from media hyping these products! Social norms play a significant role in one's decision to use alcohol and other drugs. Media hype contributes to the development of social norms. Therefore, the use of media to market products such as these supports a pro-social "norming" of the drug culture. The product is being sold in the state of New York but is currently not in Ohio. THE PURPOSE OF THIS ALERT IS NOT TO EDUCATE YOUTH ABOUT THESE PRODUCTS – as that would only perpetuate the media hype, increase curiosity, and assist the marketers. Rather, the purpose of this alert is to EDUCATE THOSE WHO MAY GET QUESTIONS FROM PARENTS OR YOUTH ABOUT THIS PRODUCT AND HAVE CONCERN ABOUT ITS DRUG CONTENT. IDEALLY, WE WOULD LIKE TO LIMIT THE EXPOSURE OF THIS DRUG IN OHIO AS MUCH AS POSSIBLE.

Product information input from: Jan Scaglione, Pharm.D. and Earl Siegel, Pharm.D. Cincinnati Drug & Poison Information Center (1-513-636-5111).

What Chronic Candy Looks Like:



About Our Candy

'Every Lick is Like Taking a Hit'

The Chronic

This is the original flavor. It is very, very delicious. By using our secret formula, we break down the atomic structure from the high pressure of the heat, and turn it into a rich, long lasting, chronic tasting candy. So if you're at work, and you're stressed out.... Dunt-duna-dunn. The taste will last about 20 minutes.



Bluebonic

UUUMMMMMMM... it's a high bread blend of blueberries and chronic. This new candy is soon to be an instant classic! Bluebonic, get up on it. Best for stress.



Acapulco Gold

Acapulco Gold, different shape and different taste. It has that rich Mellow Yellow tasting flavor. Very smooth.



G-13 AKA the Dro

This strand is very delicious long lasting and real rich taste. These are some fat bud lollipops. Every lick is like taking a hit. Consider this to be the fire.



Icky Sticky Skunk Buds

Our most potent flavor yet. Not intended for the lightweights.... Very Strong and Sour! Comes weighed out in a fat sack. Now this is Tony Montana's personal recommendation! Get you a Nickel sack of these... no seeds, no stems, and no sticks. Oohh-wee.

Hydro Buds

Sweet and smooth, hydro flavor. Get yourself a fat sack of these, you'll love them. And don't forget all our sacks are weight out! No Pinching!

