

THE FACTS

About Drug Abuse

May 2013

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Decades Old Club Drug Sees Resurgence With Teens

An old club drug with a new name is catching on in a big way with teens and college students and it's getting plenty of free advertising from popular culture.

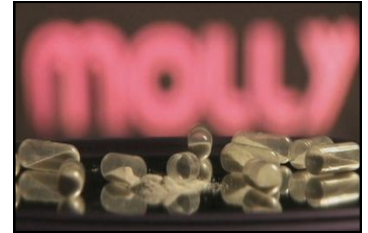
The club drug, known simply as Molly, is supposed to be the latest way to really "feel" the music. Singer Madonna seemed to be talking about it at a concert in Miami last year. Now hip-hop artists like Kanye West have taken it to a new audience.

Molly is an innocent nickname for MDMA, known for giving users a feeling of euphoria and empathy toward others. It's chemically the same as the drug ecstasy, which comes in pill form and can be mixed with other drugs. But some claim molly in powder or capsules is pure MDMA.

MDMA causes the brain to release a surge of Serotonin leaving it depleted of this important chemical. According to the National Institute of Drug Abuse, side effects can include confusion, depression, sleep problems, drug craving and anxiety lasting for days or even weeks.

Joseph Pred is an expert in special event medicine and warns young people that they should beware of claims that Molly offered to them is pure MDMA.

"Anytime you're taking an illegal substance, you don't know what you're putting in your body. There's no easy way to test for purity short of a mass spectrometer and most kids don't have that in their back pocket," said Pred.



One teenager told us cost makes Molly even more attractive. He's seen it go for \$5 to \$20 dollars a pill.

"It's affordable. So, if your parents give you \$5 dollars a day for lunch, there you go! That's enough to be able to get you some Molly for the day," said Rochelle Collins by Project Eden.

But what the purchaser might not realize is that it's a cheap thrill that could come with high costs not included in the price.

(NOTE: Psychemedics does test for Ecstasy/MDMA/Molly as part of our standard panel and has done so for over 10 years.)

<http://www.ktvu.com/news/news/special-reports/old-club-drug-sees-resurgence-teens/nWT7F/>

DRUG STATISTICS

90% of drug and alcohol addictions begin in the teenage years.

Of the kids who said they abused Rx medications, one in five (20%) has done so before age 14.

- The Partnership At
Drugfree.org

Dear Colleagues,

Timing is everything! I have been doing a great deal of traveling lately and some of it has been to schools and colleges that I first talked to over two years ago. They were not ready then to use Psychemedics hair testing to arm their students to make the right decision at the party. They are now! The following things have changed and played an important role in their decision to now add real accountability to stop drug use and strengthen their health and wellness programs:

- *Drug use among students (age 13-21) is increasing dramatically -- "it can be stopped"*
- *Thanks in large part to pro drug efforts and two states legalizing recreational marijuana for adults, our students are getting the false message that marijuana is "kind of okay" -- "it's harmful"*
- *Marijuana is much more potent today and addiction problems are filling treatment centers nationwide -- "marijuana is addictive"*
- *Despite increased efforts to educate students about the destructive impact of drugs, the knowledge simply doesn't go with them to the party -- "stronger deterrent required"*
- *More public and private schools, colleges and fraternities are joining the fight and using Psychemedics hair tests to successfully protect their students -- "positive momentum"*

We stand ready to help you through every step: policy development, communication, implementation and sustainability. Let's get started. Call me today!



Dr. George Elder,
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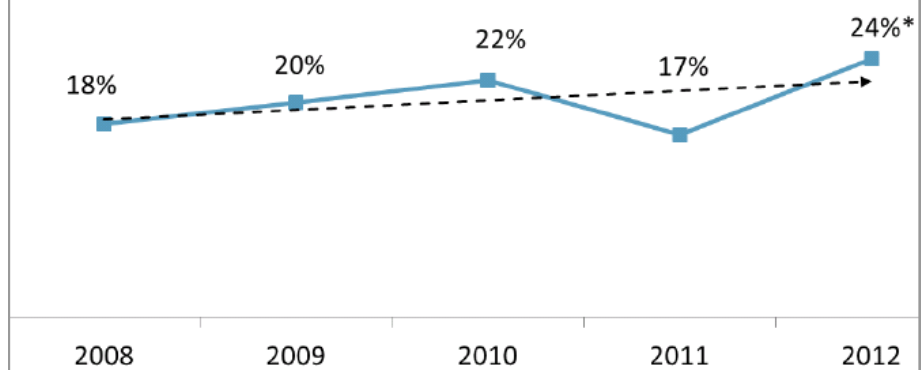
NEW NATIONAL TEEN STUDY RELEASED -- TROUBLING DATA

This year's national study data on American teens (The 2012 Partnership Attitude Tracking Study) confirms that one in four teens has misused or abused a prescription (Rx) drug at least once in their lifetime – a dramatic 33 percent increase over the past five years.

Contributing to this disturbing trend in teen medicine misuse and abuse are the lax attitudes of parents and caregivers. They are missing key opportunities to effectively communicate the dangers of Rx medicine misuse and abuse to their kids, while not safeguarding and disposing of their medications properly at home.

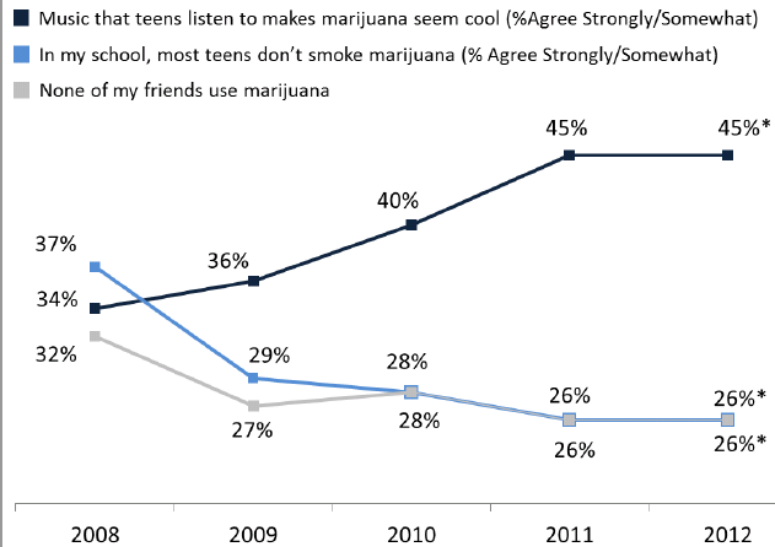
The levels of perceived risks for using marijuana are at the lowest points they have been since the past decade. Almost two-thirds of teens say there is "only a slight or no risk" in using marijuana once or twice, and nearly one-third of teens have the same sentiment towards using marijuana regularly.

Prevalence of Teen Prescription Drug Misuse & Abuse % Used at least once in lifetime (n=3884)



* Significantly higher than 2008 and 2011 at the 95% confidence level.
 "How many times have you ever tried any prescription drug (when a doctor did not prescribe it for you) in order for you to get high or change your mood?"

Marijuana Use as a Normative Behavior



* Indicates a significant difference from 2008 at the 95% confidence level.

<http://www.drugfree.org/wp-content/uploads/2013/04/PATS-2012-FULL-REPORT2.pdf>



ASTOUNDING FACTS

Ecstasy/MDMA is derived from the sassiest of trees, *the Sassafras*. Used to make file powder, Sassafras oil was common in several fragrances before being banned after studies showed it to be a potent carcinogen. It was also the main flavoring ingredient in root beer until it was outlawed. The name "root beer" is derived from the fact that the flavor was extracted from the roots of the Sassafras tree.

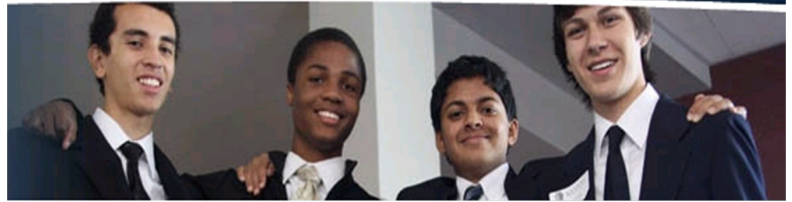
<http://www.popcrunch.com/15-bizarre-drug-ingredients-and-origins/>



SPOTLIGHT ON...



ROCKHURST
HIGH SCHOOL



Rockhurst HS is an all-male private high school located in Kansas City, MO

High Schools Drug Testing Aims to Promote Wellness

The following article was recently published in the National Catholic Reporter Magazine.

When students return for the fall semester at Rockhurst High School, they will be subject to random and mandatory drug testing--not as a way to police the student body, Principal Greg Harkness says, but rather to promote holistic health.

"It isn't about testing our students to catch them, it's about providing a resource for our students," said Harkness, principal at Rockhurst, a Jesuit, all-male high school.

In 2010, parents of Rockhurst students raised concerns about the pervasiveness of drugs and alcohol in current culture. Conversations ensued with the administration, faculty parents and students about what kind of role the school should play in maintaining health and wellness on and off campus, specifically when it comes to drug and alcohol use.

After consulting an estimated 15 other schools that use various drug-testing programs, Rockhurst looked to Christian Brothers College High School, a Lasallian Catholic college preparatory school for young men in St. Louis, Missouri. The St. Louis school, like Rockhurst, is an all-male Catholic high school. For the past couple of years, it has used Psychemedics, a drug-and-alcohol hair-testing company headquartered in Boston.

Rockhurst announced in January that it, too, would partner with Psychemedics. The program will begin in August 2013.

An estimated 50 U.S. Catholic schools use Psychemedics' hair analysis as part of their drug-free programs, and in Rockhurst's case, an alcohol-free program, said George Elder, Psychemedics' vice president for schools and colleges.

De La Salle High School was the first high school to use the program more than 14 years ago, according to Elder.

Since then, more than 200 schools in the U.S. as well as internationally use Psychemedics. Psychemedics offers testing for all of the most commonly abused drugs: cocaine, opiates, phencyclidine (PCP), amphetamines and marijuana.

Psychemedics is FDA-approved. Its success seems to stem from hair testing's deterrent factor, Elder said. Students who know they have the chance of being tested at random are more likely to abstain from drugs and alcohol, he said.

The policies that revolve around Psychemedics hair testing are different at each school. At Rockhurst, students will be subject to random testing over the course of

'As a school who cares profoundly for our students....we decided that [drug testing] would be a part of our health and wellness model.'

- Principal Greg Harkness

their four years at the school. A Rockhurst staff member who is also a barber will cut the students' hair. Chest and/or leg hair can be used as well.

"As this is a health and wellness program, there will be no disciplinary consequences at this time," the policy states. The goal is to encourage and support the family to seek help and interventions, it says. Students will be tested 90 days later. If a student tests positive for the second time his disciplinary record will be reviewed. A third positive ensures a student's dismissal from Rockhurst.

"Because Rockhurst is a private school, I feel the school has every right to test the students," said Matthew Brocato, a junior at Rockhurst. "Rockhurst makes it known that its main focus is to form young men who are successful both inside and outside of the classroom."

*Superior Detection
of Drug Abuse*

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Why Choose Psychemedics?

Psychemedics Corporation is the world's largest provider of hair testing for drugs of abuse and has been successfully operating for over 25 years. Thousands of corporations, nationally and internationally, rely on the patented Psychemedics drug testing services. Psychemedics' clients include over 10% of the Fortune 500, many of the largest police departments both domestic and global, and six Federal Reserve Banks. In addition, the Company serves schools and colleges around the world. Our team of experts stand ready to help through every step: policy development, communication, implementation and sustainability.

Since 1987, Psychemedics has offered the most effective hair testing technology, based upon scientifically validated drug testing methods. All hair testing is not the same – our patented technology uses a unique process to release the drugs trapped in the hair without destroying the drugs and removes virtually 100% of the drugs from the hair. Our patent is fundamental to hair analysis drug testing because if you cannot get all the drugs out of the hair, you cannot accurately measure them; and if you cannot accurately measure the drugs, you cannot identify all of the drug users. This proprietary technology provides superior detection of drugs of abuse, and is what sets us apart.

The Psychemedics web site is www.psychemedics.com