



PROMISES TO ASHES FOUNDATION

For Justin, and for every family after.

Promises lead to purpose.

START HERE

Promises to Ashes Foundation is building a public education resource for families, educators, community leaders, policymakers, researchers, and anyone trying to understand emerging substance risks. Our goal is simple: help people recognize what may be hiding in plain sight, understand what reliable public-health sources say, and know where to find current information.

This resource currently focuses on kratom, concentrated 7-hydroxymitragynine (7-OH), synthetic 7-OH derivatives, and tianeptine products marketed under names including ZaZa. These are distinct substances and product categories; they should not be treated as interchangeable.

FIRM NO-PURCHASE-LINK POLICY

Any product image used by Promises to Ashes Foundation is for **identification and educational purposes only**. The Foundation does not sell, promote, endorse, recommend, or provide purchasing links to kratom, concentrated 7-OH, tianeptine, ZaZa, or related products.

No link, button, image, logo, QR destination, product graphic, citation, or other clickable element may direct a reader to a retailer, manufacturer sales page, marketplace, affiliate page, shopping cart, or any other place where these products can be purchased.

KNOW WHAT MAY BE HIDING IN PLAIN SIGHT

Kratom Leaf

Kratom comes from the tropical tree *Mitragyna speciosa*, native to Southeast Asia. Natural kratom leaf contains numerous alkaloids, including mitragynine and naturally occurring trace amounts of 7-hydroxymitragynine (7-OH). Families should understand that naturally occurring leaf material is not the same thing as highly concentrated, enhanced, or synthetic products.

Concentrated 7-hydroxymitragynine (7-OH)

7-OH occurs naturally in kratom in small amounts, but highly concentrated or enhanced 7-OH products are now marketed in consumer-oriented forms such as tablets, gummies, shots, and drink mixes. These concentrated products should not be confused with traditional kratom leaf.

Synthetic 7-OH Derivatives

The marketplace continues to evolve. Federal authorities have identified synthetic 7-OH derivatives that do not naturally occur in the kratom plant. This is why language such as natural, concentrated, enhanced, semi-synthetic, and synthetic must be used carefully and accurately.

Tianeptine / Products Marketed Under Names Such as ZaZa

Tianeptine is a separate substance from kratom and 7-OH. It is not simply synthetic kratom. FDA states that tianeptine is not approved for any medical use in the United States and has warned consumers about serious risks associated with tianeptine products. Products have been marketed under names including ZaZa and other brand names. Branding and formulations can change, so a product name alone should never be treated as a complete ingredient description.

WHY RECOGNITION MATTERS

A parent cannot ask about something they have never heard of. A teacher cannot recognize something they have never seen. A community cannot respond effectively to an emerging problem if families do not have understandable, evidence-based information. Education begins with awareness - and awareness should lead people toward trustworthy sources, never toward a seller.

WHAT WE ARE BUILDING

Promises to Ashes Foundation is developing a growing resource center that can include family and community education; product-recognition information; scientific and governmental sources; research and evidence review; printable educational materials; community-awareness resources; legislative and public-policy education; Foundation updates; sponsor and community-partner recognition; and a download center for current materials.

THE MOTHER BEHIND THE MISSION

Promises to Ashes Foundation was born from devastating personal loss and a promise to turn that loss into protection for other families. What began as one mother's determination to understand what happened to her son, Justin, is growing into a commitment to research, education, prevention, community awareness, and meaningful change.

For Justin, and for every family after.

Promises made. Promises kept.

Promises lead to purpose.

Monica L. Newell
Founder & Executive Director
Executive Director of Research & Development
Promises to Ashes Foundation

AUTHORITATIVE EDUCATIONAL SOURCES

All source links below are informational public-health or government resources. They are not product purchasing links.

U.S. Food and Drug Administration - FDA and Kratom
<https://www.fda.gov/news-events/public-health-focus/fda-and-kratom>

U.S. Food and Drug Administration - Hiding in Plain Sight: 7-OH Products
<https://www.fda.gov/news-events/public-health-focus/hiding-plain-sight-7-oh-products>

U.S. Food and Drug Administration - Products Containing 7-OH Can Cause Serious Harm
<https://www.fda.gov/consumers/consumer-updates/products-containing-7-oh-can-cause-serious-harm>

U.S. Food and Drug Administration - Tianeptine
<https://www.fda.gov/consumers/health-fraud-scams/tianeptine>

Educational notice: This document provides general educational information and is not medical advice, diagnosis, treatment guidance, or legal advice. Regulatory information changes; verify current federal, state, and local requirements.

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