



PROMISES TO ASHES FOUNDATION

Resource Center Education Module: Tianeptine / ZaZa

Tianeptine is a separate substance from kratom and 7-OH. ZaZa is a product name FDA associates with tianeptine.

WHAT IS TIANEPTINE?

Tianeptine is a drug that is used medically in some countries, but FDA states that it is **not approved for any medical use in the United States**. FDA also states that tianeptine does not meet the statutory definition of a dietary ingredient and is an unsafe food additive.

WHY ZAZA BELONGS IN THIS SECTION

FDA materials identify **ZaZa** among product names associated with tianeptine. ZaZa should therefore be discussed as an example within the tianeptine category - not as kratom, 7-OH, or 'synthetic kratom.' Product names and formulations can change, so the underlying ingredient is more important than the brand name.

WHAT FAMILIES SHOULD KNOW

POINT	EDUCATIONAL NOTE
Separate category	Tianeptine is not kratom and should not be grouped with kratom leaf or 7-OH derivatives.
Product names	FDA has identified names including ZaZa and other tianeptine-associated products; brand names are examples, not definitions.
Health risk	FDA warns consumers not to purchase or use tianeptine products because of serious risks, including overdose and death.
Poison-control trend	FDA reported poison-control cases involving tianeptine increased from 4 cases in 2013 to about 350 in 2024.

WHY LANGUAGE MATTERS

The Foundation will not use the phrase 'synthetic kratom' as a substitute for tianeptine. That wording would blur distinct substances and could mislead families. Our materials will name tianeptine directly and use ZaZa only as an FDA-identified example of a product name associated with it.

WHAT TO LOOK FOR

Families should look for the word **tianeptine** in ingredient, product-description, or warning language. Branding alone is not enough because names and formulations can change over time.

PROMISES TO ASHES PUBLICATION RULE

Educational recognition only. No product promotion. No purchase pathways. We will not link to retailers, manufacturer sales pages, shopping pages, marketplace listings, affiliate pages, carts, or other purchase destinations.

PRIMARY EDUCATIONAL SOURCES

FDA - Tianeptine
<https://www.fda.gov/consumers/health-fraud-scams/tianeptine>

FDA - Tianeptine Products Linked to Serious Harm, Overdoses, Death
<https://www.fda.gov/consumers/consumer-updates/tianeptine-products-linked-serious-harm-overdoses-death>

FDA - FDA Warns Consumers Not to Purchase or Use Any Tianeptine Product Due to Serious Risks
<https://www.fda.gov/drugs/drug-alerts-and-statements/fda-warns-consumers-not-purchase-or-use-any-tianeptine-product-due-serious-risks>

Educational information only. No product promotion. No purchase pathways. Sources are reviewed for accuracy and updated as evidence and regulations change.

For Justin, and for every family after.