



PROMISES TO ASHES FOUNDATION

Parent & Caregiver Recognition Guide

Recognize it. Understand it. Research it. Never promote it.

WHAT FAMILIES SHOULD KNOW

Products associated with kratom, concentrated 7-hydroxymitragynine (7-OH), synthetic 7-OH derivatives, and tianeptine may appear in ordinary consumer-style packaging. These are not one single substance category. Accurate recognition starts with keeping the categories separate.

CATEGORY	WHAT TO RECOGNIZE	KEY DISTINCTION
Kratom leaf	Botanical material from <i>Mitragyna speciosa</i> ; may be sold as leaf, powder, tea-type material, or capsules.	Natural leaf can contain trace amounts of 7-OH. It should not be treated as equivalent to concentrated 7-OH products.
Concentrated / enhanced 7-OH	FDA and DEA sources describe products in forms including tablets, gummies, drink mixes, shots, capsules, powders, and dissolvable strips.	FDA's warning focuses on products with added or enhanced 7-OH, not merely trace amounts naturally present in kratom.
Synthetic 7-OH derivatives	Federal sources identify mitragynine pseudoindoxyl, MGM-15, and MGM-16 as synthetic 7-OH-related substances.	Do not label every concentrated 7-OH product 'synthetic.' Use the term only when evidence supports it.
Tianeptine / ZaZa	FDA identifies ZaZa among product names associated with tianeptine. Packaging and brand names may change.	Tianeptine is separate from kratom and 7-OH. It is not 'synthetic kratom.'

WHAT TO LOOK FOR ON LABELS

Look for ingredient or substance names such as **7-hydroxymitragynine**, **7-OH**, **tianeptine**, or other clearly stated active ingredients. Brand names alone are not enough because formulations and branding can change.

WHY PACKAGING MATTERS

FDA has warned that concentrated 7-OH products can appear in flavored or familiar consumer forms, including gummies and drink products, and has expressed concern that some presentations may appeal to children and teenagers.

FIRM NO-PURCHASE-LINK POLICY

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WHEN YOU NEED MORE INFORMATION

Use current government, public-health, or vetted research sources. Regulatory status can change, so date-sensitive claims should always be rechecked before publication or public presentation.

PRIMARY EDUCATIONAL SOURCES

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

FDA - Hiding in Plain Sight: 7-OH Products
<https://www.fda.gov/news-events/public-health-focus/hiding-plain-sight-7-oh-products>

DEA - DEA to Temporarily Schedule 7-OH and Related Substances to Protect the Public
<https://www.dea.gov/press-releases/2026/07/01/dea-temporarily-schedule-7-oh-and-related-substances-protect-public>

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

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For Justin, and for every family after.