August 19, 2014

Jeff Rubin

Founder and CEO

IT’SUGAR

3155 S.W. 10th Street

Suite A

Deerfield Beach, Florida 33442

Dear Mr. Rubin:

I recently learned that martini shakers, shot glasses and flasks made to look like prescription pill bottles are available for sale in IT’SUGAR locations and on itsugar.com. These products make light of prescription drug abuse, a dangerous behavior that is responsible for more deaths in the United States each year than heroin and cocaine combined. **On behalf of the Partnership for Drug-Free Kids and the families we serve, I ask you to please stop selling these irresponsible products.**

You should know that medicine abuse has increased 33 percent over the past five years with one in four teens having misused or abused a prescription drug in their lifetime. One in five kids has abused medicine before the age of 14. Combined with alcohol, the abuse of prescription medications can be especially dangerous, making the IT’SUGAR drinkware line even more disturbing. The fact that these products are in the company of toys, candy and other products that appeal to kids and teens is extremely alarming.

As our recent research confirms, teens and parents alike do not fully understand the risks associated with the misuse and abuse of prescription drugs. Tongue-in-cheek products that normalize and promote prescription drug abuse only serve to reinforce the misperception about the dangers associated with abusing medicine.

Along with 16 corporate partners, eight federal partners and more than 80 non-profit partners, the Partnership launched The Medicine Abuse Project, a five-year awareness and action campaign aimed at preventing half a million teens from abusing medicine by the year 2017. I invite you to visit [www.drugfree.org/medicineabuseproject](http://www.drugfree.org/medicineabuseproject) to learn more about medicine abuse and how and why teens are abusing prescription medicine. As a business that attracts young, impressionable consumers, you could play a key role in helping to reduce this behavior, rather than winking and nodding at it.

I hope that you will agree that the epidemic of prescription drug abuse is no laughing matter and pull these products from your store shelves and website immediately.

Thank you for your consideration of this request, and I look forward to your response.

Sincerely,



Steve Pasierb

President and CEO

Partnership for Drug-Free Kids