



# Psychoactive substances, users and markets in France in 2022

*In a glimpse, OFDT, 2 p.*

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**2022 Observations of the OFDT's TREND scheme, which has been monitoring emerging phenomena and developments in the field of drugs (markets, users) since 1999.**

## Home delivery becomes more widespread and marketing techniques more sophisticated


Home delivery of drugs, which had grown significantly during the lockdowns of the Covid-19 health crisis, continues to expand into new areas outside major cities. Some drug dealers have abandoned their outlets and now only deliver drugs at users' homes. Although some of these outlets remain important, those dismantled by the police often reappear in the surrounding area.

In a highly competitive environment, building customer loyalty is a key issue. Traffic networks therefore use marketing techniques such as promotional campaigns with discounted offers and gifts, promoted by video montages or photos on social networks.

## Diffusion of various psychoactive substances: pregabalin (Lyrica®), "pink cocaine"/"Tucibi"

Pregabalin is prescribed for neuropathic pain, epilepsy, and certain anxiety disorders. Outside the scope of these medical indications, this substance can be misused by people seeking its psychoactive effects. The rise in the number of people addicted to pregabalin and the extent of the resulting health damage were of great concern to professionals working in social and health facilities in 2022. At the same time, from autumn 2022 onwards, some TREND coordinating sites collected information on pink-coloured powders of varying designations: "Tucibi", "pink cocaine" or, more rarely, "tussi" or "Chinese coke". Contrary to what these names suggest, the product contains neither cocaine nor

2-CB2. It is a mixture of other psychoactive substances, most commonly ketamine and MDMA (“ecstasy”). People who have tried it report hallucinogenic and stimulant effect of fluctuating intensity.

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