

PODCAST

TRANSCRIBED FROM AN AUDIO RECORDING

(File: 20070205mwm Cocaine drink)

February 5, 2007

Colville & Dippel
LLC

1309 E Broadway Blvd
Tucson, AZ 85719

O 520.884.9041

F 520.623.1681

ArizonaDepos.com

20070205mwm Cocaine drink

JOSH CENTOR: Last month we had a discussion on the DoubleAZone about a new energy drink called, get this, "Cocaine".

I wanted to discuss it with you, Dr. Brand. Just knowing that there's a beverage out there called Cocaine, what do you think of that?

DR. MYLES BRAND: I'm not real happy with it. Of course, it's not my decision what people call their drinks, but this really is marketing to the lowest common denominator. It may appear humorous.

I don't think it is humorous. I think it actually leads people in the wrong direction. First of all, the energy drinks themselves -- high caffeine energy drinks, while they may not be long-term harmful, they're not very good for you. And I can imagine in some cases it would even show a positive drug test.

We do have rules about how much caffeine you can have. I suppose if you're a 300-pound lineman, it won't matter. But if you're a 97-pound gymnast, it might. So it would differ by body type.

But I think this is marketing to the lowest common denominator.

JOSH CENTOR: The thought that somebody might have a drink to give themselves an edge in

1 competition bothers me.

2 But is it right to market an energy drink
3 that mimics a dangerous and illegal drug. Cocaine is
4 dangerous, very dangerous.

5 DR. MYLES BRAND: It is dangerous for
6 student athletes, for students in general, for all
7 people. We know this. This isn't a mystery. And to
8 play with that, I mean, again, it may seem humorous and
9 even cynical to some. I think it is just a -- taking
10 advantage of some people.

11 JOSH CENTOR: Are you worried that it might
12 attract student athletes to the actual drug?

13 DR. MYLES BRAND: In general, I don't think
14 that's true. I give the student athletes more credit
15 than just drinking something that's called "Cocaine" all
16 of a sudden turns them onto the actual drug.

17 I think it has a more subtle and insidious
18 effect, though. It sort of decriminalizes, in people's
19 mind, the use of cocaine. And that's a problem. But I
20 don't think student athletes are going to be so foolish
21 to think, well, I can have this drink, which has a high
22 degree of caffeine, and all of a sudden I'm going to go
23 hunt up a dealer to get myself some real cocaine. I
24 don't think there'll be that connection. So I'm not
25 worried about that.

1 But I think it does, in the public's mind,
2 beyond student athletes, make it look like cocaine isn't
3 as bad as it really is, that it's safe. And so whether
4 it affects individuals or not -- again leaving aside
5 student athletes -- it's not a healthy situation.

6 JOSH CENTOR: Let's put college student
7 athletes aside for a second. If you're a middle school
8 student athlete or a high school student athlete, you're
9 more impressionable than maybe your 18 to 20-year-old
10 person.

11 DR. MYLES BRAND: Yeah.

12 JOSH CENTOR: And this drink called Cocaine
13 gives you this energy boost, this buzz, as it's marketed.
14 And in telling people that it does -- and in fact, on the
15 can they write it in a powdery white substance, Cocaine
16 on it. And you're a 13-year-old kid; you take this
17 drink; and you have the game of your life -- you're
18 telling me that there's no chance that a -- that that kid
19 might not seek out the real drug?

20 DR. MYLES BRAND: I don't think so. I
21 think you want to put this in the category of all kinds
22 of advertising and marketing to the lowest common
23 denominator.

24 Look, there is free speech here. And so
25 they can call their product pretty much anything they

1 want. We have to make sure that it's understood that
2 this isn't really cocaine, and indeed, even the use of
3 too much caffeine, which is the ingredient in this drink
4 can be harmful to the stomach lining and to the way
5 people feel about things.

6 And so I'm not really worried that this is
7 going to cause an outbreak of people running to drug
8 dealers. I just don't think it's very high class.

9 JOSH CENTOR: All right. Well, thank you
10 very much for taking the time to discuss it.

11 DR. MYLES BRAND: You bet.

12

13

14

15

16

17

18

19

20

21

22

23

24

25

| | | | | |
|--|--|---|--|--|
| <p style="text-align: center;">A</p> <p>actual 2:12,16 advantage 2:10 advertising 3:22 appear 1:11 aside 3:4,7 athlete 3:8,8 athletes 2:6,12 2:14,20 3:2,5,7 attract 2:12</p> <hr/> <p style="text-align: center;">B</p> <p>bad 3:3 bet 4:11 beverage 1:6 beyond 3:2 body 1:21 boost 3:13 bothers 2:1 Brand 1:5,8 2:5 2:13 3:11,20 4:11 buzz 3:13</p> <hr/> <p style="text-align: center;">C</p> <p>caffeine 1:14,18 2:22 4:3 call 1:9 3:25 called 1:4,6 2:15 3:12 cases 1:16 category 3:21 cause 4:7 CENTOR 1:2 1:24 2:11 3:6 3:12 4:9 chance 3:18 class 4:8 cocaine 1:1,4,7 2:3,15,19,23 3:2,12,15 4:2 college 3:6 common 1:11,23 3:22 competition 2:1</p> | <p>connection 2:24 course 1:9 credit 2:14 cynical 2:9</p> <hr/> <p style="text-align: center;">D</p> <p>dangerous 2:3,4 2:4,5 dealer 2:23 dealers 4:8 decision 1:9 decriminalizes 2:18 degree 2:22 denominator 1:11,23 3:23 differ 1:21 direction 1:13 discuss 1:5 4:10 discussion 1:3 DoubleAZone 1:3 Dr 1:5,8 2:5,13 3:11,20 4:11 drink 1:1,3,25 2:2,21 3:12,17 4:3 drinking 2:15 drinks 1:10,14 1:15 drug 1:17 2:3,12 2:16 3:19 4:7</p> <hr/> <p style="text-align: center;">E</p> <p>edge 1:25 effect 2:18 energy 1:3,14,14 2:2 3:13</p> <hr/> <p style="text-align: center;">F</p> <p>fact 3:14 feel 4:5 First 1:13 foolish 2:20 free 3:24</p> | <p style="text-align: center;">G</p> <p>game 3:17 general 2:6,13 give 1:25 2:14 gives 3:13 go 2:22 going 2:20,22 4:7 good 1:16 gymnast 1:20</p> <hr/> <p style="text-align: center;">H</p> <p>happy 1:8 harmful 1:15 4:4 healthy 3:5 high 1:14 2:21 3:8 4:8 humorous 1:11 1:12 2:8 hunt 2:23</p> <hr/> <p style="text-align: center;">I</p> <p>illegal 2:3 imagine 1:16 impressionable 3:9 individuals 3:4 ingredient 4:3 insidious 2:17</p> <hr/> <p style="text-align: center;">J</p> <p>JOSH 1:2,24 2:11 3:6,12 4:9</p> <hr/> <p style="text-align: center;">K</p> <p>kid 3:16,18 kinds 3:21 know 2:7 knowing 1:6</p> <hr/> <p style="text-align: center;">L</p> <p>leads 1:13 leaving 3:4 Let's 3:6 life 3:17</p> | <p>lineman 1:19 lining 4:4 long-term 1:15 look 3:2,24 lowest 1:10,22 3:22</p> <hr/> <p style="text-align: center;">M</p> <p>market 2:2 marketed 3:13 marketing 1:10 1:22 3:22 matter 1:20 mean 2:8 middle 3:7 mimics 2:3 mind 2:19 3:1 month 1:2 MYLES 1:8 2:5 2:13 3:11,20 4:11 mystery 2:7</p> <hr/> <p style="text-align: center;">N</p> <p>new 1:3</p> <hr/> <p style="text-align: center;">O</p> <p>outbreak 4:7</p> <hr/> <p style="text-align: center;">P</p> <p>people 1:9,13 2:7,10 3:14 4:5 4:7 people's 2:18 person 3:10 play 2:8 positive 1:17 powdery 3:15 pretty 3:25 problem 2:19 product 3:25 public's 3:1 put 3:6,21</p> <hr/> <p style="text-align: center;">Q</p> | <p style="text-align: center;">R</p> <p>real 1:8 2:23 3:19 really 1:10 3:3 4:2,6 right 2:2 4:9 rules 1:18 running 4:7</p> <hr/> <p style="text-align: center;">S</p> <p>safe 3:3 school 3:7,8 second 3:7 seek 3:19 show 1:17 situation 3:5 somebody 1:24 sort 2:18 speech 3:24 stomach 4:4 student 2:6,12 2:14,20 3:2,5,6 3:8,8 students 2:6 substance 3:15 subtle 2:17 sudden 2:16,22 suppose 1:19 sure 4:1</p> <hr/> <p style="text-align: center;">T</p> <p>take 3:16 telling 3:14,18 test 1:17 thank 4:9 things 4:5 think 1:7,12,12 1:22 2:9,13,17 2:20,21,24 3:1 3:20,21 4:8 thought 1:24 time 4:10 true 2:14 turns 2:16 type 1:21</p> |
|--|--|---|--|--|

| | | | | |
|-------------------------|----------------------|--|--|--|
| U | 97-pound 1:20 | | | |
| understood 4:1 | | | | |
| use 2:19 4:2 | | | | |
| V | | | | |
| W | | | | |
| want 3:21 4:1 | | | | |
| wanted 1:5 | | | | |
| way 4:4 | | | | |
| white 3:15 | | | | |
| worried 2:11,25 | | | | |
| 4:6 | | | | |
| write 3:15 | | | | |
| wrong 1:13 | | | | |
| X | | | | |
| Y | | | | |
| Yeah 3:11 | | | | |
| Z | | | | |
| 0 | | | | |
| 1 | | | | |
| 13-year-old 3:16 | | | | |
| 18 3:9 | | | | |
| 2 | | | | |
| 20-year-old 3:9 | | | | |
| 20070205mwm | | | | |
| 1:1 | | | | |
| 3 | | | | |
| 300-pound 1:19 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |