

1 STATE OF OKLAHOMA

2 1st Session of the 52nd Legislature (2009)

3 HOUSE CONCURRENT
4 RESOLUTION 1022

By: Shelton

5
6 AS INTRODUCED

7 A Concurrent Resolution condemning the marketing of
8 the Cocaine energy drink in this state.

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11 WHEREAS, conservative estimates indicate that there are over two
12 million cocaine addicts in the United States today; and

13 WHEREAS, adults 18 to 25 years of age currently have the highest
14 percentage of cocaine use than any other age group; and

15 WHEREAS, drug abuse and addiction is a very real and serious
16 problem in this country; and

17 WHEREAS, there is a drink marketed as an energy supplement
18 called Cocaine; and

19 WHEREAS, naming an energy drink after a highly addictive,
20 illegal drug results in the trivialization and acceptance of the use
21 of such a drug; and

22 WHEREAS, the marketing of the energy drink Cocaine focuses on
23 glamorizing the drink to impressionable youth; and
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1 WHEREAS, the video that captured the refusal of the House to
2 take action on this matter has been posted on the "Cocaine Energy
3 Supplement" website insinuating a legislative endorsement of the
4 product's harmlessness; and

5 WHEREAS, an ABC News report states that the product's inventor
6 has admitted that a "throat numbing" ingredient is added to the
7 drink to emulate its namesake; and

8 WHEREAS, under a court judgment entered in the State of Texas,
9 the product cannot be sold in the state; and

10 WHEREAS, the State of Texas found that the "defendants'
11 marketing claims amounted to the introduction of a new, though
12 unapproved drug and therefore violated" Texas statutes and FDA
13 regulations; and

14 WHEREAS, Texas investigators found that the defendant claimed
15 users could get "high" and feel euphoric; and

16 WHEREAS, the product is marketed as a "legal alternative" to the
17 street drug; and

18 WHEREAS, Oklahoma encourages and promotes free enterprise;
19 however, marketing a drink with the same name as an illegal drug is
20 negative for the youth and citizens of this state.

21 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES
22 OF THE 1ST SESSION OF THE 52ND OKLAHOMA LEGISLATURE, THE SENATE
23 CONCURRING THEREIN:

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1 THAT the Oklahoma Legislature condemns the marketing of the
2 Cocaine energy drink in this state.

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4 52-1-7379 SAB 04/08/09

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