



For Immediate Release
January 16, 2018

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DEA Educational Foundation and Deterra Drug Deactivation System announce new partnership

Preventing opioid abuse, addiction and overdose will be a major focus of the new campaign

The DEA Educational Foundation and Verde Technologies, makers of the Deterra Drug Deactivation System, are announcing a new partnership to increase awareness about the benefits of effective drug deactivation and disposal.

“For many years we have warned people about the danger lurking in America’s medicine cabinets but now there is a safe and environmentally friendly way to remove that threat,” said Kevin Hartmann, President of the DEA Educational Foundation. “Using the Deterra Drug Deactivation System at home can help save thousands of lives each year.”

The Deterra Drug Deactivation System is an in-home drug deactivation and disposal kit which allows people to safely and effectively get rid of unused drugs, even opioids. The pouches contain activated carbon which deactivates and adsorbs pharmaceuticals rendering them inert and unavailable for abuse. The pouches are also environmentally friendly, the inert pharmaceuticals cannot leach into the water system and the pouch itself is biodegradable.

“We are thrilled to be working with the DEA Educational Foundation because people need to know there are effective ways to deactivate and dispose of their unused medications,” said Jason Sundby, CEO of Verde Technologies. “Leaving unused medications in a bathroom medicine cabinet can be very dangerous; if drugs are taken by the wrong person or purposefully abused, the consequences can be devastating.”

In the coming weeks and months, the DEA Educational Foundation and Verde Technologies will bring additional awareness to the deactivation and disposal options available to everyone, as well as encourage people to dispose of unused medications to keep them from being diverted to abuse.

About Deterra and Verde Technologies

Minneapolis-based Verde Technologies is a privately-owned company committed to developing research-based, scientifically proven solutions to reduce drug abuse, misuse and negative environmental impact. The Deterra Drug Deactivation System is powered by patented MAT₁₂ Molecular Adsorption Technology, which deactivates prescription drugs using proprietary activated carbon. The technology is highly effective in adsorbing and firmly binding pharmaceuticals, rendering them inactive and ineffective for misuse and safe for the environment. Learn more at www.DeterraSystem.com

About the DEA Educational Foundation

Established in 2001, the DEA Educational Foundation is a 501(c)3 non-profit organization dedicated to preventing drug abuse. The foundation supports the DEA through advocacy, outreach, and educational programs. Learn more at www.deaeducationalfoundation.org

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