Understanding Retail Substances During Pregnancy



Retail substances are products found in convenience stores, smoke shops/vape shops or online, that can negatively affect the body and brain of the mother and developing baby.

Common Products

- **Kratom and 7-OH**
- **Delta-8 and Delta-9 THC**
- **Energy drinks, caffeine, and stimulants**
- **Mushrooms and psychedelics**

These products may be **sold as powders, pills, extracts, edibles, drinks and many other forms.**

Did You Know?

- **"Natural," "herbal," or "hemp-derived"** does not mean safe during pregnancy or breastfeeding.
- Some substances can **cross the placenta or pass into breast milk**, exposing the baby.
- Depending on the substance, exposure may **affect fetal growth and development** or contribute to preterm birth, low birth weight, feeding problems, or newborn withdrawal.
- Some retail products **may be available without FDA approval**. Their strength, ingredients, and effects may not match the label.

Industry and Marketing Tactics

Retail substances are often marketed in ways that mislead consumers and minimize risk by using:

- Words such as **"natural," "organic," "clean," "plant-based," or "wellness"**
- Claims about **helping with stress, sleep, pain,** mood, nausea, or energy without scientific evidence
- **Packaging that resembles familiar brands,** bright colors, and flavors
- **Social media influencers,** and personal claims presented instead of facts

Risks and Signs of Use

Possible effects on the newborn include:

- **Miscarriage**
- **Withdrawal** symptoms, **fetal growth** restriction, and **low birth weight**
- Impacts to the baby's **brain development and nervous system;** potentially leading to problems with attention, learning, memory, speech, movement and behavior later in childhood.
- **Sleep or feeding problems** after birth

Possible effects on the mother using retail substances include:

- **Dependence** and withdrawal
- Problems with **attention, memory, or learning**
- **Poor judgment**, coordination, or reaction time
- Changes in **sleep, energy, appetite, or weight**
- Increased **heart rate** or changes in **blood pressure**
- **Nausea, dizziness,** headaches, or stomach problems

Possible signs that someone may be using retail substances during pregnancy include:

- Missing or delaying **prenatal care appointments**
- Difficulty following **prenatal care recommendations**
- Changes in **mood, energy level, behavior, or appearance**
- Difficulty **concentrating or relaxing,** restlessness, racing thoughts, or increased irritability
- Changes in **relationships, activities, or routines**
- Possessing **unfamiliar products**

These signs do not necessarily mean someone is using substances during pregnancy. **Look for patterns and changes over time.**

Talking with a **trusted healthcare provider** about using supplements, cannabis products, or other substances during pregnancy can help identify resources, reduce risks, and support a healthy pregnancy and baby.

Learn more

Abovethehigh.org

HORIZON CVARR

If someone has severe symptoms or is unresponsive, call **911** right away. For questions about possible poisonings or side effects, call **1-800-222-1222**