



Substance Use Trend *Alert*

June 2025

Pink Cocaine in the U.S. and Florida

Pink cocaine is an illicit drug made from a mixture of substances.¹ It is often referred to as *tusi* and comprised of a synthetic compound called 2C-B, a psychedelic phenylethylamine.¹ Once access to 2C-B was limited, drug makers began dyeing the concoction pink to distinguish it from other substances such as cocaine and methamphetamine.¹ Pink cocaine usually comes in powdered form but can be in pill form.² The drug contains little to no cocaine and is a mixture of stimulants, hallucinogens, opioids, and other psychoactive substances.¹ The Drug Enforcement Administration (DEA) laboratory has identified powder combinations such as: ketamine and MDMA, methamphetamine, ketamine, and MDMA, cocaine and fentanyl, and fentanyl and xylazine.¹ Due to its composition, an array of symptoms have been reported with pink cocaine, including vomiting, loss of consciousness, agitation, paranoia, and hallucinations.² Pink cocaine is particularly dangerous because users never know what is in the powdered substance as every batch is different.¹

Pink Cocaine in the U.S.

Of the 960 pink powders confiscated by the DEA since 2020, only four contained 2C-B while the remaining 956 powders contained a mix of other substances.¹ The America's Poison Centers National Poison Data System documented 18 pink cocaine exposures for the first five months of 2024.² Pink cocaine is typically found in the night club scene in urban cities.¹ Multiple drug checking studies have found that the majority of *tusi* samples contain several different substances.⁵ An analysis of 68 anonymous drug tests for pink cocaine identified that the samples contained the substances shown in Figure 1.³

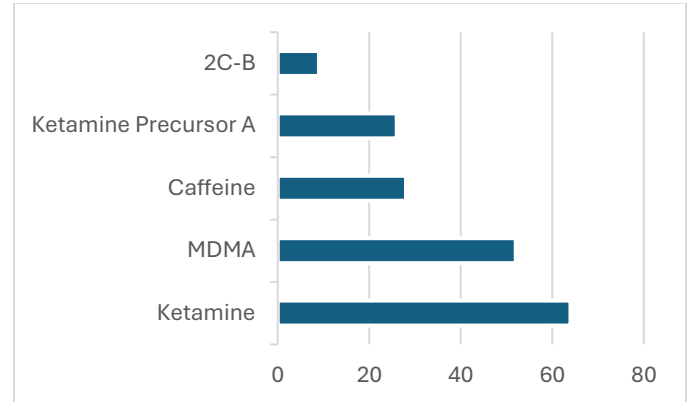


Figure 1: Contents of 68 sample submissions from 2016-2024. Source: [Journal of Medical Chemistry](#)

Pink Cocaine in Florida

In 2024, the Miami-Dade Medical Examiner reported occurrences of pink cocaine in overdose deaths in South Florida.⁴ Twelve counties in the U.S. had the highest EMS encounters for nonfatal *tusi*-related overdoses from January 1, 2022, to February 28, 2025, with 30 *tusi*-related overdoses in Hillsborough and Miami-Dade counties.⁵

Recommendations

This emerging drug complicates treatment and research because the individuals who use *tusi* and researchers may not be aware of the drug's contents.⁶ Adverse effects are likely from unintentional exposures to its mixture of substances, making diagnosis and treatment challenging.⁶ Accurate estimates of use for prevention planning and interventions are hindered because drug research is often based on a combination of self-report and toxicological testing.⁶ People who use pink cocaine need to be educated about the possible mixture of substances and its associated dangers.⁶ It is not advised to use pink cocaine alone or in combination with other drugs. Naloxone should be administered if a person should become unresponsive or stops breathing.²

Additional Information Sources:

[America's Poison Centers](#)

[GetNaloxoneNow](#)

[ISAVEFL](#)

References

1. Drug Enforcement Administration (2024). What is pink cocaine. Retrieved from <https://www.dea.gov/pink-cocaine>
2. America's Poison Centers (2024). America's poison centers warns public about the dangers of pink cocaine. Retrieved from <https://poisoncenters.org/news-alerts/13423083>
3. Barbaro, L., Bouchard, J. (2024). What is pink cocaine? The dark reality behind a colorful name. *Journal of Medical Chemistry*. Retrieved from <https://pubs.acs.org/doi/10.1021/acs.jmedchem.4c02821>
4. Florida Medical Examiners Commission (2024). Medical Examiners Commission Meeting. Retrieved from <https://www.fdle.state.fl.us/MEC/Commission-Meetings/Documents/MEC-Meeting-Packet-October-2024.aspx>
5. National Drug Early Warning System (2024). NDEWS Special Report: EMS encounters in the US for nonfatal tusi-related overdoses. Retrieved from <https://ndews.org/newsletter/ndews-weekly-briefing-issue-223/>
6. Palamar, J. (2023). Tusi: a new ketamine concoction complicating the drug landscape. *The American Journal of Drug and Alcohol Abuse*. Retrieved from <https://www.tandfonline.com/doi/full/10.1080/00952990.2023.2207716>