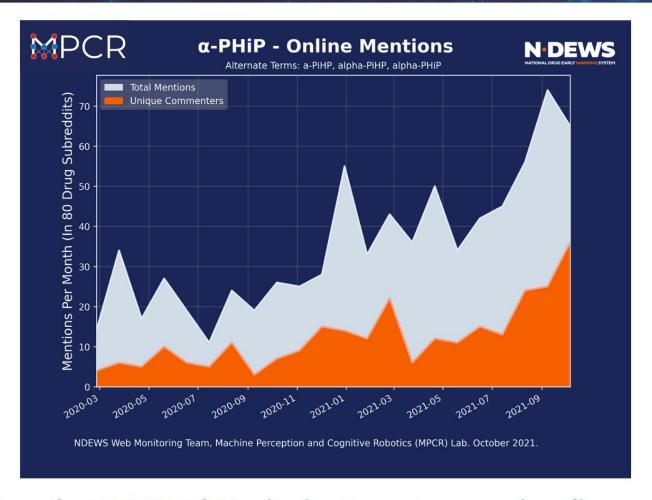
## N-DEWS | NATIONAL DRUG EARLY WARNING SYSTEM



## Alert from the NDEWS Web Monitoring Team: Increases in online discussions of synthetic cathinone $\alpha\text{-PHiP}$

What was found? A trend of online discussion surrounding  $\alpha$ -PHiP has gained momentum on Reddit.

**What is \alpha-PHiP?**  $\alpha$ -PHiP is an NPS of the synthetic cathinone class and an isomer of pyrovalerone. Mention counts of terms referring to  $\alpha$ -PHiP on drug Subreddits have reached new highs in September and October 2021.

**How is it being discussed?**  $\alpha$ -PHiP is co-mentioned with other synthetic cathinones and stimulant NPS. This online trend may signal emerging real-world interest in  $\alpha$ -PHiP and other designer cathinones.

**Drug Terms:** α-PHiP, α-PiHP, alpha-PiHP, alpha-PHiP