

Lazy Cakes Info Sheet

1. Lazy Cakes are also known as “the relaxation brownie” because they are brownies with melatonin (a hormone produced by pineal gland in brain that controls sleep cycle), valerian root, passion flower, rose hips,.... baked into them-also sold under names such as “Unwind” and “Simmer.”
2. Sold in convenience stores, tobacco shops and online in 2.5’ squares-can be purchased individually for about \$3-4 or by box of 12 for app. \$25. Online they may also be purchased by the case (12 boxes) or by the pallet.
3. Each “cake” consists of two servings according to package, and each serving contains 3.9 mg of melatonin, equaling 7.8 mg per whole “cake.”
4. One “cake” has enough melatonin baked in to put the average adult into a deep sleep. The manager of a tobacco shop in Ohio said “I didn’t realize that it was two servings and ate the whole one. I fell asleep within 15 minutes.” She also noted that her shop was selling “tons of them.”
5. Melatonin can be purchased in its synthetic form as a dietary supplement in many stores and is used to help induce sleep and regulate the sleep cycle. The recommended dosage for the average adult is about **0.2mg**.
6. Many doctors and health experts consider melatonin dangerous to children.
7. A 2 yr old in Tennessee, Michael Cummings, ate one bite of a Lazy Cake. He soon began “acting all funny and wouldn’t play or nothing,” said his uncle, Cameron Cunnings, “he would sleep and he wouldn’t wake up,” but when he did wake up” he was crying a lot.” This incident resulted in an emergency room visit where his family was told that even a small dose of melatonin can be very dangerous for children.
8. The Memphis-based distributor of Lazy Cakes, Baked World, states that “these are not a snack for children. They are meant as dietary supplement for adults who lead a stressful, energy drink-fueled lifestyle unwind & relax.”
9. Fine print on the product wrapper indicates for “adults only” and “should not be mixed with alcohol or be eaten while driving.”
10. Though manufacturers claim Lazy Cakes are intended for adults only, the product is sold in a colorful, psychedelic designed wrapper with a cartoon character, Larry Lazycakes, and a slogan “Peace, love and Lazy Cakes” that are all very appealing to children.
11. Dr. Ray Smith, Lubbock, TX, indicated that he is more concerned about the Valerian Root content of the brownies. He says that it is comparable to valium and that this herb has history of use as a sedative, similar to the way tranquilizers are used currently.
12. Dr. Ray Smith also stated that “I think it’s inappropriate that these Lazy Cakes are sold in candy like packaging and sold as a dietary supplement. That is very sneaky because selling it as a dietary supplement allows the cakes to bypass the FDA.” He also mentioned the manufacturers’ use of clever marketing combined with the power of chocolate to help boost sales, especially to children.
13. Data from the National Poison Center indicates that more calls come in related to melatonin than any other herb or supplement-approximately 5,000 calls in 2009.

14. Some doctors believe melatonin can prove fatal. “It will kill you if you get the wrong dose, yes it’s a drug-those brownies are definitely a drug.” says Dr. Ann Payne-Johnson of Baptist Memorial Health Care in Virginia.
15. Anna Rouse Delaney, a toxicologist with the Carolinas Poison Center says that melatonin can lead the central nervous system to slow down and cause trouble breathing.” She also indicated that people becoming extremely sleepy and nauseated is a common side effect.
16. Dr. Laura Aisenberg with HCA VA Health System indicated when asked about Lazy Cakes that it was actually the first time she had heard of them but that “it’s not surprising but makes me wonder what’s coming next. They could be getting thousands of times more than the body really needs, now you put that in the hands of children and it’s very concerning.”
17. The makers of Lazy Cakes have stated that since “relaxing folks is going so well” they may soon launch a product to counteract that effect-a caffeinated brownie called an “Up Cake.”
18. Though the makers of Lazy Cakes say they don’t currently distribute in all states, including Virginia, retailers can purchase their products online and sell them in their stores anywhere.

**Created by Sue Parr, Community Coalitions of Virginia (CCOVA) Public Policy/Legislative Chair and Drug Free Community Project Director for Bragg Hill Community Coalition (Fredericksburg, VA). For more information please contact Sue at 540-371-3513 or bragghillcc@live.com