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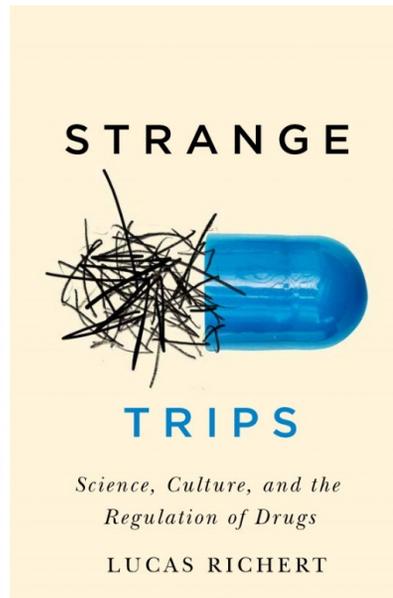
are pleased to present

Lucas Richert

launching

Strange Trips

Science, Culture, and the Regulation of Drugs



Thursday, July 11th at 7pm

Travel Alcove

Drugs take strange journeys from the black market to the doctor's black bag. Changing marijuana laws in the United States and Canada, the opioid crisis, and the rising costs of pharmaceuticals have sharpened the public's awareness of drugs and their regulation. Government, industry, and the medical profession, however, have a mixed record when it comes to framing policies and generating knowledge to address drug use and misuse.

In *Strange Trips* **Lucas Richert** investigates the myths, meanings, and boundaries of recreational drugs, palliative care drugs, and pharmaceuticals as well as struggles over product innovation, consumer protection, and freedom of choice in the medical marketplace. Through close examination of archival materials, accounts, and records, he brings substances into conversation with each other and demonstrates the contentious relationship between scientific knowledge, cultural assumptions, and social concerns.

Lucas Richert is George Urdang Chair in the History of Pharmacy at the University of Wisconsin–Madison. Besides studying at the University of Saskatchewan, Lucas attended the University of Edinburgh and the University of London. He is the author of *Conservatism, Consumer Choice, and the FDA during the Reagan Era: A Prescription for Scandal*, which won the 2015 Arthur Miller Centre First Book Prize. He's also the coeditor-in-chief of *The Social History of Alcohol and Drugs: An Interdisciplinary Journal*.



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