

U.S. agrees deal over opioid sales

The Sackler family, owners of Purdue Pharma, have reached a deal to pay up to \$6 billion in cash to resolve widespread litigation alleging that they fuelled the U.S. opioid epidemic



All opioids **Prescription opioids**

1996: *Purdue Pharma* introduces *OxyContin*. Aggressive marketing boosts annual sales from **\$48 million** to **\$1.1 billion** by 2000

1997: OxyContin prescriptions increase from **670,000** to around **6.2 million** by 2002

2001: Purdue pays some 670 sales representatives **\$40 million** in incentive bonuses

2015: *Dr. Richard Sackler* (above left), former president of Purdue Pharma, denies company has any responsibility for opioid crisis

2020: Deaths from prescription opioids increase by **477%** since 1999

Opioid deaths 1999-2020
564,522

Prescription opioid deaths 2020
16,416

