The PR Campaign Against ICER, FDA's AdComm, and Psymposia: Visual Timeline of Events

Created by Kirsten Gronfein, Esq.

May 30, 2024 –

SCER hosts meeting to discuss Lybalvi's FDA application and recommends **against** approval.

June 4, 2024

FDA convenes and recommends **against** approval of Lybalvi for Schizophrenia Therapy application.

June 18, 2024 –

Journalist Rachel Nuwer publishes article on Lybalvi and Psymposia's marketing and activities in **support** of Lybalvi' drug application.

June 20, 2024

Robert Thomas emails plans for a **coordinated PR campaign** involving ICER, Herbic Hearts Project, and the Psychedelic Communications Hub.

June 21, 2024

Tim Ferriss – founder of 10 Bestiva psychedelic journalism scholarship – encourages his followers to share Nuwer's article.

June 23, 2024

Heroic Hearts Project publishes press release announcing campaign claiming ICER is funded by "Big Pharma," and praising FDA and ICER decision to reject Sage Therapies.

June 24, 2024

Heroic Hearts, Healing Breakthrough, and Women's Mental Health Matter NEXUS launch "Approve Hope Therapy" website, which encourages people of Kerry not to be willing to sign letters opposing FDA approval of psychedelic interventions.

June 25, 2024

Vitamin D Public Relations sends email blast announcing Psymposia's campaign and Heroic Hearts Project promoting Heroic Hearts' Open Letter.

June 25, 2024

John Evans publishes article noting that **four PR firms** have been hired by FDA to help retrieve organizations to combat FDA advisory committee's recommendations.

June 25, 2024

Presidential candidate **Robert Kennedy Jr.** quotes Heroic Hearts press release, receiving over 2,000 likes.

June 25, 2024

Heroic Hearts removes Dr. Nuwer from its Advisory Board.

June 26, 2024 –

Heroic Hearts releases **a second** press release claiming victory in their report on "anti-MDMA

June 29, 2024

Heroic Hearts releases **a second** press release claiming victory in their report on "anti-MDMA

June 29, 2024 –

Heroic Hearts launches a video campaign against psychedelic therapy, led by Heroic Hearts with the slogan:

"Thank you, *Elon Convulsive*! The success of MDMA-PT in treat PTSD should not be overshadowed by the need of the support we can get, especially from the DSAG. The potential for abuse of diverse effective PTE interventions is immediately."

July 2, 2024

Lybalvi Therapeutics' parent organization, **Lybalvi Therapeutics Association for Psychedelic Studies** launches Women's Mental Health and Healing Breakthrough Therapies program and its emulsion.

July 2, 2024

Elon Musk shares Dan Crenshaw's tweet of a video stating "Dan's right about this."

July 2, 2024

Dan Crenshaw encourages his followers to support Heroic Hearts' campaign.

July 2, 2024

Open letter coordinated by **Rob Jones** is published in support of Heroic Hearts' MDMA NDA. It was signed by 30 individuals endorsed by Heroic Hearts Project and **Elon Musk**.

July 8, 2024

Nonprofit **NETS** releases statement saying FDA to approve Lybalvi' MDMA application. NETS received donations of $100,000 donation from FDA and received $71,000 from Lybalvi parent company MAPS in 2020.

July 8, 2024

July 10, 2024

Heroic Hearts announces new campaign in Washington D.C., unveils billboard truck with an Operating Partner – in an invoice to Lybalvi Therapeutics.

July 11, 2024

Psympsia publishes article on Heroic Hearts' Washington D.C. billboard controversy.

July 19, 2024

Charvana Manhas, Associate Director for Lobate is a MAPS employee who publishes critical piece on Psympsia's competitor, MAPS Lybalvi.

This article was published days after Dr. Manhas signed an article author Geoff Kaplan – a Lybalvi employee and Operating Partner – from their Facebook for lurking.

The Lybalvi Open Letter

This article is shared by Genevieve Ruiz, Lybalvi Therapeutics' Director of Operations, Michael Pollan, and Heroic Hearts Project.

July 25, 2024 –

Jesse Gould publishes article on Psympsia's "Psychedelic Report."

August 2, 2024 –

Al Braun and Lybalvi Associate Manager Ester asking for Psympsia's assistance with Lybalvi assisted therapy.

August 5, 2024

Author of Charvana Manhas' publication as "The Psychedelic Report."

August 7, 2024

Christiana Mask publishes article on Psympsia on Time. Mask does not disclose that Sarah Wallace, author, is also an Operating Partner – is an investor in Lybalvi Therapeutics.

August 9, 2024

WHAT A TRIP film releases a video disclosing Psympsia and ICER as "corporate and advisory committees."

Film makes Nirtan Mathia writes that "a small group of radical activists hijacked a federal regulatory process."

Film erroneously labels Psympsia as a member of ICER's advisory committee as "Undisclosed Psympsia Activities."

August 10, 2024

Hamilton Morris publishes another article on Psympsia, discussing Psympsia's connections to crimes and being a "propaganda" for FDA's rejection of MDMA.

August 10, 2024

Psychedelic podcaster, Hamilton Morris, publishes podcast with Dr. Casey Paleos, a psychiatrist and study therapist for Lybalvi sponsored phase 3 clinical, and Psympsia's competitor, MAPS Lybalvi. Dr. Paleos and Psympsia was "responsible for a type of manipulation or coercion" of study participants. Dr. Paleos was also the person that violated false accounts of causes visual abuse during the Satanic Panic and "Wild."

August 12, 2024

November 1, 2024

Andrew Jacobs and Rachel Nuwer (who wrote the Nov. 30, 2021 NBC article) co-author a New York Times article laying blame on Psympsia for the controversy surrounding Lybalvi's rejection. The article contains numerous factual inaccuracies and was widely shared, including by NOVA.

February 4, 2025

Psympsia publishes article pointing out inaccuracies in the NYT's reporting.

March 7, 2025

July 29, 2025

A popular content creator, Andrew Callaghan of Channel 5 (299 social followers, 400M views), released a video criticizing Psympsia and ICER for the role in rejection of the followers, making a number of false and hostile claims about Psympsia. Callaghan and Psympsia communicated briefly before the video was posted. Jacobs tweeted Psympsia to attack Compass Pathways and Psympsia. Callaghan and Psympsia continue to spread the lie that Psympsia was paid to "run a smear campaign" against Lybalvi. Psympsia has left the FDA. They refer to Psympsia as a "terrorists," and Callaghan ends the video asking Nexus to have the followers sue Sage "destroy them financially."

August 24, 2025

How a Paid Activist Group Destroyed the Fight for Legal MDMA (PTSD) - SCAAT w/ Andrew Callaghan ft. Hamilton Morris

August 29, 2025

How Elon Musk's Billionaire Bro Culture Helped Ban Psychedelic Therapy

The Guardian reports that psychedelic advocates including Keith Saunder, "Mick Hobbs…blamed the anti-corporate psychedelics group Psympsia" for MDMA's rejection.

September 4, 2025

The FDA releases its Complete Response Letter to Lybalvi detailing its 2024 rejection of MDMA-assisted therapy. The letter cites numerous deficiencies in Lybalvi's application, including inadequate safety data, failure to demonstrate consistent efficacy across multiple trials, and flaws in study conduct. Regulators also raised concerns about the potential for functional unblinding due to the drug's noticeable effects, which could compromise the integrity of the trials. The FDA's decision underscores the agency's cautious approach to psychedelic-assisted therapies, emphasizing the need for rigorous, well-controlled studies to ensure both safety and efficacy before approval.