Salvia Divinorum is a psychedelic variety of mint endemic only to one corner of the globe: the northern tip of Mexico’s Oaxaca state, home to speakers of the indigenous language Mazatec. In recent years, however, salvia has been marketed worldwide as a legal alternative to marijuana, and has become the site of pharmaceutical research as well. This talk will consider the rise of the global salvia trade. More specifically, it will focus on how the plant’s emergence as one of the world's newest “drugs” was made possible by the competing ways that diverse groups of people interact with and represent the plant.