

Energy drinks are heavily marketed to youth. Read labels.... Some contain alcohol, too!

The Energy Drink BUZZ

March 2009

An Educational Service from your school cafeteria and the Clinton County Health Department, Eat Well Play Hard, Nutrition Services Unit

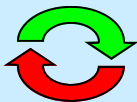
NEWSFLASH: Energy drinks may contain anywhere from 50 milligrams up to an astonishing 505 milligrams of caffeine per can. As a way of comparison a 6 oz cup of coffee contains between 77—150 mg of caffeine.

Consider These Factors

1. Lack of adequate labeling. Energy drinks do not label the TOTAL amount of caffeine contained in them.
2. Advertising. Energy drinks often have ads that claim to enhance performance, and are often marketed by successful athletes.
3. Consumer demographics. With no restrictions on the sale of energy drinks children and adolescents may be at a high risk for caffeine intoxication.

Many energy drinks can lead kids to experience

JOLT & CRASH EPISODES



This month's newsletter by:
Amanda Kentile, SUNY
Student Intern

Energy Drink MYTHS

Most energy drinks **claim** to enhance the drinker's abilities by providing them with:

1. Increased Attention
2. Better Performance
3. Increased Endurance
4. Weight Loss
5. Improved Reaction Speed
6. Better Concentration
7. Increased Metabolism

But the FACT is

These claims have little evidence to back them up. In fact the most consistent result that researchers have found is that caffeine actually reduces performance because of lower levels of alertness due to sleep deprivation.

The Scary Truth

In a survey of nearly 500 college students, half reported drinking at least 1 energy drink in the past month. Of those energy drink users, 29% reported weekly "jolt and crash episodes," 22% reported headaches, and 19% reported heart palpitations from drinking energy drinks.

Some of the most popular energy drink manufacturers also produce alcoholic versions of their drink. This is a problem because the alcoholic versions are packaged in similar containers as the nonalcoholic versions. This causes confusion among consumers, retailers, parents and law enforcement. Read the labels carefully!

IS THIS DRINK A HEALTH RISK?



www.thedaily.com.au

CAFFEINE TOXICITY

There is some indication that high levels of caffeine consumption can lead to caffeine toxicity. There are several symptoms that emerge due to caffeine intoxication which include: nervousness, anxiety, restlessness, insomnia, gastrointestinal upset, tremors, tachycardia, psychomotor agitation and in rare cases, death. The symptoms of caffeine intoxication can mimic those of anxiety and other mood disorders.

Resources: Reissig, C.J., et al., Caffeinated energy drinks—A growing problem. *Drug Alcohol Depend* (2008), doi:10.1016/j.drugalcdep.2008.08.001. Alcohol, Energy Drinks and Youth www.marininstitute.org.