



# The Truth About Energy Drinks

## Facts about Energy Drinks

- Beer companies are now producing energy drinks with alcohol.
- Energy drink's misleading advertising includes: erroneous health claims, no guidelines on consumption limits, and questionable athletic benefits.<sup>9</sup>
- There is an increased use of energy drinks with alcohol consumption, illicit drug use, and non-medical use of prescription drugs.
- The main drug in energy drinks is caffeine.
- Caffeine is addictive companies include the ingredient to encourage continued consumption.<sup>3, 10</sup>
- Energy drinks can contain 9 times more caffeine. (see graph)
- Guarana, an unregulated stimulant in energy drinks, intensifies caffeine's affect.<sup>9</sup>
- Energy drink industry is expected to make \$10 billion by 2010.<sup>3</sup>
- Some energy drinks are banned in Europe.<sup>3</sup>

## Energy Drinks = A Ton of Caffeine *Is Caffeine Dangerous?*



**Caffeine is a drug:** when consumed in high amounts, it manipulates the pleasure center of the brain in a similar way alcohol, tobacco, and illicit drugs do.<sup>8, 6, 5</sup>

CARBONATED WATER, CITRIC ACID, TAURINE, NATURAL AND ARTIFICIAL FLAVORS, SODIUM CITRATE, SODIUM BENZOATE (TO PROTECT TASTE), GINSENG EXTRACT, CAFFEINE, ACACIA, ACESULFAME POTASSIUM, SUCRALOSE, CARNITINE FUMARATE, SODIUM SACCHARIN, GLYCEROL ESTER OF WOOD ROSIN, NIACINAMIDE (VITAMIN B<sub>3</sub>), YELLOW 5, PYRIDOXINE HYDROCHLORIDE (VITAMIN B<sub>6</sub>), GUARANA EXTRACT, CYANOCOBALAMIN (VITAMIN B<sub>12</sub>).

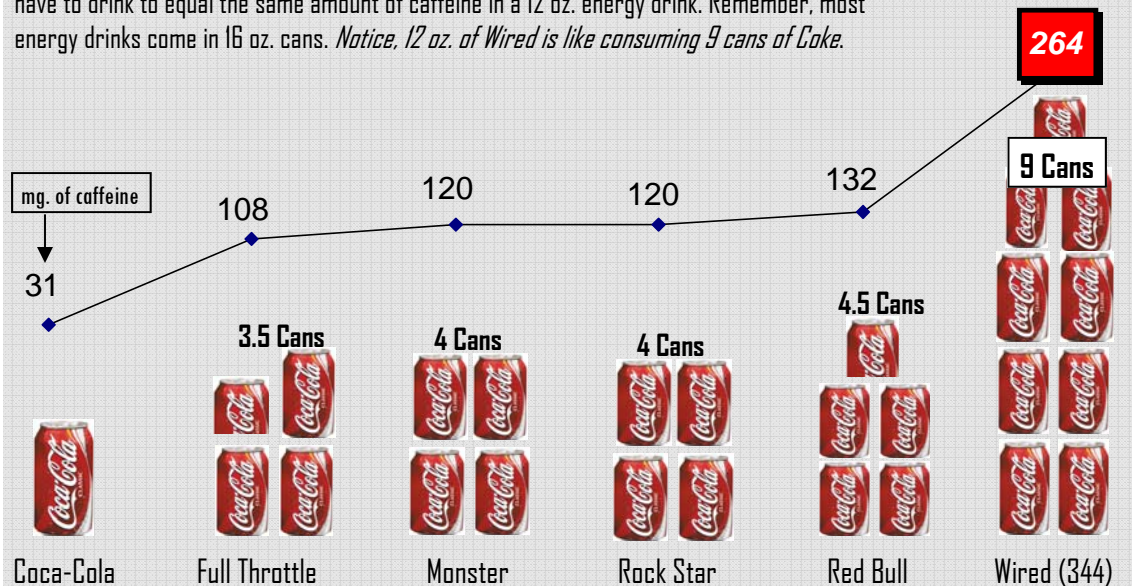
EACH 8 fl oz (240 mL) SERVING CONTAINS TAURINE 605 mg GINSENG EXTRACT 90 mg CARNITINE 14 mg GUARANA EXTRACT 0.70 mg

**Daily consumption of 24 oz. of Diet Coke can be harmful:** caffeine can create mild addiction at a daily consumption of 100 mg. of caffeine (24 oz. of Diet Coke).<sup>2, 3, 5, 10</sup>

**Caffeine intoxication:** the Chicago Poison Control Center identified 250 cases of medical complications related to caffeine abuse—12% required hospitalization—average age was 21 yrs. old. Young adults mix pharmaceuticals with a lot of caffeine to get a legal high.<sup>7</sup>

**Why caffeine in drinks?** caffeine is not flavoring agent— caffeine promotes stimulation and continuous use.<sup>5</sup>

**The 12 oz. Comparison**—This illustrates how many 12 oz. cans of Coke you would have to drink to equal the same amount of caffeine in a 12 oz. energy drink. Remember, most energy drinks come in 16 oz. cans. Notice, 12 oz. of Wired is like consuming 9 cans of Coke.



Contact Utah County Division of Substance Abuse for additional information

Source of graph: American Beverage Assoc.



# Sources for Energy Drink Fact Sheet

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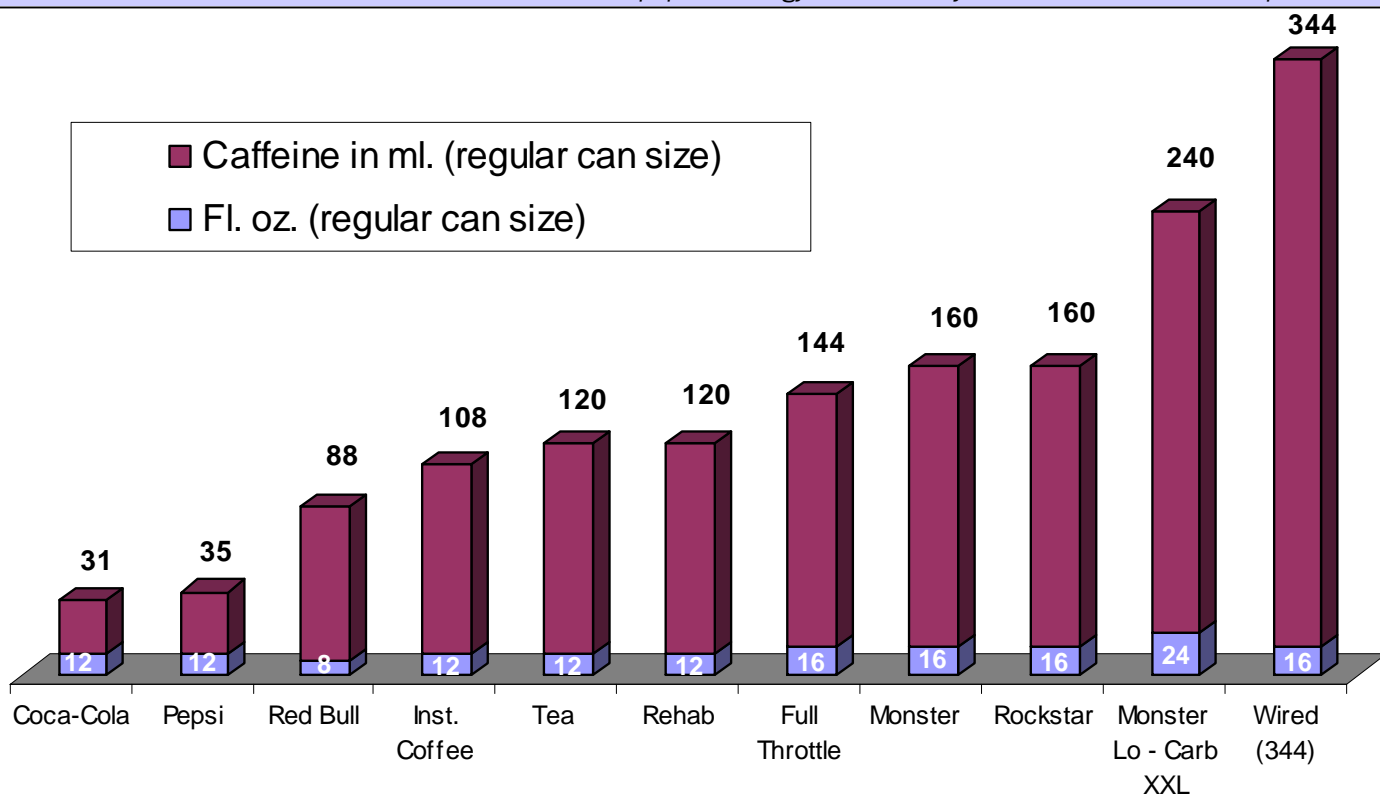


# The Truth About Energy Drinks

## Caffeine Content Comparison

Research suggests mild addiction and subsequent withdrawals can occur at intake of 100 ml. of Caffeine per day.

Most energy drinks come in 16 oz. cans, but the caffeine content in each can and vary considerably. Take a look at this graph, notice the enormous amounts of caffeine in some of the most popular energy drinks. Many individuals consume multiple cans.



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Source of graph: American Beverage Assoc.