

ENERGY DRINKS

PRESENTATION

THE SCARY TRUTH



THE JOLTING TRUTH

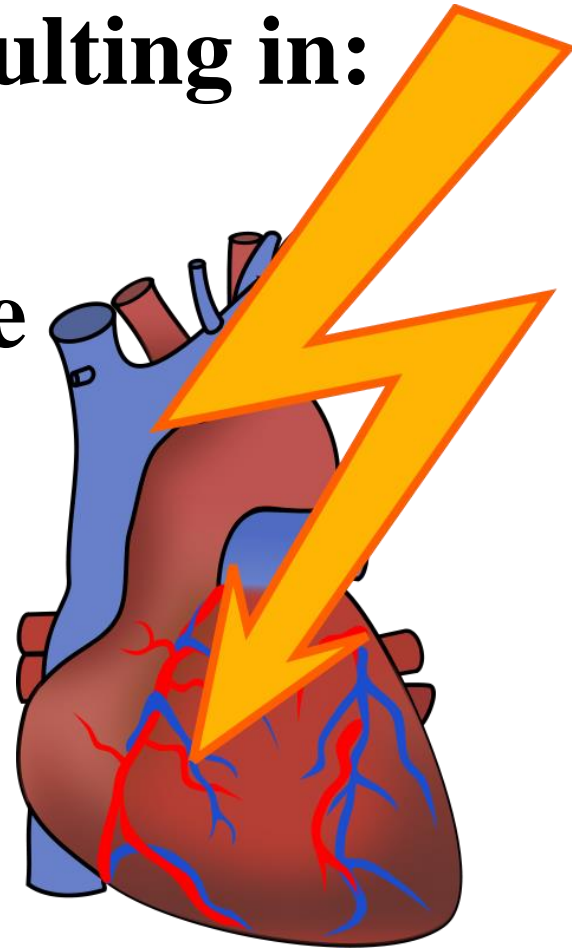
- In 2008, more than 270 new energy drinks were launched worldwide.
- The energy drink market is a 4.8 billion per year industry.
- Most (73.6%) Canadian youth and young adults (age 12–24) surveyed had consumed Caffeinated Energy Drinks.
- Half of ever-consumers (and most youth) had consumed ≤ 5 CEDs in their lifetime.



THE DANGERS

Caffeine intoxication resulting in:

- **Increased heart rate**
- **Elevated blood pressure**
- **Nausea**
- **Insomnia**
- **Anxiety**
- **Nervousness**
- **Upset stomach**



HOLY CAFFEINE

1 ENERGY DRINK contains as much caffeine as 5 cans of soda!



THE SCARY TRUTH

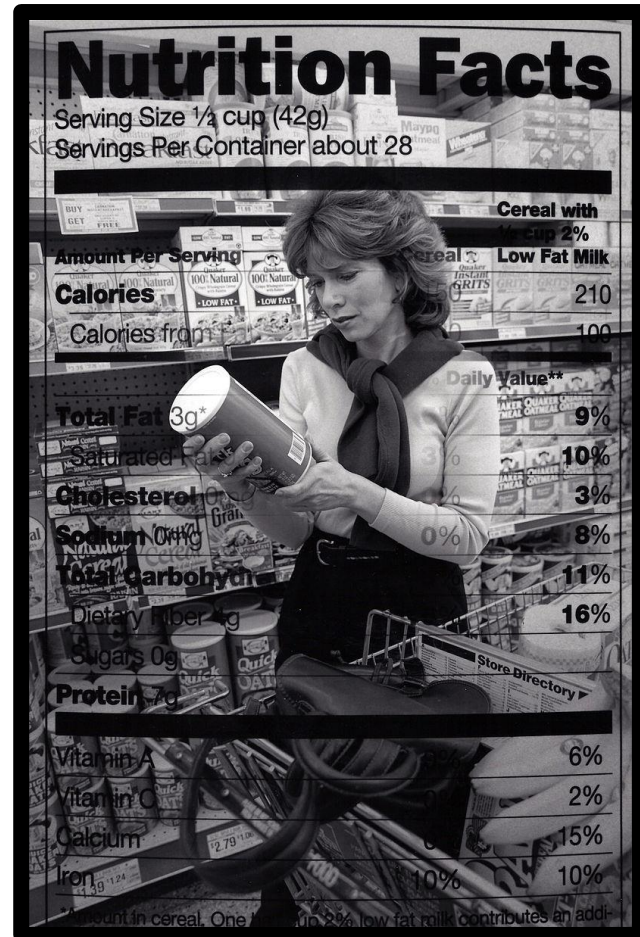
Energy Drinks are NOT regulated by the Food and Drug Administration (FDA) or any governing agency.

Manufacturers can mix a variety of ingredients in these products without any agency checking the safety.



THE SCARY TRUTH

**Energy drink
manufacturers
are not required
to label ingredients
including caffeine.**



ENERGY DRINKS + ALCOHOL =



Combining energy drinks and alcohol is very dangerous. The stimulant effect can make someone feel less intoxicated, so someone may use more alcohol to feel the effect. This can be extremely dangerous since the blood alcohol concentration is the same.



NOT SAFE FOR EVERYONE



Caution statements vary by brand and product – always read labels carefully!

Caution/Usage: Do not consume more than 1 can (473 mL) per day. Not recommended for children, women who are pregnant, planning to become pregnant, or breastfeeding, or for caffeine sensitive persons. This product is not intended to replace food or fluid intake. Do not use with alcohol.

WHAT IS IN AN ENERGY DRINK....

To find out, look at:

Nutrition Facts table

Ingredient list

High caffeine content

Nutrition Facts	
Per can (473 mL)	
Amount	% Daily Value
Calories 210	
Fat 0 g	0 %
Sodium 370 mg	15 %
Carbohydrate 55 g	7 %
Sugars 54 g	
Protein 0 g	
Riboflavin	210 %
Niacin	170 %
Vitamin B6	220 %
Vitamin B12	590 %
Not a significant source of saturated fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron	
High Caffeine Content	
Contains (per can)	
Caffeine	166 mg

Ingredients: Carbonated water, sucrose, glucose, citric acid, naturally sourced flavours, taurine, sodium citrate, grape skin extract (natural colour), panax ginseng root extract, caffeine, sorbic acid, benzoic acid, niacinamide, sodium chloride, D-glucuronolactone, guarana seed extract, inositol, pyridoxine hydrochloride (vit B6), sucralose, riboflavin (vit B2), maltodextrin, cyanocobalamin (vit B12).

Nutrition Facts	
Per can (473 mL)	
Amount	% Daily Value
Calories 210	
Fat 0 g	0 %
Sodium 370 mg	15 %
Carbohydrate 55 g	7 %
Sugars 54 g	
Protein 0 g	
Riboflavin	210 %
Niacin	170 %
Vitamin B6	220 %
Vitamin B12	590 %
Not a significant source of saturated fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron	

What to look for?

% Daily Value

Tells you if a food has **a little (5 %)** or **a lot (15 %)** of a nutrient.

- This energy drink has more B vitamins than you need in one day!
- It is also high in sodium

WHAT IS IN AN ENERGY DRINK...



Ingredients: Carbonated water, sucrose, glucose, citric acid, naturally sourced flavours, taurine, sodium citrate, grape skin extract (natural colour), panax ginseng root extract, caffeine, sorbic acid, benzoic acid, niacinamide, sodium chloride, D-glucuronolactone, guarana seed extract, inositol, pyridoxine hydrochloride (vit B6), sucralose, riboflavin (vit B2), maltodextrin, cyanocobalamin (vit B12).

WHAT IS IN AN ENERGY DRINK...

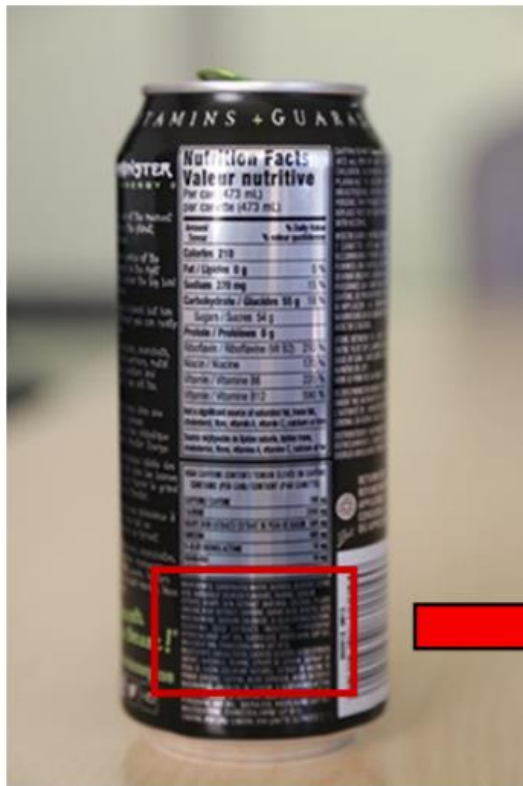


SUGAR

Ingredients: Carbonated water, **sucrose**, **glucose**, citric acid, naturally sourced flavours, taurine, sodium citrate, grape skin extract (natural colour), panax ginseng root extract, caffeine, sorbic acid, benzoic acid, niacinamide, sodium chloride, D-glucuronolactone, guarana seed extract, inositol, pyridoxine hydrochloride (vit B6), **sucralose**, riboflavin (vit B2), maltodextrin, cyanocobalamin (vit B12).

WHAT IS IN AN ENERGY DRINK...

HERBS & VITAMINS



Ingredients: Carbonated water, sucrose, glucose, citric acid, naturally sourced flavours, **taurine**, sodium citrate, grape skin extract (natural colour), **panax ginseng root extract**, caffeine, sorbic acid, benzoic acid, **niacinamide**, sodium chloride, **D-glucuronolactone**, guarana seed extract, **inositol**, **pyridoxine hydrochloride (vit B6)**, **sucralose**, **riboflavin (vit B2)**, maltodextrin, **cyanocobalamin (vit B12)**.

Ginseng

Claim: Provides energy and mental alertness

Reality: Little research to support this claim

Risk: Some people may experience insomnia, anxiety, or headaches

Ginkgo

Claim: Helps with mental alertness

Reality: Little research to support this claim

Risk: May interfere with blood clotting



B vitamins- Thiamine, Riboflavin, Niacin, Pantothenic Acid, Pyrodoxine (B6), and Cobalamin (B12)

Claim: Energy regulation

Reality: B vitamins are found in many food sources such as meat, whole grains, bananas, and beans

Risk: Very high intake of some vitamins can have negative health effects such as skin rashes

Carnitine

Claim: Increases energy levels

Reality: Most people get enough from food; additional carnitine is not used by the body

Taurine

Claim: It regulates energy levels

Reality: Found in meat and meat alternatives and made by our bodies

Risk: Research has not determined the safety of supplementing with these large doses



High Caffeine Content

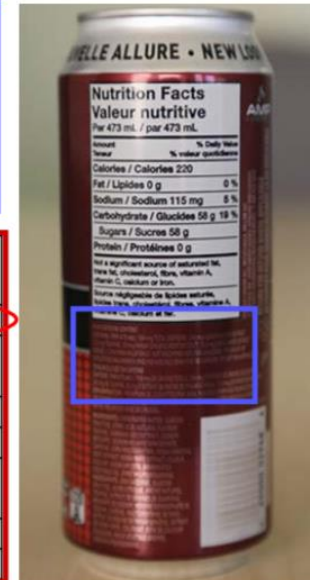


Contains (per 473 mL):
166 mg Total Caffeine, 10 mg
Guarana, 2000 mg Taurine, 500 mg
Grape Seed Extract, 10 mg Inositol,
400 mg Ginseng, 10 mg D-
Glucuronolactone

High Caffeine Content

Contains (per can)

Caffeine	166 mg
Taurine	2000 mg
Grape Seed Extract	500 mg
Ginseng	400 mg
D- Glucuronolactone	10 mg
Guarana	10 mg
Inositol	10 mg

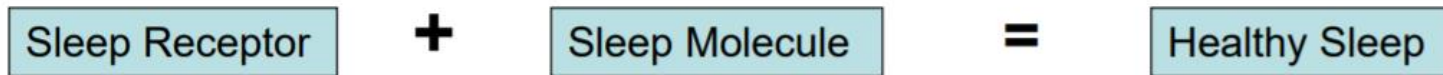


Caffeine: Know your limit

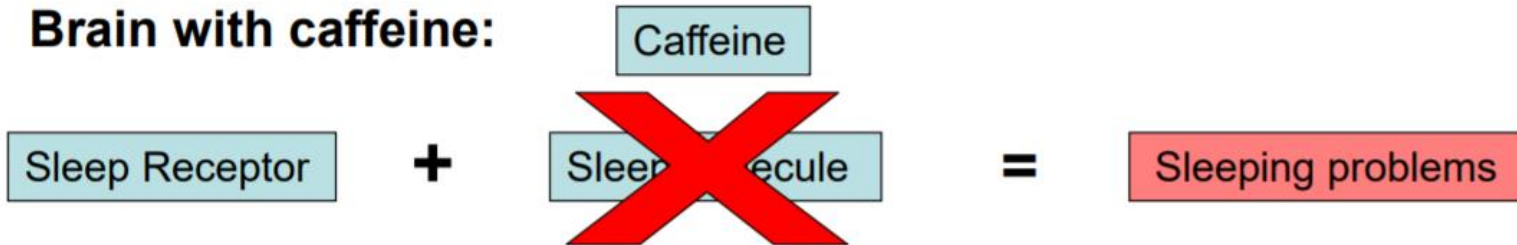
- We do not need caffeine
- Less caffeine is better
- Limit for teens is **85 mg -150 mg** per day
- One energy drink can have **180 mg** of caffeine

Caffeine in Your Brain

Brain without caffeine:



Brain with caffeine:



↑ Heart rate ↓ Sleep Molecules

Caffeine: increases heart rate and blocks sleep molecules

TARGET MARKET

Despite the known dangers highly-caffeinated products pose to young people's health and safety, energy drink companies deliberately target children and teens with its marketing.

