

# ENERGY DRINKS

Not suitable  
for HUMANS...

## WHAT ARE ENERGY DRINKS!?!

Energy drinks are soft drinks advertised as boosting energy. These drinks usually do not emphasize energy derived from the calories they contain, but rather through a choice of caffeine, vitamins, and herbal supplements the manufacturer has combined.



## Caffeine Intoxication

- Nervousness/Anxiety
- Restlessness/Insomnia
- Gastrointestinal upset
- Tremors/Tics
- Arrhythmias and Tachycardia
- Psychomotor agitation (restlessness and pacing)
- Death (in rare cases)

## Risk of Addiction

- It has been established that adolescents are particularly vulnerable to becoming addicted to stimulants because the impulse control and undeveloped “stop” and “go” systems of their brains (Miller & Carroll, 2006, Ch. 4).
- Addiction research tells us that the younger people start using psychoactive drugs the more vulnerable they are to addiction. This is a principle that energy drink and alcohol companies have taken full advantage of

## Marketing and Regulations...

- Energy drink companies use aggressive advertising campaigns targeted towards adolescent and young adult populations.
- These companies use the psychoactive (e.g. increased mood & attention) and performance-enhancing effects to get students “hooked” so they will come back.
- Energy drinks and the herbal ingredients found within them are unregulated by the Food & Drug Administration (FDA) and have not been ‘recognized as safe’.
- The FDA does regulate the caffeine level of soft drinks to .02% or 71 mg per 12 ounces; however, because EDs contain herbal ingredients

## Negative Health Effects

- Energy Drinks have been linked to seizures, stroke, heart problems, and even deaths (Iyadurai & Chung, 2007; Malinauskas et al., 2007; Walsh, Marquardt, & Albertson, 2006).
- From a health standpoint, energy drinks especially do not mix well with exercise.
- Adolescents are particularly vulnerable

Information from: Dr. Woosey

<http://altmedicine.about.com>

[www.mupsip.com/](http://www.mupsip.com/)

[www.mayoclinic.com/health/energy-drinks](http://www.mayoclinic.com/health/energy-drinks)