



Drug Fact Update

Athlete's Challenge Alert

Energy Drink Warnings for Coaches, Parents, Students and Teachers

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As the 2014 Olympics drew to a close, six athletes had thus far been ejected from competition for using performance enhancing substances. Although such cheating stretches all the way back to the ancient Greeks, it wasn't until 1999 that the World Anti-Doping Agency (WADA) became the official organization for drug testing at the Olympics. While your children and students may not be doping the way an Olympian might, they are very likely being exposed to something that many sporting associations, professional associations and schools all over the world are banning--caffeinated, sugary energy drinks. For 18 years, we (Jonathan and Kelly) have been lecturing about issues that surround the use of energy drinks. The questions and confusions people had about caffeine and energy drinks grew so frequent that we recently premiered a new lecture titled "ENERGY" in which we discuss stimulants ranging from legal, barely regulated caffeine to illegal, dangerous bath salts--and everything in between.

[Click here to learn more about ENERGY.](#)

Last week, our daughter came home upset that her dance teacher was drinking a popular extra-large energy drink in front of her students. The following morning, Kelly watched several teachers walk into their school holding the same visible cans. That same week, a mother at one of our parenting lectures was furious that her son was given an energy drink by his coach and Boy Scout leader, totally unaware or unconcerned that the young man was being medicated with a prescription stimulant.

The current mindset of, "A sip won't kill them; and it might just make them perform better!" appears to be growing more prevalent, as this is not the first time we've heard stories like this in recent months. For that reason, this issue is dedicated to providing you with some updated information about the effects of energy drinks. We're not talking about sodas, coffee, Gatorade, or Powerade. Rather, we're going to center on the caffeinated, sugary energy drinks

that all seem to include a slew of other chemicals and substances, usually billed as performance enhancing while avoiding a true accounting of their contents by proclaiming the mix as a "proprietary blend."

Ironically, the manufacturers of these drinks are huge sponsors of sporting events, but since their beverages are deemed to be dietary supplements as opposed to sodas, their caffeine content is entirely unregulated by the FDA. Ron Tite, a marketing executive based in Toronto said, "What Red Bull has become is a media property that happens to sell a beverage as opposed to a beverage company who is really trying to invest in media to sell a beverage." Who are they targeting? Your kids! An alarming report by Tom Porter of the International Business Times titled, "Red Bull Under Fire Over Seventh Death at Tyrol Stunt Event" exposes the mega drink's extreme marketing plan as "irresponsible." [Click here for his story.](#)

This is the perfect opportunity for you to talk to your coaches, students, teachers, and parents about the rules when it comes to sports, cheating and drugs. If your school does not have a stated policy regarding energy drinks, we suggest that you begin this conversation with your headmaster and board of directors. Find out more about this subject on our website's Athlete's Challenge Page [click here.](#)

Energy Drinks

Energy Drinks May Disturb Heart's Natural Rhythm: [Click here](#)

FDA Says It Is Likely to Seek Advice About Energy Drink Risks: [Click here](#)

FDA Received Reports of 13 Deaths Possibly Connected With Energy Drink: [Click here](#)

Lawmakers Ask Energy Drink Makers for Safety Information About Products: [Click here](#)

Energy Drink Consumption Is Strongly Linked With Risks of Heavy Drinking and Alcohol Dependence: [Click here](#)

Monster Sues to Stop San Francisco From Restricting Serving Sizes and Marketing

"Monster Energy is claiming an unfettered right to continue marketing its products to children and youth, even in the face of overwhelming evidence that its products pose serious risks to young people's health and safety. I strongly disagree with Monster's legal contention, and I intend to litigate this case aggressively to reform their irresponsible marketing and business practices, which I believe clearly violate California's consumer protection laws." San Francisco City Attorney Dennis Herrera: [Click here](#)

FDA Releases Reports on Injuries Possibly Involving Red Bull Energy Drink: [Click here](#)

Study Finds Some Energy Drink Labels List Incorrect Caffeine Amount: [Click here](#)

Health Experts Ask FDA to Restrict Caffeine Content in Energy Drinks: "Monster Energy has been implicated in the deaths of five people, while the possible involvement of 5-Hour Energy has been cited in 13 deaths." [Click here](#)

A California woman is suing Monster Beverage Corp., claiming her son died of a heart attack brought on by ingesting a "toxic amount of caffeine and other stimulants." [Click here](#)

Adolescent Brain Development:

Caffeine Consumption Slows Down Brain Development, Rat Study Shows

"The brain of children is extremely plastic due to the many connections," says Huber. When the brain

then begins to mature during puberty, a large number of these connections are lost. "This optimisation presumably occurs during deep sleep. Key synapses extend, others are reduced; this makes the network more efficient and the brain more powerful," says Huber.

[Click here](#)

Caffeine Gum, Caffeine Inhalers

Wrigley pulls its Alert caffeinated gum under FDA pressure: [Click here](#)

FDA Investigation Of Caffeine Inhalers: [Click here](#)

Energy Drinks & Alcohol

Consumption of Alcohol-Energy Drink Mixes Linked With Casual, Risky Sex: [Click here](#)

Energy Drinks and Alcohol--A Dangerous Mix for Teens: [Click here](#)

The High Risk of Energy Drinks: [Click here](#)

CDC Fact Sheets - Caffeinated Alcoholic Beverages: [Click here](#)

"Much of the research that concludes energy drinks are not harmful has been funded by Red Bull, says an expert who warns the findings of these studies may downplay the drinks' dangers." [Click here](#)

ADULTS: Something Positive

Caffeine is allowed in Olympic sports, but is regulated for excessive use Here's a few of the many positive articles written about caffeine. Notice they are about caffeine, not energy drinks.

Caffeine Study Shows Sport Performance Increase: [Click here](#)

Caffeine Improves Recognition of Positive Words: [Click here](#)

Red Bull business reports mentioned in the body of article.

Why Red Bull will be a big winner at Sochi Olympic games: Energy drink company sponsors several athletes who are competing at Winter Olympics. [Click here](#)

Red Bull Under Fire Over Seventh Death at Tyrol Stunt Event: [Click here](#)
<http://www.ibtimes.co.uk/red-bull-stunt-marketing-extreme-sports-death-464619>

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