

ENERGY DRINKS/SPORTS DRINKS FROM RED BULL TO GATORADE

Article and Website Quotations Shared by Rick Travis

The Energy Drink craze began in the early 1980's in Asia as "Tonic drinks" to provide workers with a little something extra. It was while in Asia that the founder of Red Bull, Dietrich Mateschitz, began the "Energy Drink" craze that has swept the world from playgrounds to boardrooms. Everyone has experienced a moment or two of a loss of energy and looked to a cup of coffee, a coke or a cup of tea to provide some caffeine to spur us on toward the goal. Others have sought similar results using sugar based products. So Energy Drinks make sense, since it is simply some caffeine, sugar and herbs.

Energy Drinks boast a sudden burst of power from such ingredients as Caffeine, Taurine, Guarana and Ginseng. While there are several studies on each of these substances found in energy drinks. Not one study combining the dosages of all of these substances found common in Energy Drinks and the long term effects on the human body has been published.

Normal Dosages of these chemical compounds as compared to dosages in energy drinks can be eye opening. Caffeine is the world's most popular psychoactive substance for reducing fatigue. A common dosage for caffeine that is found to fight fatigue is between 20-50 mg. A can of cola (12 oz.) is found on average to contain 34 mg, a cup of coffee (7.2 oz.) is 80 mg, a cup of espresso (1.5oz) is 100 mg and a small can of XXX XXXX (8.2 oz.) is 80 mg. Energy Drinks therefore can seem harmless in terms of caffeine when compared to a cup of coffee. The issue is quantity; for example, the popular "XXXX XXXX" energy drink has only 80 mg per serving of caffeine in it, which

means if you drink one small can your intake is comparable to a cup of coffee, but if you consume the typical dose of three large cans at a college party (each contains 3 servings or 240mg), you have delivered a whopping 720 mg to your system.

Companies are varied in their honesty as to content of caffeine and are deceptive in their marketing. Monster Energy Drinks do not report what percentage of their 2500 mg "XXXXXX XXXXX" is comprised of caffeine. Dr. Pepper's XXXXX brand also follows suit by not reporting quantities. The second issue is consumption levels are influenced by packaging. Most Americans tend to consume a can of soft drinks at a single sitting. This cultural habit leads many to consume a whole can of energy drink that is often 3 servings, thus tripling the effect of the substance caffeine.

Medically, this leads to studies in college such as those completed at the Department of Health at East Carolina University and Virginia State University which demonstrate there is an excessive amount of caffeine that goes beyond any benefit to the human body and often leads to "Tolerance Adaptation". This phenomenon is where the human body builds a natural resistance and thus requires more of a substance to achieve the same effect. In other words it can form an addictive reaction where a subject will use more of a substance and will suffer from withdrawal type systems once the substance is unattainable.

Caffeine use over extended times (greater than 7 days) can lead to diuresis and natriuresis according to the Journal of Amino Acids in a 2006 study. Diabetes Carfe in 2005 reported

that acute caffeine consumption reduces insulin sensitivity. Researchers Bichler, Swenson and Harris found in 2006, that caffeine increases mean arterial blood pressure which can complicate existing heart dysfunction.

In 2004, the journal "Neurology" reported that high caffeine consumption is associated with chronic daily headaches, particularly among young women (age < 40 years) and among those with chronic episodic headaches of recent onset (< 2 years). The interaction of caffeine with pharmaceuticals and its long term effects on the human body were published a decade ago in the Clinical Pharmacology journal which concluded that, "central nervous system, cardiovascular, gastrointestinal, and renal dysfunction have been associated with chronic caffeine ingestion. Thus while energy drink manufacturers claim increased alertness, improved memory, and enhanced mood, the price can be serious harmful physical consequences.

Countries such as France, Denmark and Norway have banned the sales of some energy drinks due to the health risks. Great Britain has placed advisories due to links between the amounts of caffeine and miscarriages in pregnant women. Fox News, New York Times and various other media outlets have made several reports of the possible link between energy drink consumption and cardiac failure.

Consumers of energy drinks need to realize that there is a potential for harm due to lack of knowledge of preexisting medical conditions that may have a negative interplay with the ingredients found in energy drinks. They also need to remember that the dosage levels are based on servings and some cans contain 300% of what is shown on the label. Mixing the energy drink with other caffeinated products, alcohol and sugars can increase the negative health effects on the human body.

ARE GATORADE AND SIMILAR SPORTS DRINKS GOOD AND RECOMMENDED?

If you check out Calorie King who keeps track of caloric intake, each bottle of Gatorade contains 200 calories. Thus it has been long known to cause weight gain. the following is from the Livestrong website:

Hyponatremia

"Runner's World" states that a very serious and sometimes deadly side effect of drinking too much is hyponatremia. Hyponatremia is an over-hydration of the cells which causes dangerously low sodium levels in the body. Although hyponatremia usually occurs when an athlete drinks too much water, "Runner's World" states that it can occur if an athlete drinks too much Gatorade as well. Many athletes feel that they are doing a good thing by re-hydrating with Gatorade, so they think more is better, but in reality, too much Gatorade could be dangerous.

High Blood Pressure

One bottle of Gatorade has 800mg of sodium, which is 33 percent of your normal daily recommended intake, according to Calorie King. Drinking too much Gatorade, especially along with eating salty foods, may result in high blood pressure. The Centers for Disease Control and Prevention state that too much salt in the diet can lead to high blood pressure and eventually to health problems like heart attacks and strokes.

High Blood Sugar

There are 56g of sugar in each regular sized bottle of Gatorade, according to the Calorie King website. Though replacing some sugars lost during exercise is generally a good idea, drinking too much sugar can lead to high blood sugar in the cells which can be very dangerous. Since every person is different, there is no one amount of sugar which is too much to consume for everybody. Some people, such as diabetics, may get high blood sugar from drinking even half of a bottle of Gatorade,

while it may take several bottles to cause high blood sugar in others.

Read <http://www.livestrong.com/article/68710-effects-much-gatorade/#ixzz0yxfAfaq9> more:

IS WATER THE BEST HYDRATOR? YES.

The Mayo Clinic suggests the following - **Dietary recommendations.** The Institute of Medicine advises that men consume roughly 3 liters (about 13 cups) of total beverages a day

and women consume 2.2 liters (about 9 cups) of total beverages a day.

Even apart from the above approaches, if you drink enough fluid so that you rarely feel thirsty and produce 1.5 liters (6.3 cups) or more of colorless or slightly yellow urine a day, your fluid intake is probably adequate. If you're concerned about your fluid intake, check with your doctor or a registered dietitian. He or she can help you determine the amount of water that's best for you.