

Energy Drink Information and Evaluation Guide

A recent editorial commentary in the Washington Post entitled “Energy drinks are killing teenagers! This has to stop” pointed to the growing body of evidence of adverse effects associated with the consumption of energy drinks. Young people, ages 12 through 17, almost a third of whom consume energy drinks regularly, are a major target of this exploding industry predicted to reach 60 billion dollars a year by the year 2020. The negative impact of those products has become undeniable. From 2006 to 2011, energy drink related emergency room visits rose from 1,494 to 20,783. By 2016, 40% of calls the total calls to poison control centers for children under 6 were related to energy drinks, causing the World Health Organization to post the official warning

Here are The Trouble Makers

- **Sugar:**
High amounts of sugar can cause an immediate shot of energy due to a spike of glucose that enters blood stream. Many energy drinks contain 20-35 grams of sugar per 8 oz. serving.
- **Caffeine:**
High levels of caffeine can stimulate your central nervous system and trigger your adrenal glands to turn on your fight or flight metabolic process causing our bodies to dump excessive levels of adrenaline and cortisol into your bloodstream.
- **Taurine:**
Taurine is an amino acid produced by the human body. Synthetic forms of Taurine are used in energy drinks and diet pills because it has shown to be a caffeine adjuvant which means it can supercharge the effects of caffeine on the central nervous and adrenal glands.
- **Stimulants:**
Like Guarana, Ginko, Biloba, and Ginseng. These herbs contain their own central nervous system stimulants that when combined with caffeine can drive your adrenal glands to exhaustion and become toxic to the body.

A Note on Adrenal Fatigue:

Millions of consumers now rely on supercharged energy drinks for a daily jolt of energy. But a constant barrage of these types of stimulants can lead to adrenal fatigue. Adrenal fatigue is caused by the over-stimulation of the adrenal glands by chronic stress of daily stimulation and can lead to inconsistent production levels of cortisol (the stress hormone) in the bloodstream. Symptoms of adrenal fatigue include exhaustion,

to children and adolescents of their “potentially harmful, adverse, and development effects” and the “dangers they may pose to overall public health”. At the heart of this controversy are the ingredients that are most common in almost all energy drinks. While each ingredient is generally recognized as safe on its own at normal levels, it’s the high dosages and cocktail effects of these blends that appears to be creating these toxic effects. This guide is designed to help you identify the main ingredients in energy drinks that when combined together, present the biggest risk factors and the best technologies I’ve found to replace them.

A Cocktail of these ingredients have shown to:

- Increase blood pressure and heart rate
 - Increase anxiety and stress
 - Contribute the adrenal fatigue
 - Cause changes to sleep patterns and mood swings
 - Cause Hormonal imbalance
 - Trigger inflammation
 - Contribute to insulin resistance and diabetes
 - Cause metabolic syndrome and obesity
 - Cause your metabolism to stop burning
 - Fat as its primary source of fuel
- **Excessive Levels of B-Vitamins:**
B vitamins are not converted to energy in the body. B vitamins do however aid your cells in the conversion of fat and sugar into ATP, the molecule your cells need for energy. So, once you have consumed 100% of your daily requirements for B Vitamins there is no additional benefits of energy production. The good news is that taking high doses of B-Vitamins is not necessarily unsafe, as excessive B-Vitamins are simply excreted in the urine.

weakened immunity, sleep disturbance, salty food cravings, weight gain and anxiety. One of the challenges with adrenal fatigue, is that your body has less response to the stimulant. The healthy alternative to stimulating energy drinks are those that can provide a quantifiable impact on your bodies normal energy producing pathways. The added benefits of reducing stress can help you achieve even healthier results. Two or more red x’s on the chart below = a bad combination.

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THE OTHERS JUST DON'T MEASURE UP!	Sugar	Caffeine	Taurine L-Tyrosine L-Arginine	Thermosenic Herbs	Excess B-Vitamins	Natural Energy Enhancer	Stress Reliever
Red Bull	X	X	X		B-6 360%		
Amway XS Energy Drink	Sucralose**	X	X	X	B-6 300% B-12 4,900%		
Rockstar	X	X	X	X	B-2 200%		+ Mushroom Blend***
Sobe Adrenaline Rush	X	X			B-6 150% B-12 300%		
Monster	X	X	X	X			
Advocare Spark	Sucralose**	X	X	X	B-2 200% B-12 750% B-5 500%		
5 Hour Energy Drink		X	X	X	B-12 8,333% B-6 2,000%		
Isagenix AMPED NITRO	X	X	X	X			
LE-EL Thrive (capsules)		X	X	X	B-12 1,667%		
Plexsus Accelerator + (capsules)		X		X	B-6 1,500% B-12 8,333%		+ 5-HTP****
Advocare Slam	Sucralose**	X	X		B-12 8,333% B-6 500% B-5 260%		
Evolv Fix	Palitnose*					+ ElevATP*****	+ Seneril/TrimAC*****
Evolv Fuel	Palitnose*	X				+ ElevATP*****	

*Palitnose: A naturally sourced smart sugar with 50% of the sweetness of sucrose, but with a low glycemic effect. First non-carcinogenic sugar making it kind to teeth.

**Sucralose: An artificial sweetener. Has been shown to induce glucose intolerance by alternating gut bacteria, a leading cause of chronic inflammation.

***Mushroom Blend: No quantitative scientific evidence provided.

****5-HTP: No quantitative scientific evidence provided.

*****ElevATP: A proprietary ingredient blend of apple pectin and ancient peat that has shown to increase blood ATP levels up to 64% with no increase in lactic acid or free radicals. Adenosine Triphosphate (ATP) is the bodies naturally produced "energy" molecule.

*****Seneril/TrimAC: A multi-patented standardized extract of the adaptogenic botanical Ashwagandha for advanced stress relief. Clinical study found participants experienced 69.9% reduction in perceived stress and a 24.2% reduction in serum cortisol levels.