

Here we go, making a splash into the \$38 billion dollar coffee market!!! Read all about it!!

<https://www.businesswire.com/news/home/20181015005270/en/Herbalife-Nutrition-Creates-Stir-38-Billion-Coffee>



Available NOW!
SKU 011K \$38.50 retail
14 servings

Are you one of those folks who can't even think straight before your morning cup of joe? If you love your caffeine as much as most Americans, Herbalife now has a healthier alternative for you!! It is labeled as High Protein Iced Coffee and the first question I got was ... "Can we make it HOT??" Absolutely! I am a very occasional coffee drinker, but I had to give this a try. I first made it cold, following the directions, and now as I type, I'm drinking it hot. I actually prefer it hot! As with all of our products, feel free to use alone or combined with an endless variety of other products. I have made it with shake mix and that was pretty good as well! Get creative!

If you know me at all, you know that I can't just announce a major new product without dropping a little science into your head. What is it about caffeine? Or how about if we start with what IS caffeine! Is it as bad as people make it out to be? Are there health benefits? How much is too much? I'm glad you asked! Let's explore all of that and more as I sip on my first hot cup of this amazingly good new product.

Methylxanthine

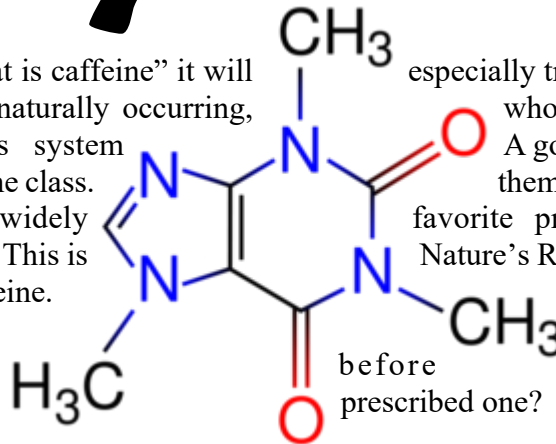
If you ask Wikipedia “what is caffeine” it will tell you this: Caffeine is a naturally occurring, plant-based central nervous system stimulant of the methylxanthine class. It is the world's most widely consumed psychoactive drug. This is the chemical structure of caffeine.

If you ask Dr Daryl about caffeine, he will tell you a story from medical school.

I'm sure it's still true that all medical students must read a book called Goodman and Gilman's Manual of Pharmacology and Therapeutics. It's a terrible tome but as he began to read the chapter on methylxanthines he was like, “Wow! This stuff is amazing!! How can I get some!?” Turns out, he was reading about caffeine, and other methylxanthine derivatives, like guarana.

There are a lot of articles about caffeine, coffee, tea, you name it. I found a well referenced article on a website called Healthline.com. I found them via a Internet search on caffeine, but they have lots of good stuff there. Alina Petre MS, RD (Canada) wrote *What is Caffeine, and is it Good or Bad For Health?* (<https://www.healthline.com/nutrition/what-is-caffeine#section1>). Her first reference sent me to an article in *The Journal of Food Science* where I learned this, “Caffeine, the common name for 1,3,7-trimethylxanthine, was derived from the German word kaffee and the French word café, each meaning coffee. Historians suggest that caffeine was consumed as far back as 2737 BC when Chinese Emperor Shen Nung boiled drinking water and leaves from a nearby bush, creating a pleasant aroma and the first pot of tea.” That's some history!

We know that caffeine has an effect on all of our body parts, but the primary target is the brain. We create a neurotransmitter called adenosine. As adenosine builds up, we get sleepy. Caffeine works by blocking the receptors, which in turn makes us less sleepy and more alert. For many people, it also helps them focus. This is



especially true for both adults and children who tend to be on the hyperactive side. A good dose of caffeine can really help them settle down and concentrate. My favorite product for that is our N-R-G, Nature's Raw Guarana, which comes both as a tea and in tablet form.

Maybe try a natural stimulant before you put you or your child on a prescribed one? We've had great success.*

Ms Petre reviewed the literature and found this regarding caffeine and the brain. “One review reports that after participants ingested 37.5–450 mg of caffeine, they had improved alertness, short-term recall and reaction time. In addition, a recent study linked drinking two to three cups of caffeinated coffee per day to a 45% lower risk of suicide. Another study reported a 13% lower risk of depression in caffeine consumers....Drinking between three and five cups of coffee per day may also reduce the risk of brain diseases such as Alzheimer's and Parkinson's by 28–60%.” Check out her article for the references. Like Dr Daryl said, “This stuff is amazing!”

Okay, good for the brain, what about the rest of my body? Are you ready for this list?

- Increases metabolism, promoting weight loss.
- May enhance exercise performance.
- Protects against heart disease and Type II diabetes.
- Decreases colorectal, liver and skin cancer risk.
- Promotes longevity.
- Increases the amount and activity of gut bacteria.
- Prevents gout.

As I said, Ms Petre has done a good job of gathering data that is all referenced with scientific studies. I'm surprised she didn't mention lungs. Caffeine is metabolized into theophylline, which causes a mild bronchodilation or relaxation of the airways. We have some folks drink N-R-G tea when they have asthma-like symptoms.*

*
**
*

**Just to be clear: We do not diagnose, treat, cure or prevent disease with the Herbalife products.*

Methylxanthine

Before we totally get done talking about the good aspects of our addiction, let's mention the antioxidants that are present in coffee, tea and other methylxanthines like guarana. It's probably the antioxidants that are responsible for the reduction in cancer, etc., but that's when your caffeine source is relatively pure. A cup of black coffee is very different than the concoction you may get from your favorite coffee house.

So caffeine is good for us ... unless it's not. And it has everything to do with your genetic makeup and your liver. The liver is so under appreciated, but in this case we're talking about how fast - or slowly - your liver metabolizes caffeine. And we literally refer to people as fast metabolizers or slow metabolizers. With just minor consideration, you know which you are. I am, without a doubt, a fast metabolizer. I can drink caffeine all day without issue. If I go way overboard, I have trouble with my vision, but then I drink a big bottle of water and I'm good. Fast metabolizer.

You might be the one who says, "no caffeine after noon or I will not sleep." Slow metabolizer. If you are a slow metabolizer, you lose out on many of the benefits of caffeine. According to this article by Chris Kresser (<https://chriskresser.com/coffee-is-good-for-you-unless-its-not/>),

For "slow metabolizers," drinking coffee:

- Is associated with a higher risk of heart disease,
- Is associated with a higher risk of hypertension,
- Is associated with impaired fasting glucose, and
- May not have the protective effects against some cancers that it appears to for "fast metabolizers."

What about dose? Many sources I found said that 400 mg of caffeine a day is well tolerated by most folks. Slow metabolizers may want to stay under 200, and only consume it before about noon. So let's look at what's out there. Just from a pure caffeine perspective, I put together a little chart of the popular coffee drinks. There's one crazy product out there called Black Mountain Coffee that has 1555 mg of caffeine per 12 oz cup!!! Scary!! Info is from www.caffeineinformer.com.

<u>Brand</u>	<u>Style</u>	<u>Size</u>	<u>Mg Caff</u>
Starbucks	Blonde Roast	12 oz	270 mg
Starbucks	Dark Roast	12 oz	195 mg
Dunkin	Americano	14 oz	249 mg
McDonald's	Americano	12 oz	71 mg
Seattle's Best	Brewed	12 oz	260 mg

As you can see, there is quite a range! Be careful about assumptions you might make when you look at that small cup of black coffee. And then come the calories, when you get into the fancy stuff.

Starbucks just introduced a Protein Blended Cold Brew product, so let's try to compare that to Herbalife's new High Protein Iced Coffee.



• 10g protein	• 15g protein
• 250 calories	• 100 calories
• 9g of fat	• 2.5g of fat
• 26g of sugar	• 2g of sugar

The Starbucks product contains 180 mg of caffeine and retails for \$5.95. They use a "plant based protein" which is pea and brown rice source. Herbalife coffee contains 80 mg of caffeine. Full retail price is \$3.00. Our protein source is whey. I have not tried the Starbucks product. I don't want to subject my body to that much sugar. I did find a couple of reviews that were not too flattering.

Update, I mixed 2 scoops of our coffee with 2 scoops of Rebuild Strength. WOW!! I'll be making that one again!!!! Enjoy!!!!

*

* *

*

Methylxanthine

Are you curious about the caffeine content of other Herbalife products? Here you go!



Herbal Tea Concentrate
85 mg per svg



N-R-G Tablets
32 mg per tablet



Green Tea
25 mg per svg



N-R-G Tea
40 mg per svg



Lift Off
75 mg per tablet



Total Control
82 mg per tablet

Enjoy - responsibly!
If you are pregnant, please wait
to enjoy your caffeine until after
you are done breast feeding.
Your baby can't
metabolize
it well.