Understanding Energy Drinks, Caffeine, & Stimulant Products



Caffeine is a natural occurring substance that speeds up your body's brain and nervous system.

Energy drinks are typically made of carbonated water, sweeteners, and high doses of caffeine.

Stimulant products may contain a variety of ingredients, including caffeine, that can overstimulate the brain and nervous system.

Energy drinks, caffeine & stimulant products **are sold in many local convenience stores, smoke/vape shops, and online.**

Common Forms and Use

- **Beverages**
- **Mini drinks** and liquid concentrates
- **Powders**
- **Capsules,** tablets, and pills
- **Gummies,** mints, gels, and chewables

Risks and Signs of Use

- **Dependence and withdrawal** symptoms after regular use
- **Changes in mood,** energy levels, behavior, or appearance
- **Irritability, anxiety,** nervousness, or panic attacks
- **Hyperactivity,** rapid speech, difficulty concentrating or confusion
- **Increased heart rate** and blood pressure
- **Headaches,** upset stomach, nausea, sweating, or tremors
- **Dilated pupils,** difficulty sleeping, or restlessness

Combining energy drinks, caffeine, and other stimulant products with alcohol, medications, or other substances increases the risk of serious health effects and overdose.

Youth, pregnant women, and people with certain health conditions may face additional risks.

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Did You Know?

- Caffeine can come from many different sources. **Combining sources can lead to consuming more caffeine** than expected.
- U.S. Food and Drug Administration (FDA) oversight varies by product. **Some caffeine supplements are sold without FDA approval**, and strength or ingredients may not match the label.
- **Support natural energy levels** by building healthy habits around sleep, nutrition, and hydration.

Recommended caffeine per day

ADULTS
No more than **400 mg per day**

PREGNANT
No more than **200 mg per day**

YOUTH
Limit or avoid **caffeine**

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What is in the average product

COFFEE
8 oz.
80-100 mg

ENERGY DRINK
8-16 oz.
80-200+ mg

CAFFEINE PILLS
100-200 mg
varies by product

Industry and Marketing Tactics

Energy drinks, caffeine, and stimulant products are often marketed in ways that mislead consumers and minimize risks by using:

- Using words such as **"energy," "focus," "performance," "clean," or "natural"**
- Connecting products with **success,** sports, fitness, productivity, or gaming
- Using **bright packaging**, sweet flavors, athletes, and social media influencers
- Placing products **near checkout areas**, snacks, or other everyday items

Assuming that products sold in retail stores are harmless can have serious consequences.

Energy drinks, caffeine, and stimulant products may contain hidden dangers. It can be hard to know how much you are taking or how it may affect you.

For health and safety reasons it is best to avoid using energy drinks, caffeine, and stimulant products.

Learn more

If someone has severe symptoms or is unresponsive, call **911** right away. For questions about possible poisonings or side effects, call **1-800-222-1222**

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