



# NATIONAL CAFFEINE AWARENESS MONTH<sup>®</sup>

## Caffeine Addiction Becomes a National Issue

People are hooked on caffeine more than ever before in history. A government study shows that at least 68,240,000 Americans drink three cups of coffee or more every day. At least 30 million drink five cups a day or more. And some 21 million drink six or more cups of coffee per day. Millions more abuse caffeine-containing beverages, thereby doubling, tripling, or even quadrupling their exposure to illness and disease.

Often thought to be harmless, the dramatic impact of caffeine on your health can no longer be overlooked. Caffeine-induced stress has been shown to produce mood swings and insomnia, increased muscle tension, and impaired digestion and nutrition. In addition, caffeine can restrict blood circulation to the brain, raise blood pressure, and accelerate the heart rate. Does that sound “harmless” to you?

When you consider that caffeine abuse is not limited to coffee, the stakes get even higher. Caffeine products such as “stay-awake” pills and diuretics are extremely popular among our young people and can lead to serious health problems and even death.

### Caffeine and Pregnancy Do Not Mix

The findings of the 1998 study by the National Institute of Environmental Health Sciences show that women who drank just one cup of regular coffee a day were half as likely to become pregnant than women who did not drink coffee.

Furthermore, for those coffee-drinking women who did become pregnant, their newborn babies were 17% more likely to die of SIDS, Sudden Infant Death Syndrome, than babies whose mothers did not consume caffeine. A provocative study conducted in New Zealand showed that, although light levels of caffeine consumption were unrelated to SIDS,

consumption of 400 mg or more of caffeine a day markedly impacted the risk of SIDS.

The researchers speculated that this considerable increase in the incidence of SIDS might be caused by the respiratory stimulant effect of caffeine on the fetus. High caffeine levels, they concluded, “could alter the fetal respiratory center, leaving the infant after birth suddenly deprived of caffeine, with an inadequate respiratory drive.” In other words, your caffeine addiction could endanger the life of your newborn. Why risk it? Break the cycle of caffeine addiction starting today.

Reference: Monique Huisman, et. al. Nicotine and Caffeine: Influence on Prenatal Hemodynamics and Behavior in Early Twin Pregnancy;” *Journal of Reproductive Medicine* 42 (11):731-734 (Nov 1997)



## Are you a Java Junkie?

If you're like many people, you enjoy your daily cup of coffee, right? But, did you know that 3 out of every 4 consumers are actually addicted to caffeine? Similar to nicotine and alcohol addiction, coffee drinkers can suffer from the debilitating effects of a drug they didn't even know they were taking: Caffeine.

Because most people are unaware that coffee and other caffeine-containing drinks are mood-altering substances, addictions can lay undetected for years. Telltale signs such as irritability and mood swings are often written off as personality traits rather than what they truly are: indicators of a caffeine addiction and all the internal damage that goes along with this hidden disease.

### Caffeine—Addiction with a Difference

Surprisingly, most caffeine addicts have no idea that they are addicts. But, with as little as 200 mg of caffeine, you can experience typical addictive symptoms such as irritability, restlessness, tension, insomnia, excitement, and gastrointestinal disturbance. If you boost that level to more than 1 gram (1000 mg), you can get irregular heartbeats, panic and anxiety disorders, muscle twitching, incoherent speech, excessive urination, flushed skin, and depression. And, believe it or not, when you take over 5 grams of caffeine, the results can be fatal. This is one addiction you want to kick quickly!

### Ouch! What is Caffeine Withdrawal?

When you decide to quit caffeine, be prepared. Withdrawal symptoms, including headaches and irritability, are common for most recovering caffeine junkies. According to a recent study, 50% of people who stopped using caffeine experienced headaches that lasted between 2 to 9 days after quitting. Heavier caffeine consumers experienced severe enough symptoms to put a halt on many of their normal daily activities. In the end, however, a headache is a small price to pay for kicking such a harmful habit, don't you agree?

### Coffee, Tea, and Tannic Acid

If you thought caffeine was the only "bad guy" found in coffee and tea, think again. Tannic acid does its fair share of damage to your body's defenses too. Tannic acid can affect the secretion of gastric juices, irritate the membrane of the stomach, and cause indigestion and constipation.

In addition, those who suffer from acid reflux disease may find that tannic-rich coffee and tea simply make matters worse. For those of you worried about your pearly whites, tannic acid is notorious for staining teeth a pretty shade of brown. In fact, when you are enjoying the lingering taste of your favorite coffee or tea, you should know that tannic acid is at work etching grooves into your tooth enamel to really produce a stunning discolored patina. Unless brown teeth and upset stomachs are your cup of tea, you've found yet another reason to leave caffeine in the cup.

### Think Decaf Coffee is Better? Think Again!

Most people assume that drinking decaffeinated coffee poses no serious health risk. A recent study sponsored by the U.S. National Institutes of Health suggests that drinking decaffeinated coffee could lead to a rise in harmful cholesterol levels, which increases your risk of heart disease. The results of the study showed that the group drinking decaf coffee experienced an 18 percent rise in the fatty acids in their blood, which drives the production of LDL (bad) cholesterol.

Some of the digestive and gastrointestinal problems associated with regular coffee do not disappear when one switches to decaffeinated coffee. Coffee on its own contains chlorogenic acid. According to researchers, chlorogenic acid increases plasma total homocysteine concentrations which have been associated with cardiovascular disease. Researchers have also found that decaf coffee prevents the body from absorbing various minerals, such as iron, calcium, and magnesium. Another study has shown that decaf coffee has the potential to induce heartburn and acid reflux. Now that is something to think about!

### Alternative Is Going Mainstream

Today, when harmful effects of caffeine are becoming better understood, many people are looking for alternatives to their usual coffee and teas. Thankfully, there are a variety of 100% caffeine-free beverages on the market today, including herbal teas, juices, natural water, mineral waters, and coffee substitutes made from barley, chicory, and rye. For those of you who are gluten-intolerant, there is also a wildly popular beverage called Soyfee that is made from soybeans and brewed to taste just like coffee. In the 21st century, alternative is in. Is it in you?

### “Click Here” for Caffeine-Free

If you're one of the 3 out of every 4 people who suffer from caffeine addiction or dependency, the [www.CaffeineAwareness.org](http://www.CaffeineAwareness.org) Web site was created just for you. This informative site includes:

- research on latest findings about caffeine.
- fast facts about the caffeine found in your favorite foods and consumer products.
- a fun quiz to test your caffeine smarts and find out if you're addicted.

What are you waiting for? The new caffeine-free you is just a click away!

### About the Caffeine Awareness Alliance

The Caffeine Awareness Alliance, a non-profit organization, is committed to the physical, mental, and emotional wellness of the public whose lives have been affected by their misuse of, or dependency on caffeine. Our mission is to provide objective, evidence-based information and advice to help reduce the health, social, and economic harm associated with caffeine abuse and addiction.

### Spilling The Beans on Caffeine

Marina Kushner, founder of the Caffeine Awareness Alliance, has released her highly-acclaimed book, “The Truth About Caffeine—How Companies That Promote it Deceive Us And What We Can Do About It” which reveals frightening evidence of the damage caffeine can cause. Explore caffeine's darker side that scientist know but that the caffeine industry has tried to suppress. Discover what others have found out.

### Discover the Truth

“Kushner clearly and directly outlines the myriad of risks associated with the over-consumption of coffee, including potential problems with the liver, heart, and pancreas.

It gives readers a great deal to think about as they consider their own use (and possible over-use) of coffee and other caffeinated beverages, and what effect those products have on their health and the health of their loved ones.”

—ForewordReviews.com

“Enough eye-opening stories to lead to serious questioning of our caffeine intake” —Kirkus Reviews

“Explore the history of the coffee bean, right up to the current amount of garbage that is allowed to be slipped into the mix. Find out what coffee, regular and decaffeinated, is doing to your body. Look at the facts about caffeine. And, come to understand the epidemic of health impacts that are affecting millions of people. If this book doesn't convince you to better your life by just saying no to a “cup o' joe” I don't know what will. It's a Must Read!” —BookReview.com

“Awareness of the risk for caffeine usage is lacking, even while, in one form or another, it is being overly consumed by both children and adults. Marina Kushner has created an important book for the public that is both well researched and documented, and addresses multiple issues of concern to the consumer.” —Dr. Phillip Kafka-Siegel, Diplomat American Board of Neurological Surgeons

“One of those books filled with evidence that you don't want to believe but cannot deny it. Once read you will have a choice to make and it will not be easy. A very well written, well researched, and informative read.”

—BookReviewCafe.com





## Making Your “I Quit Day” Count!

If you’ve finally made the decision to quit drinking coffee, congratulations! You’ve taken the most important step toward renewed health and happiness.

Believe it or not, the first step is always the most difficult. For this reason, take advantage of these helpful tips to help make your goal of being caffeine-free as painless as possible.

### Quick Tips for Quitters

- Most people drink less coffee on the weekends, so plan your “I Quit Day” for a Saturday or Sunday.
- Refrain from exercise or excessive activity. Exercise aggravates headaches and other withdrawal symptoms so take it easy and lay low—you’ve earned a relaxing weekend.
- If the idea of quitting ‘cold turkey’ frightens you, consider gradually reducing the amount of coffee you drink. Take it one cup at a time!
- Substitute other caffeine-free beverages for your normal cup of coffee with coffee-like alternatives, such as Soyfee.
- Prepare yourself for withdrawal symptoms like headaches and moodiness. They’re going to happen, but if you’re prepared to deal with these symptoms, you’ll have a better chance for success.

Remember: Giving up caffeine is the one place where it’s okay to be a quitter, so make your “I Quit Day” count!

Products That Contain Caffeine		
Product	Caffeine (in milligrams)	Typical Range
Large Coffee (24 oz)	550	325 - 600
Decaffeinated Coffee (8 oz)	14	7 - 15
Green Tea (8 oz)	30	20 - 40
Cola Drink (12 oz)	50	35 - 100
Energy Drink (12 oz)	200	100 - 250
Cocoa Beverage (6 oz)	7	4 - 10
Milk Chocolate (1.5 oz)	10	3 - 15
Dark Chocolate (1.5 oz)	30	15 - 35
Analgesics (2 tablets)	65 or 130	40 - 250
Diuretics (2 tablets)	100 or 200	100 - 200

### Healthy Alternative to Coffee



Soyfee, an all-natural beverage company, manufactures a complete line of caffeine-free coffee substitutes made from certified organic soybeans. Brewed just like coffee, Soyfee comes in a variety of naturally-delicious and great tasting flavors. Soy not only tastes great, it has been shown to lower cholesterol, fight heart disease, promote strong bones, and maintain health during menopause. Kosher certified and gluten-free, Soyfee products are available at select retailers or online at [www.soycoffee.com](http://www.soycoffee.com)



## The Headlines Don't Lie

Evidence of Caffeine's Addictive Nature Presented by Researchers (Baltimore Sun)

Caffeine Withdrawal is for Real (U.S. News & World Reports)

Just One Cup a Day is Enough to Hook Coffee Drinkers (Los Angeles Times)

Caffeine Intake Increases Development of Kidney Stones (Medicalnewstoday.com)

Caffeine May Hamper Blood Sugar Control (Webmd.com)

Woman Dies in Caffeine Overdose (Washington Times)

## The Truth about Caffeine

Millions of people around the world are hopelessly addicted to caffeine. Once thought harmless, the risks and complications of caffeine addiction rival those of nicotine and alcohol. Every bit as addictive, caffeine is quickly becoming known as the "silent killer" of the 21st century.

## Don't Become a Statistic

At first, caffeine might seem innocent enough, but before reaching for that next cup of coffee, remember caffeine has proven to be as dangerous as many other well-known drugs. Tragically, most caffeine addicts have no idea of the damage they are inflicting on their bodies on a daily basis.

Do yourself a favor, make that cup your last!

## It's Time You Were Aware!

National Caffeine Awareness Month is an annual observance that encourages local communities to focus on caffeine dependency and caffeine-related issues. The campaign calls attention to the risk associated with caffeinism and caffeine withdrawal syndrome, a disorder recognized by the psychiatric community. Several states and cities across America celebrate this event in March.



## Sources

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American Heart Association Scientific Sessions 2005, Dallas, November 16, 2005.

## Additional Resources

National Institute on Drug Abuse  
[www.nida.nih.gov](http://www.nida.nih.gov)

National Institute of Health  
[www.nih.gov](http://www.nih.gov)

Center for Science in the Public Interest  
[www.cspinet.org](http://www.cspinet.org)

The Center for Commercial-Free Public Education  
[www.ibiblio.org/commercialfree](http://www.ibiblio.org/commercialfree)

Center for Informed Food Choices  
[www.informedeating.org](http://www.informedeating.org)

Campaign For A Commercial-Free Childhood  
[www.commercialexploitation.com](http://www.commercialexploitation.com)

The National Center for Drug Free Sport  
[www.drugfreesport.com](http://www.drugfreesport.com)

For more information about the Caffeine Awareness Alliance  
Visit our website  
[www.CaffeineAwareness.org](http://www.CaffeineAwareness.org)  
Or call 815-572-8007



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