**Social Implication:**

Every day, a staggering 587 million cups of coffee and energy drinks are consumed in America.  An average cup of coffee has about 15 mL of pure caffeine.  To most people, the effect, however, is unknown. Caffeine causes a heightened heart rate because of the epinephrine created. The increased amount of epinephrine directly increases the pressure on the heart which will, over time, lead to a shortened lifetime.  The Daphnia Magna exemplify this with the increased heart rate caused by pure caffeine.  These results show the importance of understanding the effects of what people consume on a daily basis.