The trouble with energy drinks

How you feel on energy drinks can be summarized in 3 words: spike, crash, addiction. In that order. Even if you avoid caffeine, supposedly “healthy” energy drinks can be bad for you. Here are a few reasons why…

Energy drinks can hijack your brain

Most energy drinks contain a huge amount of refined sugars. This gives you a short-term energy kick, but you’ll soon crash. Desperate for the kick again, your body craves more sugar. You oblige, then you soon crash again. And the cycle continues.

We call this quick boost and crash “candy conditioning.”

It’s a tough cycle to escape because sugar and artificial sweeteners affect the brain in a similar way to narcotics. Sugars cause the brain to create opioids, the same chemical stimulated by cocaine.[[1]](#endnote-1)

Opioids trick your body into feeling more energized than it is. So you’re faked into believing the sugar’s making you feel better. But opioids are strongly addictive. That’s why people who rely on sugary energy drinks or other sugar-packed snacks often end up with unhealthy diets, lower energy levels, and reduced physical ability. Even disciplined athletes fall victim to this.

If you think you’ll just go for natural sweeteners, think again…

Don’t be fooled by “healthy” sweeteners

Some energy drinks avoid listing sugar by using “healthy” alterative sweeteners like Stevia and agave nectar. But research shows these alternative sweeteners may be problematic.

The Food and Drug Administration (FDA) published concerns that Stevia may have “effects on the reproductive, cardiovascular, and renal systems.”[[2]](#endnote-2)

A lot of people like agave for its super sweet taste. Agave is a plant, and because it’s so sweet tasting, you can use less. So it’s a win-win, right? Not so fast.

Agave is so highly refined during processing, it ends up containing more fructose than the high-fructose corn syrup used in junk food.[[3]](#endnote-3) And fructose has been shown to provide significantly less endurance than other types of sugars. Making this the least ideal for athletes or anyone wanting sustained energy.[[4]](#endnote-4)

Flavors as natural as plastic

Many energy drinks list natural flavors in their ingredients. Although the name sounds healthy, the regulations qualifying this label are vague and non-binding.

The FDA defines natural flavors as any substance extracted, distilled, or otherwise derived from plant or animal matter.[[5]](#endnote-5) Yep, animal matter.

In many cases, the original ingredient’s so processed, what ends up in your food is a long way from what would normally be considered natural.

Even more concerning, the FDA can’t keep up with how fast labs churn out new flavorings and additives. “We simply do not have the information to vouch for the safety of many of these chemicals,” said Michael Taylor, the deputy commissioner for food at the FDA.[[6]](#endnote-6)

As if that’s not scary enough, think of what the label’s not telling you…

Hidden stimulants and other chemicals

Trying to avoid caffeine? Or questionable herbs? Then you may want to stay away from energy drinks that list proprietary blends.

Nationally recognized nutrition consultant and author Karen Ansel warns, “Buyer beware. Almost every energy drink has its own ‘energy blend’ of proprietary ingredients. And keep in mind that manufactures aren’t required to tell you how much of each ingredient their product contains.”[[7]](#endnote-7)

BeetBoost is pure raw energy

Because BeetBoost is so pure and the fiber’s filtered out, the nutrients quickly go to work raising energy levels, supporting muscles, and much more.

By removing the fiber, it’s easier on your digestive system too. So during long games and races, refueling with BeetBoost ensures the energy goes straight where you need it most.

Want more energy? Get it now >>

1. http://foodaddictioninstitute.org/scientific-research/physical-craving-and-food-addiction-a-scientific-review/ [↑](#endnote-ref-1)
2. http://www.fda.gov/aboutfda/transparency/basics/ucm214864.htm [↑](#endnote-ref-2)
3. http://runnersconnect.net/running-nutrition-articles/sugar-for-runners/ [↑](#endnote-ref-3)
4. http://onlinelibrary.wiley.com/doi/10.1111/j.1475-097X.1984.tb00134.x/abstract

   *“Natural” Flavors and Other Additives* [↑](#endnote-ref-4)
5. http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm?fr=101.22 [↑](#endnote-ref-5)
6. http://www.washingtonpost.com/national/food-additives-on-the-rise-as-fda-scrutiny-wanes/2014/08/17/828e9bf8-1cb2-11e4-ab7b-696c295ddfd1\_story.html [↑](#endnote-ref-6)
7. http://www.eatingwell.com/nutrition\_health/nutrition\_news\_information/10\_common\_energy\_drink\_ingredients [↑](#endnote-ref-7)