

#KnowYourCaffeine



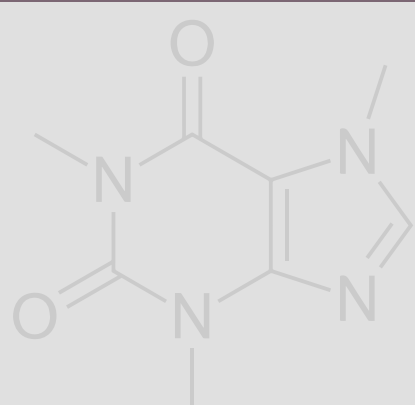
WHAT IS CAFFEINE?

Caffeine is one of the world's most sought after pick-me-ups, known for its stimulating effects! Caffeine (1,3,7-trimethylxanthine) is a bitter alkaloid found in **60 different plants**; it can also be synthetically produced.

WHERE IS IT FOUND?

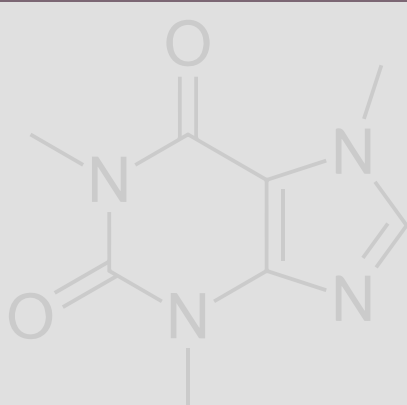
Naturally occurring caffeine can be found in plants including coffee beans, cola nuts, guarana berries, and yerba mate.

Synthetic caffeine may be added to soft drinks, energy drinks, and dietary supplements like energy bars



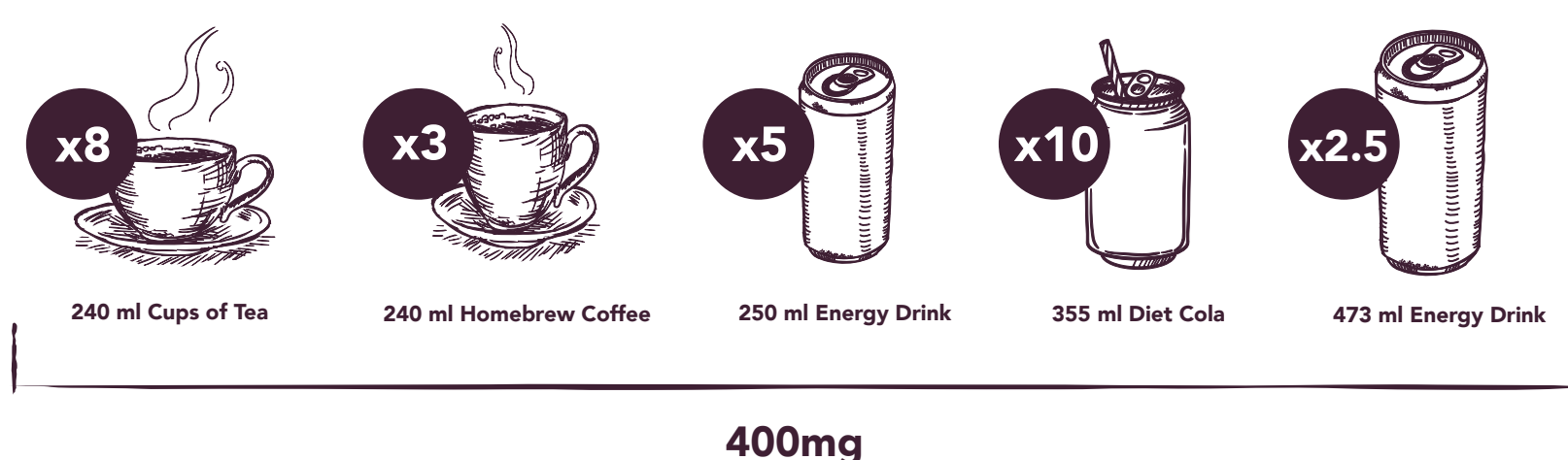
CAFFEINE IS CAFFEINE

Whether caffeine is synthetic or natural, the structural & physiological properties are identical!



HOW MUCH IS SAFE?

According to Health Canada, the US FDA, and the European Food Safety Authority (EFSA), up to **400 mg of caffeine from all sources** consumed throughout the day is a moderate daily intake for healthy adults (except for pregnant and nursing women).



Single doses of caffeine up to **200 mg from all sources** do not raise safety concerns for health adults, even when consumed less than 2 hours prior to intense physical activity. (EFSA, 2015).

It's important to understand how caffeine affects you. Caffeine may affect sleep duration and patterns in adults sensitive to caffeine, particularly when consumed close to bedtime (EFSA, 2015).

FUN CAFFEINE STATS

More than **29 million** servings of coffee were consumed in Canada in 2015 up more than 5 million since 2004.³

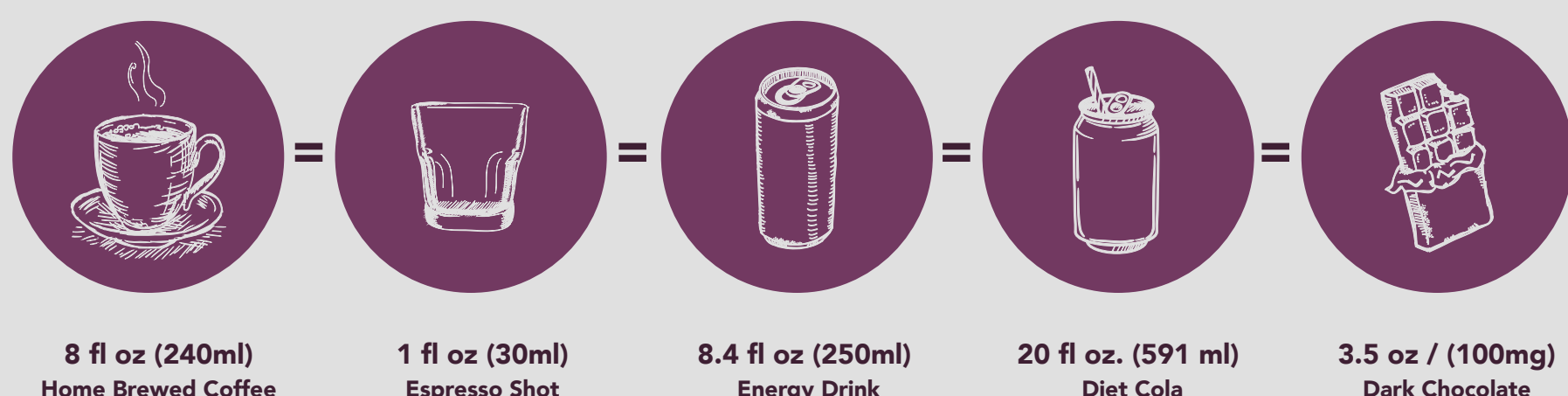
93% of the caffeine in Canadians' diets comes from coffee, tea and other sources of caffeine in foods. These foods and beverages are not subject to the same demanding regulatory requirements as energy drinks.^{1,2}

Coffee, tea and tap-water are the most commonly consumed beverages by Canadians between the ages of 18-79.⁴

¹ Statistics Canada, Beverage consumption of Canadian adults, 2008. <http://www.statcan.gc.ca/pub/82-003-x/2008004/article/6500821-eng.pdf>
² Health Canada, Caffeine in Foods <http://www.hc-sc.gc.ca/fn-an/securit/addit/caf/food-caf-aliments-eng.php>
³ Canadian Community Health Survey Nutrition Data 2015 – Statistics Canada
⁴ Coffee Association of Canada

CAFFEINE COMPARISON

ALL THESE FOODS CONTAIN SIMILAR AMOUNTS OF CAFFEINE
70MG / 90MG



MYTHBUSTING

There is a common myth that caffeinated beverages are dehydrating. While caffeine itself has a mild diuretic effect, this is offset by the liquid in beverages like coffee, tea, soda and energy drinks.

FUNCTIONALITY

Caffeine works by stimulating the central nervous system and research shows moderate intake may improve mental alertness and cognitive ability.