



A Safe Healthy Patented Nutritional Alternative to Those “Popular” Drinks

Popular Energy Drinks Linked to 21,000 ER Visits

January 16, 2013 - *Associated Press*: A new government study (a survey of U.S. hospitals by the Substance Abuse and Mental Health Services Administration) is calling popular energy drinks "a rising public health problem" that sent almost 21,000 people to emergency rooms in 2011. Fifty-eight percent consumed just the energy drink, the rest mixed it with another stimulant such as Adderall or Ritalin or with alcohol.

Most cases involved teens or young adults, although 5,200 people were 40 and older. There were 15,000 visits for males and 6,000 visits for females. Symptoms include insomnia, nervousness, headaches, cardiac arrhythmias, seizures, and psychotic episodes.

Popular energy drinks contain high amounts of caffeine that can stimulate both the central nervous system and cardiovascular system. According to the report, caffeine levels in energy drinks range from about 80 milligrams (mg) to more than 500 mg in a can or bottle, while a 5-ounce cup of coffee contains 100 mg of caffeine and a 12-ounce soda contains 50 mg of caffeine; these drinks can also have other stimulants like guarana that has high levels of caffeine. Two US Senators want the FDA to investigate the safety of those beverages because they have possibly been linked to 18 deaths.

Simone Super Energy is a safe healthy nutritional patented formula that gives you energy. It has no caffeine, no stimulants and no banned substances. <http://www.samhsa.gov/data/2k13/DAWN126/sr126-energy-drinks-use.pdf>

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FDA Probes Energy Shots Linked to Deaths

November 16, 2012 - *USA Today*: the FDA is investigating 13 deaths and 33 hospitalizations linked to 5-hour ENERGY, and just a month before, the FDA investigated 5 deaths linked to Monster Energy drinks.

The FDA regulates the amount of caffeine in soft drinks (72 mg per 12 ounces) but does not regulate the amount of caffeine in energy drinks. Consumer Reports indicates that 5 hour ENERGY has 212 mg of caffeine. This high dose is consumed all at once compared to 8 ounces of coffee with about 100 mg that is consumed over many minutes thereby diluting the effects of caffeine with time. Symptoms of caffeine intoxication include nervousness, cardiac arrhythmia, seizures, psychotic episodes and death.

Seek a healthy safe energy drink without caffeine, banned substances, or stimulants, like Simone Super Energy.

Gatorade has BVO That Is Illegal Elsewhere

January 15, 2013 - *Chicago Tribune*: 15 year old, Sarah Kavanagh of Hattiesburg, Mississippi started a petition in November 2012 asking Gatorade to remove an emulsifier called brominated vegetable oil, or BVO that is banned in other countries. Bromine is used in some flame retardants in furniture and plastics. Some studies indicate BVO can build up in fatty tissues and cause reproductive and behavioral problems in rodents. It's illegal to use the BVO as a food additive in the European Union, India, Nepal, Canada, Brazil and Japan.

"I was shocked that Gatorade put their consumers at risk ... and that the FDA would allow something like that to be put in products," said Sarah. Recently, Gatorade agreed to remove BVO and said the change was not a response to the petition, although the 15-year-old girl claimed victory. Sarah, not the FDA, protected the American public.

High Acid Drinks Destroy Enamel and Add Acidity

May 2012 – *General Dentistry*: Tooth enamel is permanently lost by repeated short exposures to sports and energy drinks – energy drinks are worse. The higher the number in column 3 of the Table, the more acid in a drink. **Acid impedes performance.** Athletes make lactic acid and ammonia in muscles and more acid is added by drinking these high acid sports and/or energy drinks. **Simone Super Energy has a high alkaline pH 7.4 and has no acids.** (www.SimoneSuperEnergy.com).

Drink	pH	Amount of alkaline acid of drink to pH 7. The higher this number, the more acid in a drink.
Energy Drinks		
• Simone Super Energy	7.4	0
• MDX	2.7	5.9
• Full Throttle Fury	2.9	9.8
• Rip It	3.3	10.1
• Red Bull	3.4	10.8
• Red Bull Sugar Free	3.3	13.4
• Monster Assault	3.5	13.6
• 5-Hour ENERGY	2.8	13.7
• Von Dutch	3.1	14.0
• Rockstar	2.5	14.5
Sports Drinks		
• Simone Super Energy	7.4	0
• Propel Mango	3.2	2.9
• Gatorade Rain	3.1	3.3
• Fuze	3.1	3.4
• Powerade Red	2.8	3.5
• Powerade Blue	2.9	3.6
• Powerade White	2.8	3.6
• Thirst Quencher	2.9	3.8
• Powerade Advance	2.8	3.8
• Hydr8	2.7	4.4
• Gatorade Blue	2.9	4.8

* Simone Super Energy was not included in the study (*General Dentistry*, May/June 2012, Volume 60, Issue 3, pg. 190-197), but an independent lab documents Simone Super Energy has a high alkaline pH of 7.4 and has no acids.