

Let's talk about...



Caffeine



Key Facts

- **Mild stimulant to the central nervous system**
- **Naturally-occurring substance found in the leaves, seeds and fruits of over 60 plants**
- **Caffeine sensitivity depends on several factors, including usage pattern, physical conditions and body weight**

Key Benefits

- **Helps increase metabolic rate**
- **Boosts energy**
- **Stimulates thermogenesis**
- **Supports mental alertness**
- **May help support mild satiety**
- **May help support fat burning**

Caffeine is generally regarded as a mild central nervous system (CNS) stimulant that can boost energy, temporarily ward off drowsiness and restore mental alertness.

In addition to heightening alertness and energy levels, caffeine also helps enhance metabolism by increasing metabolic rate and stimulating thermogenesis, the process by which the body raises its temperature or energy output.

A naturally-occurring substance, caffeine is found in botanical sources, such as the coffee plant, tea bush and cacao bean. Other sources include yerba mate and guarana berries.

People have consumed caffeine for thousands of years. It is used in many common foods and beverages, including chocolate, coffee, tea and energy drinks.

While daily consumption of up to 300 mg of caffeine is generally considered safe, tolerance to caffeine may vary from person to person, depending on a number of different factors. Some individuals may experience irritability, sleeplessness, anxiety and possibly diarrhea when consuming caffeine.

Many countries have limits on the amount of caffeine included in food and food supplements. The U.S. Institute of Medicine recommends not exceeding 600 mg caffeine per day.

Did You Know?

Over 500 billion cups of coffee are consumed worldwide each year. The United States is the world's largest consumer, with over 450,000,000 cups consumed daily!