

INTRO:

THE AMERICAN COLLEGE OF SPORTS MEDICINE MAKES CLEAR THAT ENERGY DRINKS ARE “FUNDAMENTALLY DIFFERENT” THAN SPORTS DRINKS LIKE GATORADE OR POWERADE. BUT SCROLLING THROUGH SOCIAL MEDIA OR STROLLING THROUGH THE GROCERY STORE – AND THE LINES START TO BLUR A BIT.

TAKE VO

WHEN QUARTERBACK JUSTIN FIELDS WAS A ROOKIE – HE INKED AN ENDORSEMENT DEAL WITH C-4 – AN ENERGY DRINK BRAND. MORE RECENTLY – CELSIUS SIGNED SIX HEISMAN TROPHY HOPEFULS TO N-I-L DEALS. THE COMPANY’S SLOGAN IS “LIVE FIT” – A MOTTO MANY ATHLETES CAN RELATE TO.

CELSIUS AND C-4 BOTH HAVE 200 MILLIGRAMS OF CAFFEINE CONTENT IN A 16-OUNCE CAN. IN CONTRAST – A CAN OF PEPSI HAS 38 MILLIGRAMS IN A 12-OUNCE CAN... WHILE AN AVERAGE 8-OUNCE CUP OF COFFEE HAS BETWEEN 80 AND 1 HUNDRED.

DR. KARAN RAI (**CURRAN RYE**) IS A SPORTS MEDICINE PHYSICIAN WITH OSF HEALTHCARE WHO WORKS IN PARTNERSHIP WITH ILLINOIS STATE UNIVERSITY... TO SEE AND TREAT I-S-U ATHLETES. HE SAYS HE’S HAVING A LOT OF CONVERSATIONS RIGHT NOW WITH ATHLETES ABOUT THESE TYPES OF DRINKS... AND HE ALWAYS URGES CAUTION.

TAKE SOT | DR. KARAN RAI | SPORTS MEDICINE PHYSICIAN | OSF HEALTHCARE

"Quite a few of them are not FDA approved. The reason that matters is that we often don't know the exact ingredients or mix of ingredients that are in the drinks. Depending on what's in the drink, that can affect your performance and your health. For example, caffeine is commonly involved in making these drinks."

VO TAG

DR. RAI SAYS HIGHER LEVELS OF CAFFEINE CAN HAVE A NEGATIVE IMPACT ON PERFORMANCE... BECAUSE SIDE EFFECTS CAN BE EXCESSIVE ENERGY... ANXIETY AND JITTERINESS. IF YOU HAVE AN UNDERLYING HEART CONDITION – ARE YOUNGER THAN 18... OR ARE PREGNANT... DR. RAI RECOMMENDS STEERING CLEAR OF THESE DRINKS.