

# Rethinking Caffeine Safety:

What sparked the change in the guidelines?

The tragic death of a young man due to caffeine overdose, resulting from unclear high-strength supplement dosage, exposed the dangers of poorly regulated products. This incident highlighted the critical need for updated regulations to prevent future misuse and safeguard consumer health.



## New FSA Guidelines

### Before

- No maximum caffeine limits for dietary supplements
- Lack of guidelines and unclear information led to the availability of unsafe high-dose caffeine products in the market

### After

- Caffeine supplements are limited to 200 mg per serving to prevent overdose risks, prompted by a fatal overdose incident
- Clear labeling is mandated for total caffeine content and daily limits to minimize health risks and promote informed consumer choices

## Regulatory Timeline

1980s

### Early Regulation

In the 1980s, health concerns about caffeine, especially in pregnancy, led to safe consumption guidelines for coffee, tea, and soft drinks

1997

### Focus on Energy Drinks

Red Bull's launch in Europe triggered regulatory scrutiny, sparking discussions on labeling and caffeine warnings

2000s

### Increased Labeling

In 2002, the EU mandated labeling for energy drinks with caffeine above 150 mg/L. In 2003, the FDA classified caffeine in soft drinks as safe for moderate consumption

2023

### New Supplements

The UK's FSA reviewed caffeine supplement regulations, sparking calls for improved consumer awareness.

2020

### Consumer Safety

Australia tightened caffeine powder regulations, restricting sales and enforcing clearer

2010

### Stricter regulations on high-caffeine products

From 2010 to 2014, Canada and the FDA tightened regulations on energy drinks and powdered caffeine due to overdose risks and safety concerns

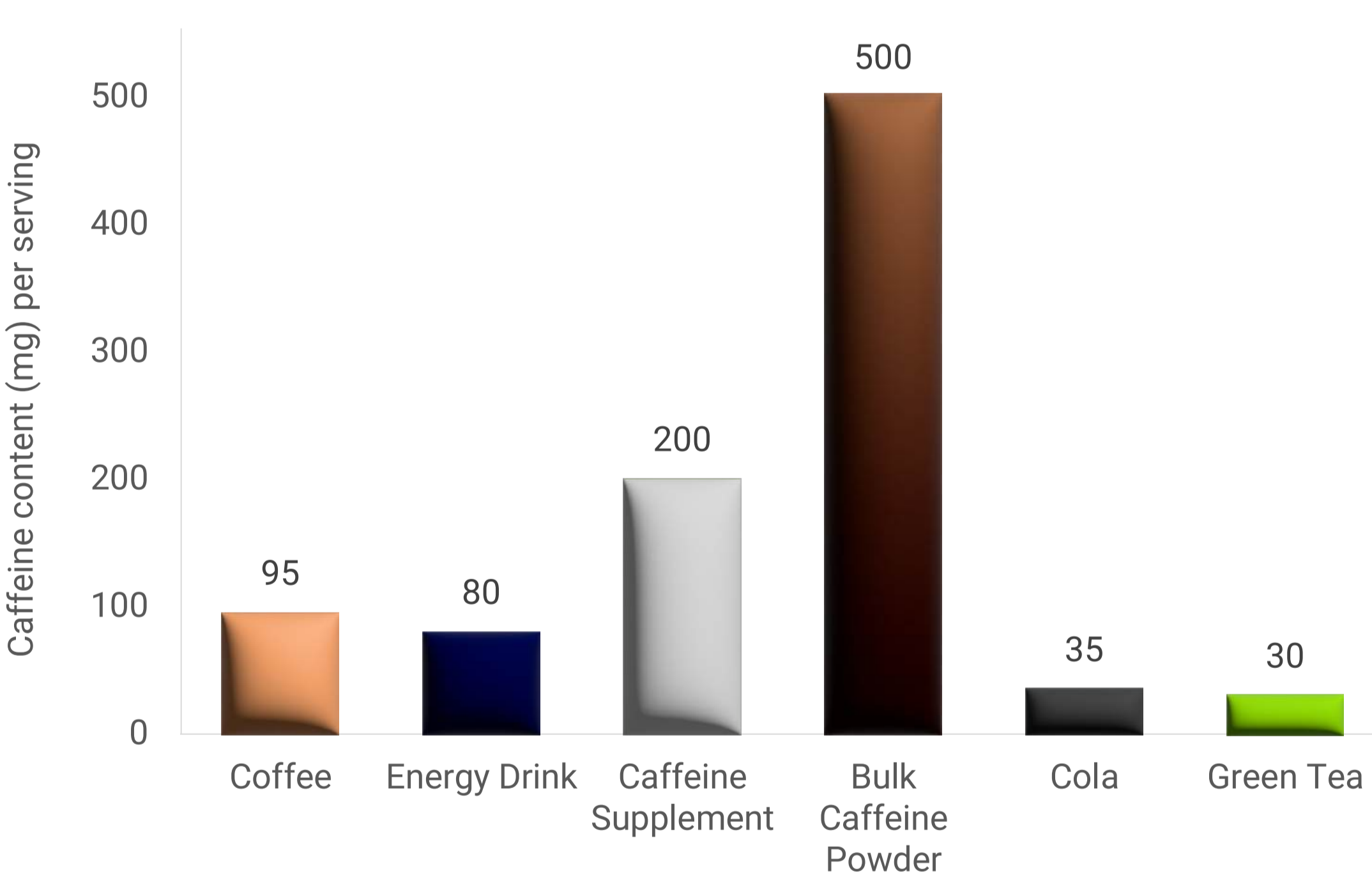
## Dos for Caffeine Overdose

- Limit caffeine consumption to 200 mg per serving and under 400 mg daily from all sources
- Consult a doctor if pregnant or have health conditions before using supplements
- Monitor your body's reaction— and adjust your intake accordingly

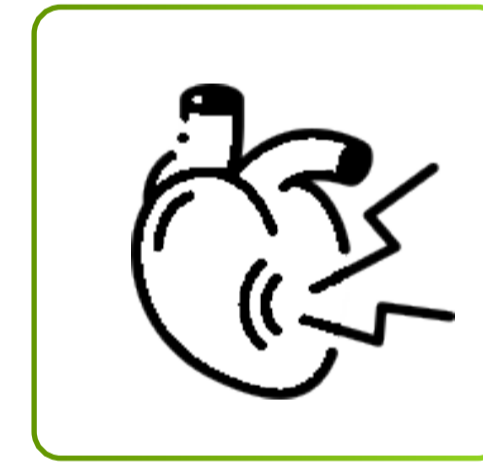
## Don'ts for Caffeine Overdose

- Don't exceed 200 mg per serving or combine supplements with other caffeine sources
- Don't consume caffeine supplements if you're under 18 or advised against them by a healthcare provider
- Avoid combining caffeine supplements with other stimulants, such as pre-workout formulas and weight loss pills

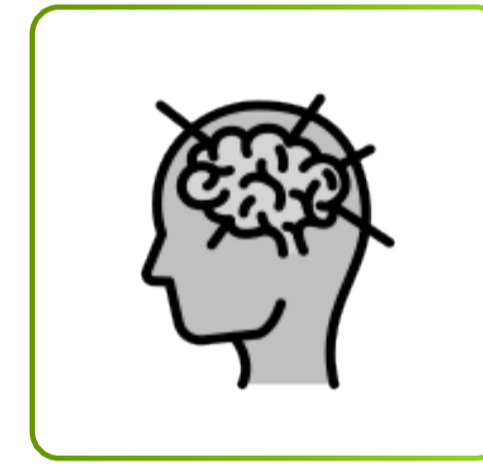
## Everyday Caffeine Sources



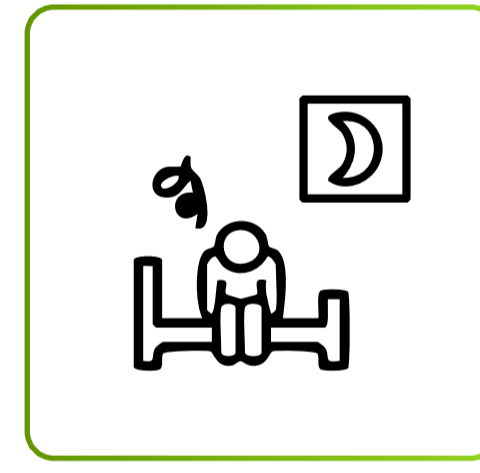
## Health Risks Associated with Caffeine Overdose



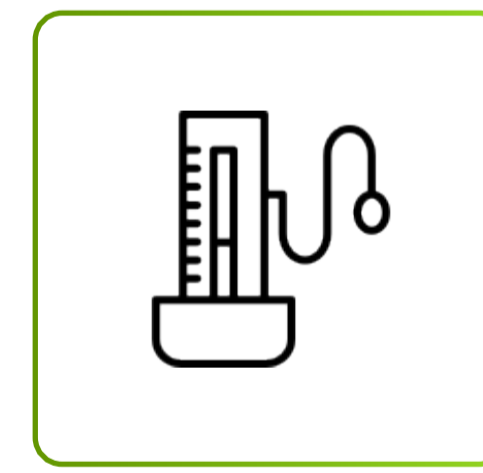
Arrhythmia (Irregular Heartbeat)



Seizures



Insomnia



High Blood Pressure



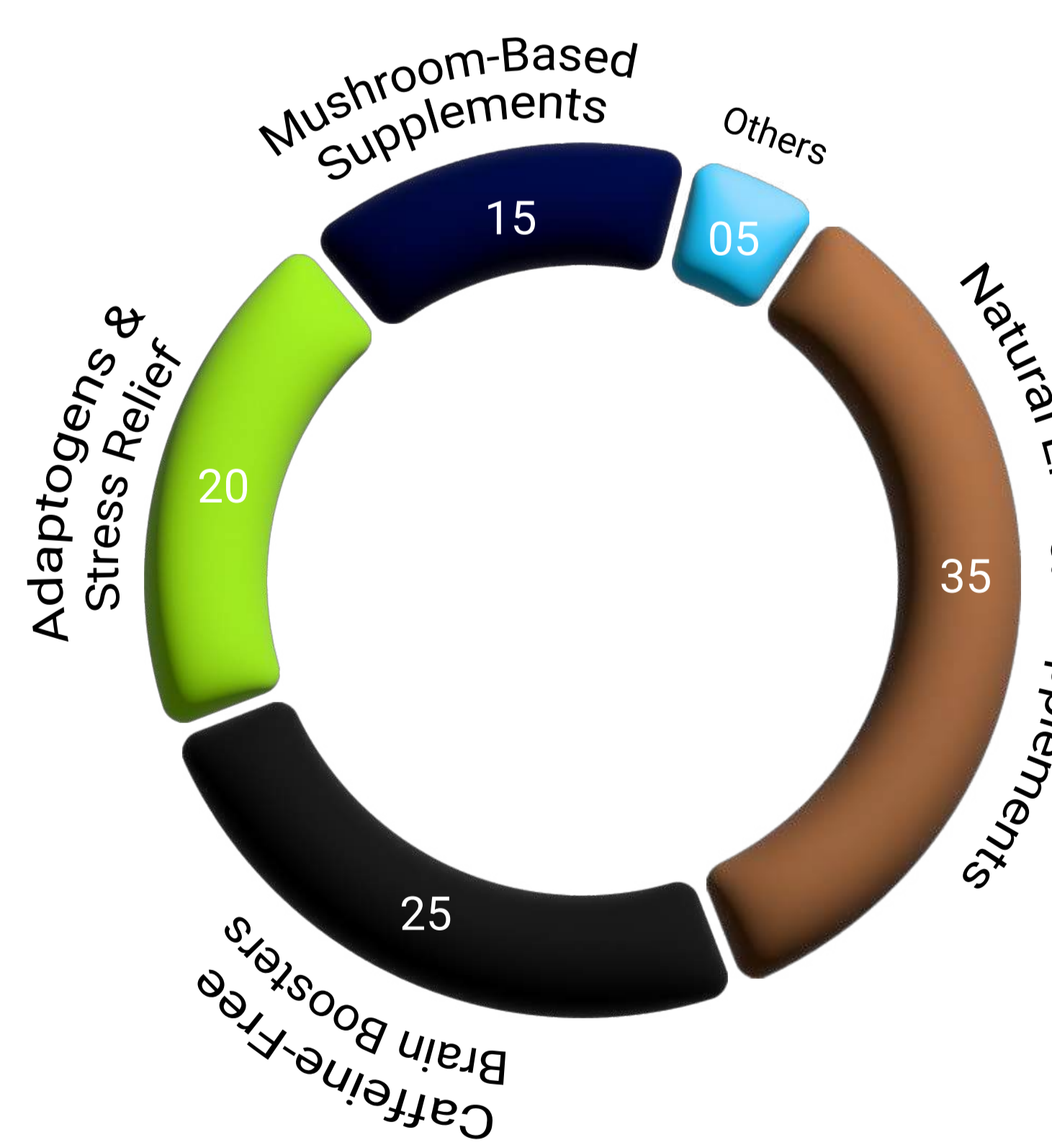
Heart Attack

## Market Shift to Caffeine-Free Alternatives

Rhodiola rosea, Mushroom blends, L-theanine, and Ashwagandha are gaining popularity as caffeine-free supplements due to:

Focus on sustained energy, improved focus, and cognitive enhancement without caffeine's side effects.

Consumers' preference towards healthier, caffeine-free alternatives.



## Key Players:

Leading companies like HVMN, Four Sigmatic, and Natural Stacks are capitalizing on this shift by offering popular caffeine-free products aimed at enhancing mental clarity and energy.



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- Helping businesses identify innovative solutions & strategic partnerships to overcome challenges and stay competitive.
- Offering actionable insights into market access, technology trends, and alternative solutions for sustainable success.
- Delivering insights through maps, making it easier for clients to interpret.