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FOR RELEASE: IMMEDIATE

FEIN BACKGROUND: THE SCIENCE BEHIND IT ALL

TAMPA (March 3, 2010) – The mission was simplified. Develop a powdered energy drink product without any taste, or aftertaste, that could be added to any beverage.

Considering that nearly all existing energy drink products contain the common formulation of anhydrous caffeine, called by some sources “the chemical standard for bitterness,” plus sugars, sweeteners, artificial flavoring and other artificial ingredients, this was not an easy task for the group that started calling themselves “The Fein Family.” Within that family, however, is one medical doctor and a nutritional and exercise biochemist with decades of experience in formulating pleasant-tasting performance powders and beverages for athletes. Daniel Diaco, M.D., former team physician for the NFL Tampa Bay Buccaneers, and Anthony L. Almada, MSc., co-founder of sports nutrition brand EAS, agreed upon some basic ideas for improving upon the energy drink status quo.

A perfect starting point was the question, “Is all caffeine alike?” The answer is no.

Besides anhydrous caffeine, the stimulant exists in a different form, caffeine citrate. When diluted, it breaks down to caffeine and citric acid. It still bears a flavor.

“Caffeine is a naturally occurring stimulant in plants, and citric acid is essential to the digestive process,” Mr. Almada said. “Your body produces citric acid every minute of your life. It is also available through citrus fruits and vegetables. Caffeine citrate is a molecule that the body knows and easily breaks down when it is ingested. In its unadulterated state, it still has a bitter taste, and we wanted to eliminate any discernible flavor.”

Working separately and together, Dr. Diaco and Mr. Almada tested 35 generations of product with complex, proprietary combinations of naturally occurring “taste-erasers.” Only after those extensive trials and intricate adjustments were made, the results were examined and the Fein Family claimed the first taste-free energy crystal that has zero calories, zero carbs, zero sugar or sweeteners and zero artificial ingredients.

Fein is a crystalline form of caffeine that can be dissolved readily in any beverage, making any drink an energy drink. It contains 75 mg. of caffeine, and its positive effects last about five hours, similar to other energy boost products. Unlike those sugared energy drinks and shots, there is no “crash” from Fein mixed in water or other unsweetened beverages.

The Amount of Caffeine

Caffeine, naturally occurring in the leaves, beans and fruit of more than 60 different plants, is a psychotropic stimulant that increases heart rate, enhances respiratory function and acts as a mild diuretic. Studies show that caffeine can increase metabolic rate – the rate of calories being burned by the body – in addition to enhancing performance and endurance. The world's most popular energy drink is coffee, and the United States alone consumes 400 billion cups of coffee annually. Even decaffeinated coffee has surprising levels of caffeine – nearly half as much as a variety of caffeinated sodas and some energy drinks on an ounce-per-ounce basis. “Decaffeinated” does not mean “un-caffeinated.” Tea is also widely consumed, although it packs less of a caffeine punch than coffee.

The energy drink category, which started as a niche market two decades ago, has evolved into a mainstream beverage category projected to deliver \$12-billion in sales by 2012. The common strings for all these beverages are they contain caffeine, large amounts of sugar or artificial sweeteners and flavorings to mask the bitterness, and next, they seem to be an acquired taste.

Published studies indicate that caffeine levels vary from day to day and batch to batch in the same size coffee (16 oz.) ordered from the same coffee house according to an article published in the Journal of Analytical Toxicology in October 2003 by researchers from the University of Florida College of Medicine, who have studied caffeine content in other beverages. Factors that impact the caffeine levels are the origin of the bean, its age, the roasting procedure, the grind of the bean or particle size, the amount of coffee in the brew, the brewing process, the length of brewing time, and other variables.

Every batch of Fein is tested for several properties, one of which is the caffeine content. Consistently, each Fein packet measures 75 mg of caffeine, which is about one-fifth the amount in a 16 oz. cup of premium cafe-brewed coffee. Each batch of Fein is tested, and when used in recommended quantities, is well within tolerances for banned substances in competitive sport or in the workplace. It carries a seal of approval from the Banned Substances Control Group (BSCG.org), the same laboratory that founded and led the U.S. Olympic Drug Testing Laboratory at UCLA for more than 20 years and uncovered the infamous BALCO steroid that transformed U.S. ball sports, THG (a.k.a., The Clear).

Compared with small serving size energy drinks, Fein carries about the same amount of stimulant. Most energy drinks range from 75-100 mg. Per 8.4 oz., although some are supercharged with even more. More caffeine is not always better. Students who gulp three or more of those high-potency energy drinks may be prone to caffeine toxicity.

How Caffeine Works

Caffeine acts fast. When ingested in liquid form, caffeine takes effect in five minutes or less, and reaches its peak concentration in the blood in about 30 to 45 minutes.

It is one of the best known adenosine-inhibitors. When a human begins to feel tired, it appears to be due to adenosine which has been accumulating during the period of being awake, and freely circulates through brain tissues. Caffeine competes with “free” adenosine molecules for binding sites on nerve cells, and once caffeine latches on, it effectively blocks adenosine from doing its job. An opposite reaction occurs, where caffeine speeds the reaction of the nerve cells, which in turn signals the adrenal gland to release epinephrine, also known as adrenaline, into the body. A chain reaction occurs with other organs, and the result is increased awareness, greater endurance, higher muscular performance, and even reduced perception of pain.

When caffeine is absent from the system of a frequent user, adenosine receptors work harder, which causes vasodilation, or a widening of the blood vessels in the brain. This may cause headaches or nausea, the withdrawal symptoms after the absence of caffeine.

Caffeine ingested before exercise can increase the rate of metabolism by up to 30 percent. It can also elevate blood sugar, reducing hunger pangs, if only temporarily.

Top Caffeine Myths

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- After taking caffeine, most people experience an “energy crash.” Not true, he says. The crash is due to fluctuations in blood sugar levels, or other hormones that are influenced by dietary carbohydrates, not caffeine.
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- Caffeine is addictive. The better term, Mr. Almada says, is “caffeine dependence.” While some withdrawal symptoms may occur, they are extremely short-term and do not classify caffeine withdrawal as a physical addiction. The psychological habit may be stronger than the physical dependency.
- Caffeine causes insomnia. While a lack of common sense may keep one up at night, caffeine will not cause long-term insomnia. Caffeine has a short half-life, being metabolized and inactivated quickly, Mr. Almada explains. Most of the caffeine is gone in five to six hours, and after eight hours, less than 25 percent of the caffeine is present. However, if a caffeine-sensitive person has caffeine within five hours of trying to sleep, it could interfere with a normal sleep pattern.
- Caffeine is a strong diuretic. Studies from the University of Nebraska Medical Center published in the Journal of the American College of Nutrition in 2000 and 2003 have shown that modest intakes (less than 250 mg) of caffeine do not cause any excess water loss or dehydration, and that caffeinated soft drinks can actually promote hydration. Like mineral excretion, the diuretic effect of caffeine is dose-dependent.

The makers of Fein encourage sensible use of caffeine products. Fein is not recommended for pregnant women, children or for people with a history of hypertension. Its use should not exceed product recommendations of no more than four sticks per day. Finally, common sense should prevail when using the product less than five hours before attempting to sleep.

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When caffeine is absent from the system of a frequent user, adenosine receptors work harder, which causes vasodilation, or a widening of the blood vessels in the brain. This may cause headaches or nausea, the withdrawal symptoms after the absence of caffeine.

Caffeine ingested before exercise can increase the rate of metabolism by up to 30 percent. It can also elevate blood sugar, reducing hunger pangs, if only temporarily.

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