

How are Energy Drinks Assessed, Licensed and Marketed in Canada?

In Canada, energy drinks are assessed and licensed under Health Canada's Natural Health Products Regulations. Energy drinks are formulated and labelled to meet the requirements of the Regulation.

The Association members' marketing practices and promotional activities for energy drinks are consistent with the Food and Drugs Act and the Natural Health Products Regulations. In addition, members follow an Energy Drink Responsible Marketing Code which can be found at www.canadianbeverage.ca.

What are Natural Health Products?

Under Health Canada's Natural Health Products Regulations, which came into effect on January 1, 2004, natural health products (NHPs) are defined as naturally occurring substances or their synthetic equivalents that are used to restore or maintain good health. Natural health products, often called "complementary" or "alternative" medicines, include: vitamins and minerals, herbal remedies, homeopathic medicines, traditional medicines, probiotics and other products like amino acids and essential fatty acids.²

NHPs must be safe to be used as over-the-counter products and do not require a prescription to be sold.

1. <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/boissons-energ-drinks-eng.php>
2. <http://www.hc-sc.gc.ca/dhp-mps/prodnatur/about-apropos/cons-eng.php>

The **Canadian Beverage Association** and its members are proud to provide Canadians with a wide variety of beverages including soft drinks, sports drinks, juices, bottled waters and energy drinks. Energy drinks are a unique product offering in Canada and it is important that they are used as directed.

The **Canadian Convenience Stores Association** and our convenience store members represent the primary selling point of energy drinks in Canada. We promote and foster professional business practices, standards and ethics throughout the industry and work with other professional organizations like the Canadian Beverages Association with respect to common convenience store related issues.

Where can I get more information?

Health Canada maintains a variety of fact sheets for consumers on energy drinks, caffeine and other important health related information.

Energy Drink Fact Sheet: www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/boissons-energ-drinks-eng.php

Caffeine Fact Sheet: www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/caffeine-eng.php

Natural Health Products: <http://www.hc-sc.gc.ca/dhp-mps/prodnatur/index-eng.php>

Health Canada's Natural Health Products Regulations: www.hc-sc.gc.ca/dhp-mps/prodnatur/about-apropos/index-eng.php

Canadian Beverage Association: www.canadianbeverage.ca

Canadian Convenience Stores Association: <http://www.conveniencestores.ca/index.php>



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Energy Drinks in Canada

What are they?

Who are they for?

 Canadian Beverage Association
Association canadienne des boissons

 CCSA
CANADIAN
CONVENIENCE STORES
ASSOCIATION

 AQDA
ASSOCIATION
CANADIENNE
DES DÉPANNÉURS
EN ALIMENTATION

What are Energy Drinks?

According to Health Canada: "Energy drinks are meant to supply mental and physical stimulation for a short period of time. They usually contain caffeine, taurine, vitamins and glucuronolactone, a carbohydrate." ¹

While energy drinks are available in a wide range of flavours, formulations and formats in Canada, they share the following attributes:

- are formulated and sold as Natural Health Products (NHPs)
- contain caffeine
- are intended to supply temporary physical and/or mental stimulation restoring alertness and wakefulness when fatigued or drowsy.

Are Energy Drinks Right for Me?

Energy drinks are formulated and recommended for people who are looking for additional mental and physical stimulation for short periods of time. Energy drinks are not recommended for children, pregnant or breastfeeding women, or people who are sensitive to caffeine. This information is reflected on the label.



As with all NHPs, it is important to read the label and use as directed. Energy drink labels in Canada contain information on recommended use, recommended dosage, intended population, any cautions, and lists of medicinal and non-medicinal ingredients as well as the amounts of each medicinal ingredient.

Can I Mix Energy Drinks with Alcohol?

As stated on the label, energy drinks are not recommended to be mixed with alcohol. The Association and its members do not promote mixing energy drinks with alcohol.

How Many Energy Drinks Can I Consume in a Day?

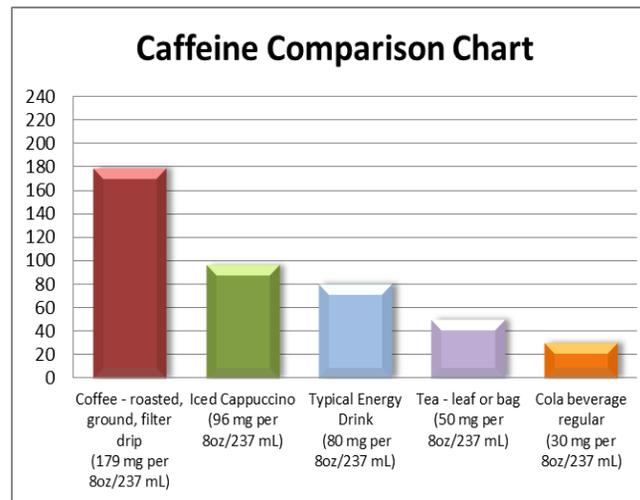
It is very important to read the product label to understand the recommended daily dosage as can size and ingredients vary. The maximum recommended dosage is typically one or two cans a day.

In addition, consumers should be aware of their caffeine intakes from other sources (coffee, specialty coffee, tea, chocolate, other NHPs, over-the-counter medications, etc.) and adjust their intake accordingly.

How Much Caffeine is in an Energy Drink?

Mainstream energy drinks, those products that represent the vast majority of sales in the energy drinks category in Canada, typically contain between 70 mg and 200 mg of caffeine per dose.

When consuming the maximum recommended daily dose for most mainstream energy drinks, caffeine intake would be comparable to less than two cups of coffee.



Compiled using information from the following databases: <http://www.hc-sc.gc.ca/fn-an/secureit/addit/caf/food-caf-aliments-eng.php>
Tim Horton's <http://www.timhortons.com/ca/pdf/nutrition-guide-can.pdf>

Are Energy Drinks and Sports Drinks the Same Thing?

No, energy drinks should not be confused with sports drinks. Sports drinks are beverages that are specifically formulated to re-hydrate the body and usually provide carbohydrate energy needed for physical activity. Sports drinks also replenish electrolytes which maintain sodium and potassium balances in the body.

Energy drinks are meant to supply mental and physical stimulation for a short period of time.

Are Energy Drinks Safe?

In Canada, energy drinks are classed as NHPs because they make verified functional claims and because of their ingredients, such as caffeine, taurine and vitamins. They are regulated and reviewed by Health Canada for their quality and safety and must display recommended conditions for use and cautions on their labels. Consumers can identify energy drinks authorized for sale by Health Canada by looking for the Natural Product Number (NPN) or Exemption Number (EN) on the label or by visiting the EN or NPN databases:

- <http://webprod3.hc-sc.gc.ca/product-produit/recherche-rechercheReq.do?lang=eng> (EN database)
- <http://webprod.hc-sc.gc.ca/lnhpd-bdpsnh/index-eng.jsp> (NPN database).

Energy drinks are currently sold in more than 160 countries around the world. Health authorities and scientific expert panels in these various jurisdictions have assessed energy drinks and their ingredients and have concluded that energy drinks (along with the ingredients they contain) are beverages that can be safely consumed as foods.

Always read the label before consuming and do not exceed the recommended dose.