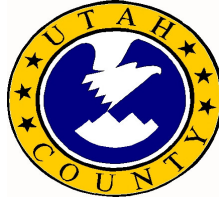


# "The Truth About Energy Drinks"

Presented by the  
Utah County Division of Substance Abuse Prevention



**Thursday October 4, 2007**

**Council Room at Lehi City Hall**

**7 p.m.**

**Refreshments**

**THE TRUTH ABOUT ENERGY DRINKS:** An environment has been created where the consumer knows little about the product. Some energy drinks contain alcohol and their packaging/marketing mimics those that do not.

The marketing of energy drinks with bright colors, unique bottle shapes, serving size, vague implications and alcohol references is a current trend of many companies. Marketers continue to target younger populations and personality traits to sell these products. The combination of medical research with the ingredients and the health myths associated with energy drinks will be discussed. A comparison with every day products of soda, coffee and others will be outlined.

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