

NORTH HUNTERDON HIGH SCHOOL

Michael P. Hughes
Principal

John P. Hahola, Jr.
Assistant Principal

Irene Dolan
Assistant Principal



Josephine McCaffrey
Director of Guidance

John Deutsch
Director of Athletics

Michael Gleason
Disciplinarian

January 16, 2007

Dear Parents and Guardians:

In recent years, companies have begun marketing heavily caffeinated “energy” drinks specifically to teenagers, who drink these supplements in order to create a euphoric high. Drinks such as Red Bull, Monster, and Full Throttle have been taking the country by storm averaging \$2.3 billion in teen sales last year alone. In September 2006, Redux Beverages launched a new energy drink, Cocaine™ Energy Drink.

In a market crowded with over 500 brands of energy drinks, Cocaine™ is having the biggest impact in the shortest amount of time. Cocaine™ uses the advertising slogan, “The Legal Alternative” to entice young drinkers. An article published by Media Post Publications in September 2006, “Cocaine Energy Drink Gets A Real Buzz Going,” Jamey Kirby, senior partner and founder of Redux Beverages, said, “We knew it [the name] would be controversial; that was the marketing plan, because young adults and teens love controversy.” Kirby goes on to say that “...negative media is doing more for us than any marketing could ever do.” Kirby also revealed that a “throat-numbing” ingredient is added to the drink to imitate the effects of the drink’s namesake.

Despite being legal, Cocaine™ has 280mg of caffeine per 8.4oz. can, which Kirby claims is 350% more caffeine than in Red Bull, a popular competitor. This drink is supposed to create a “high” followed by a state of euphoria within 5 minutes of use. The manufacturer states that after the initial high, the drinker will get an energy buzz that lasts for 5 to 6 hours and will experience no “crash” when the energy wears off. Cocaine’s website also provides a variety of alcohol and Cocaine combinations.

Although legal and socially acceptable, caffeine is still a drug—and every drug has side effects. Since one energy drink has as much caffeine as 6 to 10 sodas, teens often do not realize how much caffeine they are drinking. Many also do not know how easy it is to become dependent on caffeine. If a person ingests high levels of caffeine for three or more days in a row, and then suddenly stops, that person will go into withdrawal. Withdrawal symptoms can include headaches, mood swings, trouble concentrating, irritability, restlessness, muscle stiffness, difficulty sleeping, anxiety, nausea, and accelerated heartbeat. While the health hazards associated with this energy drink are disturbing, parents and politicians are also concerned that the product’s effects mimic cocaine use and that the name glorifies drugs.

Please be aware of the potential dangers from this type of product and discuss with your children. If you have any questions on this topic please feel free to contact Ms. Tara Dyer, SAC, at 908-713-4199.

Sincerely,

Michael P. Hughes
Principal