



# CAFFEINE HEALTH CLAIMS

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## EFSA evaluation ....

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- April 2011: EFSA positive evaluation of two mental performance claims and three physical performance claims
  - ▣ Caffeine helps to increase alertness
  - ▣ Caffeine helps to improve concentration
  - ▣ Caffeine contributes to an increase in endurance performance
  - ▣ Caffeine contributes to an increase in endurance capacity
  - ▣ Caffeine contributes to a reduction in the rated perceived exertion/effort during exercise
- EFSA evaluates science; Commission, Member States and European Parliament decide on approved claims.

## ... sparked political debate (1)

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- Concerns that health claims would trigger unwanted high caffeine intake, mainly in connection with energy drinks

**Caffeinated Drink Cited  
in Reports of 13 Deaths**  
(New York Times 14 November 2012)

**Are Energy Drinks  
Fatally Caffeinated?**  
(Time 24 October 2012)

### **Three deaths linked to energy drink**

Dailymail.co.uk

## ... sparked political debate (2)

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- US Food and Drug Administration (FDA):
  - ▣ concerns about the proliferation of caffeine in the nation's food supply.
  - ▣ need for changes in the regulatory framework to better guide the consumers and the industry about the appropriate level and use of caffeinated products.
- Wrigley to Pause the Production, Sales and Marketing of Alert Energy Caffeine Gum
  - ▣ (40 mg/piece)



## ... sparked political debate (3)

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- October 2012: EU Working Group: caffeine alertness claims to be approved with a condition of use: ‘... In order to bear the claim information shall be given to the consumer not to exceed a daily intake of 300 mg of caffeine’.
- Scientific basis for this condition of use was outdated
- European Commission agreed to refer back to EFSA.

## EFSA (1)

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- EFSA:
  - ▣ to review existing scientific data on possible link between intake of caffeine from all sources and adverse health effects;
  - ▣ to advise on a tolerable upper level of intake (UL) for general population and for sub-groups (e.g. individuals performing physical activity, women of childbearing age, pregnant and breastfeeding women, children and adolescents);
  - ▣ if no UL, to advise on daily intake of caffeine from all sources, that does not give rise to concerns about harmful effects to health.
- Opinion to be delivered by 31 December 2013

## Following on from EFSA opinion

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- Feed back into unfinished discussion on caffeine-related health claims
- Provide scientific basis for conditions of use
- ECF preparing to ensure that EFSA opinion 'lands' in an environment of understanding