

THE WELLness BEVERAGE GUIDE™



LOOK INSIDE:

- * Liquid Power
- * Caffeine 411
- * Perfect Balance

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The Coca-Cola Company

→ WHAT'S UP?

Welcome to The WELLness Beverage Guide, a health newsletter designed just for you. We think you shouldn't need a science degree to benefit from the latest research on the role that beverages can play in healthy, active lifestyles. That's what we're here for! We've got all the info you need to stay fit and feel good.

HAPPY HYDRATING

ARE YOU THIRSTY?

As a general rule, unless you are engaging in active sports or live in a super-hot climate, you'll get all the fluids you need each day if you let your thirst be your guide. In other words, if you're thirsty, hydrate with one of your favorite drinks! If you play sports, run long distances or exercise for longer than an hour, try drinking a sports drink. It will replace fluids and give you other important stuff, like carbs and electrolytes.



WHAT WORKS?

The Institute of Medicine says all foods and beverages are hydrating, even those with caffeine. So, don't get hung up counting glasses of water. When thirsty, just reach for a beverage you really like—whether it's low-fat milk, juice, lemonade, hot tea, or a cold soft drink.

WHY HYDRATE?

Your body is made up mostly of water. Staying well hydrated helps regulate body temperature, transport nutrients to where they are needed and cushion your joints to prevent injury. If you don't get all the fluids you need, you could start feeling dizzy, light-headed or get a headache. Even mild dehydration can affect physical and mental performance. So, to feel and perform your best, pay attention to your thirst.

NEWS YOU CAN USE

- * You'll drink more if you like what you are drinking—there's no need to stick to plain water if it bores you.
- * Nutritionists now know that people need more fluid than was previously believed. On average, women need approximately 9 cups per day and men need 13 cups.
- * Babysitter alert: Dehydration affects young children more quickly than adults. So, offer active kids parent-approved beverages often.



CAFFEINE 411

CAFFEINE MYTHS

The truth about caffeine may surprise you.

MYTH #1 Caffeine is bad for you.

TRUTH

Poor caffeine—it's got a rep worse than a girl who steals boyfriends. And it's undeserved! Experts agree that consuming moderate amounts of caffeine isn't harmful. Just don't over do it. Too much can not only interfere with your beauty sleep, it can make you feel anxious and nervous.

MYTH #2 Caffeine is dehydrating.

TRUTH

Experts used to think that drinking too much caffeine would dehydrate you. But now we know that all beverages hydrate you, including those with caffeine.

MYTH #3 Colas have just as much caffeine as coffees.

TRUTH

A 12-ounce can of Coca-Cola® Classic contains less than half the amount of caffeine as an 8-ounce cup of brewed coffee—34 vs.85 mg. A one-ounce shot of espresso contains about 65 mg. Energy drinks contain 70-85 mg per 8-ounce serving, depending on the brand.

When ordering caffeinated beverages, don't ignore the calories. While Diet Coke®, Coca-Cola Zero™ and plain coffee are all nearly calorie-free, a 12-ounce can of Coca-Cola® Classic contains 140 calories and a 12-ounce mocha latte has up to 300 calories.



FAST FACT:
Caffeine can be found in coffee beans, tea leaves, cocoa beans and cola nuts.

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The Beverage Institute for Health & Wellness is a scientific organization, within The Coca-Cola Company, that supports scientific research, education and outreach to better understand the role that beverages play in nutrition and health around the world. Log on to their website for more health and hydration information.

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SWEET NEWS ABOUT SWEETS

IF YOU'VE BEEN GOING CRAZY TRYING TO GIVE UP SWEET STUFF, DON'T SWEAT IT.

Turns out sweets can be OK in moderation, and in fact, giving them up entirely could end up sabotaging your healthy eating plans, says Dr. John Foreyt of the Baylor College of Medicine.

Instead, take a stand and make a plan. "Decide when, where and how much of your favorite foods you'll enjoy today. Then when unexpected snack-attacks hit, reach for a piece of fruit or a sweet-tasting low-cal beverage," he says.

SWEETENER SAFETY

Did you know? All widely used low-cal and no-cal sweeteners in American foods and beverages were extensively tested before being approved as safe by the Food and Drug Administration.

SUGAR SCIENCE

Who knew chemistry could improve your life? Because low-cal and no-cal sweeteners vary in taste and sweetness, manufacturers often mix-and-match them to get the best taste with the fewest calories possible.

PERFECT BALANCE

FITNESS TRUE OR FALSE TEST

Think you know all there is about getting in shape? PROVE IT.

If I work out, I can eat whatever I want.

FALSE: Working out is a great thing to do for your body, but it's not a license to eat poorly. Eating plenty of fruits, veggies and whole grains, lean protein and calcium-rich foods will help you look and feel your best.

You can't get dehydrated in the winter.

FALSE: That steam coming off snowboarders' heads is sweat—they're losing fluids! To help stay hydrated, experts recommend drinking before, during and after vigorous activity. So, take plenty of beverage breaks.

The best way to control weight is to dramatically cut calories.

FALSE: The key is learning how to balance the calories you eat with the calories you burn. Start by making small changes in your eating habits and working up to 60 minutes of physical activity on most days.

TOP 5 REASONS TO GET MOVING

- 1 It's a great way to meet new friends
- 2 It improves your mood, so it's easier to keep the friends you have
- 3 It can help you stay focused and do better in school
- 4 It's good for your bones, muscles and heart
- 5 It's fun! Really, it is!