

PRESS RELEASE

Of interest to editors and journalists covering:  
Health/Fitness, General Interest, Soy/Foods, Books/Publishing

Caffeine Killed Woman, Autopsy Revealed - Caffeine Awareness Alliance Calls for Action

NEW YORK, NY - December 3, 2004 /Send2Press Newswire/ -- An autopsy released this week has found caffeine to be the cause of death for a woman from New Mexico. The incident took place in June after she was admitted to a hospital after a fight with her son. The injuries sustained were thought to be the cause of her lapsing into a coma but was later revealed that high amounts of caffeine were found.

\*(Photo: <http://www.Send2Press.com/photoSP/caff-book.jpg>)

"It's unfortunate that a death must result to draw attention to this most insidious drug," said Marina Kushner, founder of the Caffeine Awareness Alliance. Her organization has formally petitioned the Food and Drug Administration (FDA) to require manufacturers of caffeinated products to indicate the exact amount of caffeine in milligrams so consumers can make informed choices.

Caffeine intoxication can produce mood swings and insomnia, increased muscle tension, impair digestion and nutrition, restrict blood circulation to the brain, raise blood pressure and accelerate the heart rate. Death can result in as little as 5 grams of caffeine.

Kushner's new book "Life Without Caffeine - How Eliminating Caffeine Can Save Your Life" (SCR Publications, ISBN 0-9747582-0-5) reveals frightening evidence of the damage caffeine can cause over time. The book is available through Biblio.

"So many hidden forms of caffeine exist - from baked goods, frozen dairy products, gelatins, puddings, analgesics and even lipstick," said Kushner.

Kirkus Discoveries calls Kushner's new book "A wake-up call about caffeine" and "full of interesting factoids" while listing specific health threats (heart disease, central-nervous-system disorders, ulcers, cancer) and mapping out specific routes to end dependency.

Kushner, a reformed coffee addict, is president of Soy Coffee, LLC, makers of the popular caffeine-free coffee substitute Soyfee(R), which is made from soybeans. Certified organic, it's brewed just like coffee and comes in 8 delicious flavors like hazelnut, mocha, French vanilla and house blend. It's available at select health food stores or online at <http://www.soycoffee.com>.

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/Note to editors: Review copies and interviews available./

[ Source of news = Caffeine Awareness Alliance ]

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\*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:  
ma.kushner@verizon.net (media only)

If used for publication, please send specimen copy.

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