

MIGRAINE RESEARCH INSTITUTE

Postnet Suite 243

Private Bag X2600

Houghton 2041

Tel: 0861 678 911

Fax: 086 500 99 44

Latest Data: Kids are being harmed by cola drinks

The latest study conducted at *Tel Aviv University* in Israel has found that a staggering 91.7% of children can link their headaches to caffeine intake in the form of cola drinks. Dr Shevel Chairman of the South African division of the International Headache Society explains "Caffeine is both a diuretic and vasoconstrictor, this means that it causes dehydration which sets off headache and it also impacts the arteries that result in migraine."

The study tested thirty-six children over a period of five years and found that the average amount of cola guzzled by adolescents was an inconceivable 11 Liters a week. Participants in the study were encouraged to achieve gradual withdrawal which led to complete cessation of all headaches in thirty-three of the thirty-six children. Dr Shevel advises that children that suffer from headaches due to drinking caffeine should reduce their intake gradually as this will help them not to experience any withdrawal headaches.

Caffeine is also a highly addictive substance and causes children to become hyper-active. Parents and pediatricians need to encourage children to try healthier drinks. "Drink water, there is nothing better for you" concluded Dr Shevel.

For further details on the study please contact Mary-lee Cantor on +27 11 484 0933

ENDS