What People are Saying about Enviga

"The idea that this drink will help people lose weight is just ridiculous. It is an example of the lengths to which companies will go to sell products."

Marion Nestle, nutrition professor, New York University

"It's putting marketing hype ahead of science. The science here is not ready for primetime. There is a hint in animal research and in very early studies that EGCG can boost metabolism a little bit, but we don't know if that contributes to weight control....My concern is that when people latch onto this, they think they don't have to do the hard stuff. The fundamentals of healthful eating and activity do pertain to everybody."

David Katz, director, Prevention Research Center, Yale University School of Medicine

"Unless there are credible scientific studies to support these calorie-burning claims, they may be nothing more than voodoo nutrition. Promise of wondrous weight loss must be supported by science. There's nothing per se illegal about the drink. It's the ads and the promotions—marketing ploys that may exploit false hopes, create false expectations, and thereby be misleading or even deceptive."

Connecticut Attorney General Richard Blumenthal

"There's controversial data regarding its efficacy in enhancing an individual's metabolism. Compounds like these...are drugs, and can have harmful effects—natural does not necessarily mean healthy."

Jonathan Waitman, clinical nutrition specialist, New York-Presbyterian Hospital/Weill Cornell

"I can choose to walk up the stairs or I can choose to have a can of Enviga."

Helen Falco, director of nutrition and health policy at Coca-Cola

"...it's a very fine line. When people hear, 'This drink helps me burn calories,' they're going to buy it because they're going to say, 'It's going to make me lose weight."

Matt Lauer, Today Show

"In terms of weight loss, which most people are looking for, I wouldn't expect miracles at all from this, and in fact people will be very disappointed."

Donald Smith, professor, Mt. Sinai Medical Center

"A lot of the products that are coming out are not going to show great benefit. They're not the magic bullet people are looking for."

Julie Schwartz, dietician, Emory Bariatric Center

"It's so easy to get 100 extra calories out of your diet. I don't know that this is going to be the answer people are looking for....The people most likely to try Enviga will be young people who tend to obsess over the next cool concoction—most of whom aren't overweight. You know who's going to be drinking these, the thin girls."

Chris Rosenbloom, nutrition professor, Georgia State University

"The data are still emerging. They are not convincing."

Roger Clemens, Institute of Food Technologists and director of analytical research, School of Pharmacy, University of Southern California

"Consumers can be so naïve when it comes to these claims....As soon as a person hears there's a possibility of not having to put the effort into a good diet or a healthy, active lifestyle, many of them will buy right into it. What they hear is the simplistic message that they just have to drink [a beverage] and not worry about the diet or lifestyle."

Lori Reardon, dietician, Charter Oak Health Center

"Metabolism is a deceivingly easy concept that marketers can exaggerate....I tell my students, if you put two gas pedals into a Yugo, is it going to make the car faster than a Porsche? Well, if you add in a compound that is related to metabolism, will that make your metabolic rate faster? What consumers have to think about is, is it worth spending the money on a drink that might increase your metabolic rate, when you can easily expend the same amount of calories by waking around the block two or three times?"

Daniel Hoffman, nutrition professor, Rutgers University

"I don't have anything against these products, but you have to rely on scientific evidence, and so far I haven't seen any to suggest it will work.... It would be inappropriate to generalize that the product works similarly in ... overweight people or those older than 35... More research is needed to determine whether or not the product is effective and safe for individuals with less than ideal health."

Oksana Matvienko, nutrition professor, University of Northern Iowa

"This is all marketing hype based on small measured increases in metabolism from green tea. When tested on patients, green tea does not produce measurable weight loss, probably because if it boosts your metabolism you eat more to compensate."

Darwin Deen, professor, Albert Einstein College of Medicine

"In really carefully controlled studies, you can actually find an increase in metabolic rate. But if the effects are modest, it might be hard to see them in the real world."

Jeffrey B. Blumberg, nutrition professor, Tufts University

"The caffeine intake [of] 300 milligrams per day is a level that can cause jitteriness & elevated heart rate, and anxiety....Everyone wants the magic bullet for weight loss, so this will be one of many products people will try in the quest for the quick fix. The issues are not just weight loss, but safe weight loss. Caffeine is not safe for

everyone especially in larger quantities....Given the fact that a pound is 3500 calories and at \$1.30-\$1.50 a can it is going to cost anywhere between \$136-\$315 to lose a pound. You can put on a pair of walking shoes and burn more calories without paying a dime."

Leslie Bonci, dietitian, University of Pittsburgh Medical Center

"This is certainly nowhere near being an ideal drink. Caffeine is a stimulant, and an overdose has very bad side effects. I feel concerned about people who think about their weight all day long. [Instead of guzzling three Envigas] all you need to do is stay away from 10 potato chips."

Wahida Karmally, nutrition director, The Irving Center for Clinical Research, Columbia University

"There is no control study that I'm aware of that shows that obese people have been able to turn to green tea for weight loss....So far, there is no convincing evidence that drinking green tea in and of itself will lead to any significant body weight loss. It would take 35 to 58 days of burning 60 to 100 calories to lose one pound of body fat."

Ed Blonz, biochemical nutritionist in Berkeley, CA

"We are kidding ourselves if we think we can drink this and melt the pounds away. These companies are just playing on people's desires for a quick fix for weight loss. This won't make up for a poor diet and lack of exercise and this amount of caffeine could even cause problems for people who are sensitive to caffeine."

Lona Sandon, American Dietetic Association