



THE WRIGHT REPORT
HOST: BRYAN DEAN WRIGHT
06/05/2024 COLON CANCER IN YOUNG
PEOPLE

Bryan Dean Wright: Well for those of you holding an energy drink in your hand right now, you may want to put it down and listen to this. According to The Daily Mail there may be a rise in colon cancer in young people who drink energy drinks on a daily basis. U.S. researchers warn that highly caffeinated energy drinks could be partly fueling the explosion of colorectal cancers.

At the world's biggest cancer conference this week, the researchers announced a new human trial that will test their hypothesis, which so far has been based on animal studies. They plan to discover whether drinking an energy drink every day causes levels of cancer-causing gut bacteria to rise.

Researchers at the University of Florida are recruiting around 60 people aged 18 to 40 to be studied for four weeks. The study will go as follows - half of the group will consume at least one original Red Bull or Celsius, a sugar-free energy drink, per day and their guts will be compared to a control group who don't.

Now around one in three Americans reports consuming energy drinks on a regular basis.

Back in 1997 Red Bull became popular when they advertised that drinking their drinks was a way to increase attention, stamina, and athletic performance.

Right now the US energy drink market is valued at about \$23 billion, fueled largely by sales of Red Bull, Monster, and Celsius.

The results of this study should be published at the beginning of 2025 and we'll be sure to let you know the results of that study when it comes out.

I gotta say it - Red Bull could give you more than wings but a possible tumor. Ouch!