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ABSTRACT

Presently youth become the main point of focus for the food industries, as far as youth are concern they always want a new and interesting form of food to be served. In this series carbonated beverages has made a distinct place among their celebrations and for this celebration there is no distinction of gender. Both are consuming such beverages at the same level. The carbonated beverages have taken over the traditional drinks like lassi, pana, jaljeera and many more. Youth drinks all these beverages to satisfy their mental desires and all these drinks are easily available as well as are affordable to their pockets. While being aware of adverse effects as tooth decay, osteoporosis, acidity etc. of carbonated drinks on health youth keep on consuming these carbonated beverages. So to clarify this man made fact a study has been conducted on the group of college going youth from college of Bhopal city. The outcome of the study is that the youth is consuming the carbonated beverages for fun, satiety, while knowing that all these drinks provide a favorable environment for the development of above mentioned disorders.

Keywords: carbonated beverages, youth, and traditional drinks.

INTRODUCTION

Now a day in everyday life, soft drinks has been an anchor in Indian culture whether it is party or any other traditional celebration. Soft drinks always welcome the guest as host.^{1,3,4} Long years ago these drinks are generally homemade like pana, lassi, jaljeera etc. but now these traditional drinks have been replaced by the ready made soft drinks.

Today there are hundreds of varieties of flavored soft drinks. Generally consumed soft drinks in today's life are carbonated drinks. Some of the world's largest corporations (including Coca-Cola Co. and PepsiCo) founded their businesses on soft-drink manufacturing.^{6,7}

Carbonation refers to the dissolving of carbon dioxide in an aqueous solution. The process usually involves high pressures of carbon dioxide by lowering of this pressure; the carbon dioxide is released from the solution as bubbles. This effect is observed in carbonated beverages. Natural carbonation is the build up of natural gases during fermentation. Forced carbonation is when carbon dioxide is added to the substance under pressure. Usually carbonated, consisting of water (soda water), flavoring, and a sweet syrup or artificial sweetener.

The quality of carbonated beverages including soft drinks, seltzer and beer is affected by the dissolved

CO₂ (the gas that causes carbonation) and the amount of carbonic acid in the drink.^{4,8,9}

Why are carbonated soft drinks a concern for health?

1. Excessive use of carbonated beverages, sports drinks and fruit drinks can lead to obesity in young people. . The high calorie content of pop may add to the increasing rate of obesity in youth. Overweight adolescents are more likely to become overweight adults.⁹
2. The typical 12-ounce can of non-diet pop provides approximately 150 calories, nine teaspoons of sugar, and no minerals or vitamins.^{1,4}
3. Sports drinks and fruit drinks have similar amounts of sugar and calories but often have some vitamins and minerals.⁵
4. Most of the carbonated soft drinks are high in caffeine; they are also mildly addictive, leading to increased consumption. One can of cola contain 40 to 45 mg of caffeine.⁵
5. The high acid and sugar content of pop provide a rich environment for dental decay. Below a pH of 5.2, the enamel of teeth is dissolved.^{8,9}

People who drink a lot of carbonated drinks are increasing the risk of osteoporosis, as the acidic ingestion of carbonated water can lead to the leaching of Calcium from bones, and its deficiency finally

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but than to all are consuming such drinks in huge amount, just for fun.

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We have taken 186 samples and from those the result is as following:

- 43% youth is well aware of the harmful effect of such drinks and than they just have it for satisfying their appetite and consider it as status symbol.
- 32% of youth generally consume them while they are in party and these are also aware of the harmful effects of such drinks
- 9% of youth generally don't prefer to have carbonated drinks as they are aware of their ill effects.

From the above review it is clear that carbonated beverages are not good for health. Though the youth is well aware of all these facts

