Medicines & Healthcare products Regulatory Agency

MHRA Central Freedom of Information Team
10 South Colonnade
Canary Wharf
London
E14 4PU

foi.request@mhra.gov.uk.

MHRA Website

[redacted]

Our Ref: **FOI2026/00829**

24 August 2026

Dea[redacted]

Thank you for your Freedom of Information (FOI) request received on 27 July 2026. You wrote:

> *Under the Freedom of Information Act 2000, please provide the following information concerning energy powders marketed for nasal use, including products described as "energy sniff", "snortable caffeine" or "nasal energy powder", and the brands Wildkraut, BUMPZ, KoffKAIN and WP Energy.*
>
> *For the period from 1 January 2023 to 27 July 2026, please provide:*
>
> 1. *The number of complaints, safety reports, referrals or enquiries received concerning these products.*
> 2. *A breakdown by product or brand, where recorded.*
> 3. *The number referred to the MHRA's Borderline Products team or otherwise assessed to determine whether they constituted medicinal products.*
> 4. *The outcome of any such assessments.*
> 5. *Copies of any safety alerts, risk assessments or correspondence with the Food Standards Agency or Trading Standards concerning these products, subject to appropriate redaction.*
>
> *If no information is held for the named brands, please confirm whether the MHRA holds any information concerning the broader categories "nasal energy powder", "snortable caffeine" or "energy sniff".*

MHRA Response

Please see our response to each of your questions below.

1. *The number of complaints, safety reports, referrals or enquiries received concerning these products.*
   To date, we have received two complaints.

2. *A breakdown by product or brand, where recorded.*
   The brand concerned in both instances was Wildkraut Energy Sniff.

3. *The number referred to the MHRA's Borderline Products team or otherwise assessed to determine whether they constituted medicinal products.*
   One product, please see response to Q2.

4. *The outcome of any such assessments.*
   MHRA determined that Wildkraut Energy Sniff does not fall within the definition of medicinal product. Its purpose is performance enhancement, not the treatment of any adverse medical condition.

5. *Copies of any safety alerts, risk assessments or correspondence with the Food Standards Agency or Trading Standards concerning these products, subject to appropriate redaction.*
   MHRA holds no safety alert or risk assessment. Correspondence with any other bodies is exempt from release under Section 31(Law Enforcement).

   Section 31(1)(a) – Prevention and Detection of Crime
   We are engaging an exemption from disclosure under Section 31 of the FOI Act, which protects a variety of law enforcement interests covering the prevention or detection of crime.

   As required by the FOI Act, the use of this qualified exemption requires the public interest for and against disclosure to be assessed.

   We recognise that there is a public interest in matters relating to public and patient safety and that release of the information would allow greater transparency into how the Agency conducts its work. However, releasing information could allow organisations and individuals to subvert our investigation methods which will make it harder to detect wrongdoing. This would have a chilling effect on public and patient safety.

   On balance the MHRA is satisfied that in this instance the public interest in maintaining the exemption outweighs the public interest in disclosure. Therefore, the information you seek will not be released.

If you have any queries about this letter, please contact us quoting the reference number above.

Yours sincerely,

MHRA Central Freedom of Information Team
Medicines & Healthcare products Regulatory Agency

Your right to complain under the Freedom of Information Act

If you are not happy with this response you may request an internal review by e-mailing foi.request@mhra.gov.uk or by writing to: MHRA Central Freedom of Information Team, 10 South, Colonnade, Canary Wharf, London, E14 4PU

Any request for an internal review must be received by us within 40 working days of the date of this letter. Please note we are not obliged to provide a review if it is requested after more than 40 working days.

If you are not content with the outcome of the internal review, you may apply directly to the Information Commissioner's Office for a decision. Generally, the Commissioner cannot make a decision unless you have exhausted our own complaints procedure. The Information

Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.
Website: ICO FOI and EIR complaints or telephone 0303 123 1113.

Re-use of our information