

OPEN



ENERGY FUNDAMENTALS: Take two and margin-call us in the morning.

BOOSTER SHOT

WILL A FIZZY NEW ENERGY DRINK PROVIDE ROCKET FUEL TO YOUR P&L?

TEST DRIVE

IF YOU'RE LIKE US, you'll try absolutely, positively no product that lacks celebrity approval. So our antennae perked right up at the news that an unusual passel of the famous — Kirsten Dunst, Heidi Klum, Martha Stewart and The Rock — all swear by E-Boost, a new effervescent energy drink.

Each packet, dissolved in eight ounces of water, offers various goodies — including an absurd 41,000 percent daily dose of Vitamin B12 — to promote mental acuity and, naturally, cure one's hangover. Currently sold in finer hotels (W, Delano, Mondrian), E-Boost will soon be available on NetJets charters, in Fred Segal stores and at high-end gyms nationwide.

But is it good for traders? E-Boost founder John McDonald thinks so, citing one hedge-fund client who, he claims, routinely has crates of the elixir shipped to his office and homes. So we gave a week's supply to Max Gokhman, 22, a credit-derivatives and equities trader in San Francisco. His first test: a summer-weekend bender. "After Bastille Day, I woke up more depleted than a Bear Stearns hedge fund," he says. (Any excuse for a party, we guess.) His woes, though, proved too substantial for E-Boost, which soothed his hangover not a whit.

Then he took the packets to work on Monday. Five days later, results were tepid at best. "You get really hyper for about five minutes," Gokhman says, likening E-Boost's effect to that of a double espresso. "That's not good — I might get giddy and go long a few thousand extra shares."

So while the increasingly trendy orange fizz might give Martha the focus to simultaneously trade ImClone *and* expertly fold a fitted sheet, it didn't do much for Gokhman's P&L. Still, the ever-resourceful trader has a solution. "Want something that tastes better and has the same effect?" he says. "Take a Red Bull and drop an Airborne into it."

\$22.50 for a box of 24 packets. eboost.com

Great Moments in Trading Idiocy



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TRADER TICKER

5 NUMBER OF CALORIES IN EACH PACKET OF E-BOOST, THE ENERGY DRINK OFFERING A BLEND OF GOODIES THAT ALLEGEDLY PROMOTE BETTER HEALTH

575 TOTAL AMOUNT, IN MILLIONS OF DOLLARS, INVESTORS Poured INTO MICHAEL BERGER'S MANHATTAN INVESTMENT FUND AT ITS PEAK