

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

USBRB Commentary (PROS/CONS):

Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

Electrolyte Content:

PRO - Proper Amount of Electrolytes

Electrolyte Balance:

CON - Unbalanced Electrolytes

Flavoring:

PRO - Contains Natural Flavor(s)

Coloring:

PRO - Contains Natural Color(s)

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

CON - Contains Stevia (Diuretic)

Glycemic Index:

PRO - Will Not Impact Blood Sugar

Sodium Content:

NEUTRAL - Moderate Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

CON - No Other Functional Benefits

IQBAR®

Manufacturer:

IQBAR, Inc.

Phone: 617-655-7734

Email: info@eatiqbar.com

www.eatiqbar.com/collections/all-products/iq-mix



IQ Mix

Description: (from Manufacturer's Website)

Functional Brain + Body Nutrients to Improve Hydration, Cognitive Performance + Mood.

Primary Application(s):

Sports Activity (Fitness)

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:** \$1.25

3rd Party Certifications:

Non-GMO, Gluten Free, Dairy Free, Soy Free

Flavor Name(s):*

(Different flavors may have unique ingredients and nutritional information related to their specific flavoring and/or coloring agents - see individual product labels for details.)

Lemon Lime, Blood Orange, Peach Mango, Blueberry Pomegranate

Acceptable

Rating: **78.8** points



Nutrition Facts

Serving size **1 (8g)**

Amount Per Serving

Calories 10

% Daily Value*

Total Fat 0g **0%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 500mg **22%**

Total Carbohydrate 1g **0%**

Dietary Fiber 0g **0%**

Total Sugars 0g

Includes 0g Added Sugars **0%**

Protein 0g **0%**

Vitamin D 0mcg **0%**

Calcium 0mg **0%**

Iron 0.4mg **2%**

Potassium 380mg **8%**

Magnesium 60mg **15%**

Ingredients

Hydration Blend (Trisodium Citrate, Tripotassium Citrate, Sea Salt), Brain Nutrient Blend (Magtein® Magnesium L-Threonate, 8X-Concentrated Lion's Mane Extract), Citric Acid, Natural Flavors, Silica, Vegetable Juice (For Color), Non-GMO Steviol Glycosides, Beta Carotene.

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