

# 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:

PRO - Bolsters Immunity

## primalharvest

Manufacturer:

Primal Harvest

Phone: 631-769-2227

Email: [support@primalharvest.com](mailto:support@primalharvest.com)

[www.primalharvest.com/products/primal-hydration](http://www.primalharvest.com/products/primal-hydration)



## Primal Hydration

Description: (from Manufacturer's Website)

Sugar Free Electrolyte Drink Mix - Refreshes, Replenishes and Rehydrates.

Primary Application(s):

Daily Hydration

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

Price per Serving:\*\* \$1.50

3rd Party Certifications:

Vegan

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-Berry

Acceptable

Rating: **77.0** points



## Supplement Facts

Serving Size: 1 Stick Pack (5.2g)

Servings Per Container: 30

Amount Per Serving		% Daily Values**
Calories	7	
Total Carbohydrates	1.6 g	1%
Dietary Fiber	0 g	0%
Sugars	0 g	0%
Vitamin C (as Calcium Ascorbate)	200 mg	222%
Vitamin B3 (as Niacin)	20 mg NE	125%
Vitamin B6 (as Pyridoxine HCL)	2 mg	118%
Vitamin B12 (as Methylcobalamin)	20 mcg	833%
Pantothenic Acid (as D-Calcium Pantothenate)	10 mg	200%
Calcium (from Calcium Ascorbate)	23 mg	2%
Magnesium (as Magnesium Citrate)	50 mg	12%
Sodium (as Sodium Citrate)	400 mg	17%
Potassium (from Potassium Citrate and Potassium Chloride)	350 mg	7%
Coconut Water Powder	750 mg	†

\*\*Percent Daily Values based on a 2,000 calorie diet.  
\*\*\*Daily Value not established.

### Ingredients

Coconut Water Powder, Sodium (Sodium Chloride), Potassium (Potassium Citrate, Potassium Chloride), Vitamin C (as Calcium Ascorbate), Magnesium (Magnesium Citrate), Calcium (Calcium Ascorbate), Vitamin B3 (Niacin), Pantothenic Acid (D-Calcium Pantothenate), Vitamin B6 (Pyridoxine HCL), Vitamin B12 (Methylcobalamin), Malic Acid, Citric Acid, Natural Flavors, Calcium Silicate, Rebaudioside A (Stevia Rebaudiana Leaf Extract), Beet Root Juice (Beta Vulgaris), Rebaudioside M (Saccharum Officinarum Extract). Contains: Tree Nuts (Coconut).

The USBRB is an Independent 3rd Party Research Company Whose Mission is to Help Consumers Make Educated, Healthy Nutritional Choices. For info visit [www.usbrb.org](http://www.usbrb.org). USBRB Data Sources Include Public Information Published by Each Company - Label Nutrition Facts; Company Website; Marketing Materials; Press Releases; Social Media. Statements Regarding Functional Ingredients Have Not Been Evaluated by the FDA or the USBRB. While Sports and Hydration Drinks Can Provide Real Benefits, They are Not Intended to Diagnose, Treat, Cure, or Prevent any Disease or Health Condition. \* Flavor/Color Criteria Addresses the Entire Range of Flavors. \*\*Product Pricing is a Market Estimate Taken at the Time of Publication. Manufacturer's Information is Subject to Change - Always Review Nutrition Facts on the Product Package for the Latest Information Before Consuming. Other Sizes and Forms May be Available - Consult the Manufacturer for the Latest Information. If You Have Any Questions Consult a Physician Before Consuming Any Product. If You are the Manufacturer of this Product (or an Authorized Agent) and You See and Errors in the Information, Please Contact us at [info@usbrb.org](mailto:info@usbrb.org).