



# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

CON - Slightly High Amount of Electrolytes

### Electrolyte Balance:

CON - Unbalanced Electrolytes

### Flavoring:

PRO - Contains Natural Flavor(s)

### Coloring:

PRO - Contains Natural Color(s)

### Sugar Content:

CON - Contains Excessive Sugar

### Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

### Glycemic Index:

NEUTRAL - Medium Glycemic Index

### Sodium Content:

NEUTRAL - Moderate Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

PRO - Provides Endurance Support, Bolsters Immunity

# LAUNCH HYDRATE

Manufacturer:

Launch Hydrate

Phone: N/A

Email: [info@launchhydrate.com](mailto:info@launchhydrate.com)

[www.launchhydrate.com](http://www.launchhydrate.com)



## Launch Hydrate

Description: (from Manufacturer's Website)

Focus with Cognizin. Hydrate with Vitamins, Minerals and Electrolytes. Recover.

Primary Application(s):

Sports Activity (Fitness), Extreme Workouts

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

Not for Children

Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$3.00

3rd Party Certifications:

None

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.)

Fruit Punch, Orange, Tropical, Strawberry Lemon

Not Recommended

Rating: **49.7** points



## Nutrition Facts

Serving Size: 1 bottle (473 ml)

Servings per Container: 1

Calories: **90**

	% Daily Value *
<b>Total Fat</b> 0g	0%
<b>Sodium</b> 420mg	18%
<b>Total Carbohydrates</b> 36g	13%
Total Sugars 16g	
Includes 16g Added Sugars	32%
Protein 1g	
Calcium 328mg	25%
Potassium 283mg	6%
Vitamin C 1009mcg	1120%
Vitamin B12 2.4mcg	100%
Magnesium 106mg	

L-Alanyl-Glutamine 150mg

Cognizin 125mg

\*Percent Daily Value is based on a 2,000 calorie diet.

### Ingredients

Water, Cane Sugar, Erythritol, Ascorbic Acid, Citric Acid, Natural Flavors, Trisodium Citrate, Calcium Lactate Pentahydrate, Tripotassium Citrate, Natural Colors (Fruit and Vegetable Juice), Magnesium Glycinate, L-Alanyl-Glutamine, Monk Fruit, Cognizin, Sodium Selenite, Vitamin B12.

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