

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRRB Commentary (PROS/CONS):

### Hydration Capabilities:

CON - Limited Hydration Capabilities

### Electrolyte Content:

CON - No Electrolytes

### Electrolyte Balance:

CON - Unbalanced Electrolytes

### Flavoring:

PRO - Contains Natural Flavor(s)

### Coloring:

NEUTRAL - Doesn't Contain Any Coloring

### Sugar Content:

PRO - Limited or No Sugar

### Sweetener(s):

CON - Contains Only Artificial Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

### Glycemic Index:

PRO - Will Not Impact Blood Sugar

### Sodium Content:

PRO - Limited or No Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

CON - No Recovery Ingredient(s)

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

CON - No Other Functional Benefits

# Cirkul®

Manufacturer:

Cirkul, Inc.

Phone: 844-4-CIRKUL

Email: [help@drinkcirkul.com](mailto:help@drinkcirkul.com)

<https://drinkcirkul.com/collections/lifesip>



## Cirkul LifeSip Hydrate

Description: (from Manufacturer's Website)

Enriched with B Vitamins to Fuel Your Everyday.

Delicious, Zero Calories, Vitamin Enhanced.

(These Flavors Use an Artificial Sweetener - Sucralose)

Price per Serving:\*\* \$0.29

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.)

Honeycrisp Apple, Fruit Punch, Strawberry Kiwi, Peach Mango, Watermelon, Coconut Pineapple, Raspberry Lemonade, Sweet Tea & Lemon, Lemonade,

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Liquid Concentrate

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Poor Choice

Rating: **60.0** points



## Nutrition Facts

About 13 servings per container

Servings size: **0.05 fl oz (1.5mL)**

Amount per serving

**Calories** **0**

% Daily Value\*

**Total Fat** 0g **0%**

**Sodium** 0mg **0%**

**Total Carbohydrates** 0g **0%**

Total Sugar 0g

Includes 0g Added Sugars **0%**

**Protein** 0g

Niacin 0.5mg **4%**

Vitamin B<sub>6</sub> 0.06mg **4%**

Vitamin B<sub>12</sub> 0.08mcg **4%**

Pantothenic Acid 0.2mg **4%**

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### Ingredients

Filtered Water, Natural Flavors, Sucralose, Citric Acid, Lactic Acid, Phosphoric Acid, Niacinamide, Sodium Benzoate (Preservative), Potassium Sorbate (Preservative), Calcium Pantothenate, Pyridoxine Hydrochloride, Cyanocobalamin (Vitamin B12).

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