

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

CON - Inadequate Amount of Electrolytes

### Electrolyte Balance:

CON - Unbalanced Electrolytes

### Flavoring:

PRO - Contains Natural Flavor(s)

### Coloring:

NEUTRAL - Doesn't Contain Any Coloring

### 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:

PRO - Limited or No Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

CON - No Other Functional Benefits

# PURE

SPORTS NUTRITION

Manufacturer:

PURE Group Limited

Phone: N/A

Email: [sales@puresportsnutrition.com](mailto:sales@puresportsnutrition.com)

[www.puresportsnutrition.com/collections/pure-electrolyte-hydration-range/products/pure-electrolyte-hydration-range](http://www.puresportsnutrition.com/collections/pure-electrolyte-hydration-range/products/pure-electrolyte-hydration-range)



## PURE Sports Nutrition Electrolyte Hydration

Description: (from Manufacturer's Website)

Premium Natural Isotonic Electrolyte Drink Base Using Real Freeze-Dried Fruit, Carbohydrates, and Electrolytes. It is Best Used During Exercising Periods Over One Hour or High-Intensity Exercise Sessions.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$2.06

3rd Party Certifications:

Dairy Free, Gluten Free, 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.)

Superfruits, Lemon, Orange. Pineapple, Raspberry

Poor Choice

Rating: **61.3** points



## NUTRITION INFORMATION

Serving size: 14g

(1 scoop) powder = 250ml prepared

	Avg Quantity Per Serving	Avg Quantity Per 100ml
Energy	210 kJ (50 Cal)	84 kJ (20 Cal)
Protein, total	0.0 g	0.0 g
- gluten	0.0 mg	0.0 mg
Fat, total	0.0 g	0.0 g
- saturated	0.0 g	0.0 g
Carbohydrate	12.5 g	5.0 g
- sugars	12.5 g	5.0 g
- sucrose	7.5 g	3.0 g
- glucose	5.0 g	2.0 g
Sodium	100 mg (4.3 mmol)	40 mg (1.7 mmol)
Potassium	30 mg (0.8 mmol)	12 mg (0.3 mmol)
Magnesium	25 mg (1.0 mmol)	10 mg (0.4 mmol)
Calcium	20 mg (0.5 mmol)	8 mg (0.2 mmol)

### Ingredients

Sucrose, Glucose, Freeze Dried Fruit (4.0%), Mineral Salts (Sodium Citrate, Potassium Citrate, Magnesium Lactate, Calcium Citrate), Acidity Regulator (Citric Acid), Antioxidant (Ascorbic Acid) \* 252 mOsmol/L.

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