

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT



Manufacturer:  
IV2 Group Inc.

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[www.iv2-hydration.com](http://www.iv2-hydration.com)



## IV2 Electrolyte Drink Mix

Description: (from Manufacturer's Website)  
Our Unique Advanced Amino Acid Electrolyte Hydration Accelerator Hydrates Better Than Water Alone.

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:\*\* \$1.90

3rd Party Certifications:  
Non-GMO, Vegan, Gluten Free, Dairy Free, Soy Free, Keto-Paleo Friendly

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

Acceptable

Rating: **76.1** points



## Nutrition Facts

Serving Size: 1 stick (6.89g)  
Servings per Container: 30 Calories: **20**

|  | % Daily Value * |
|--|-----------------|
| <b>Total Fat</b> 0g                      | 0%              |
| Saturated Fat 0g                         | 0%              |
| Trans Fat 0g                             |                 |
| <b>Cholesterol</b> 0mg                   | 0%              |
| <b>Sodium</b> 460mg                      | 20%             |
| <b>Total Carbohydrate</b> 2g             | 1%              |
| Dietary Fiber 0g                         | 0%              |
| Total Sugars 0g                          |                 |
| Includes 0g Added Sugars                 | 0%              |
| <b>Protein</b> 2g                        |                 |
| <b>Vitamin D</b> 0mcg                    | 0%              |
| <b>Calcium</b> 0mg                       | 0%              |
| <b>Iron</b> 0mg                          | 0%              |
| <b>Potassium</b> 0mg                     | 0%              |
| <b>Vitamin C</b> 500mg                   | 55%             |
| <b>Magnesium</b> 100mg                   | 25%             |
| <b>Vitamin B1</b> 1.2mg                  | 100%            |
| <b>Vitamin B3 (Niacin)</b> 16mg          | 100%            |
| <b>Vitamin B5 (Pantothenic Acid)</b> 5mg | 100%            |
| <b>Vitamin B6</b> 1.7mg                  | 100%            |
| <b>Vitamin B7 (Biotin)</b> 24mcg         | 80%             |

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

### Ingredients

Salt, Sodium Citrate, Malic Acid, L-Valine, L-Serine, L-Threonine, Natural Flavor, Ascorbic Acid (Vitamin C), L-Arginine, Magnesium Oxide, Orange Juice Powder, Potassium Citrate, Cranberry Juice Powder, Sucralose, Nicotinamide (Vitamin B3), Calcium Pantothenate (Vitamin B5), Biotin (Vitamin B7), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Hydrochloride (Vitamin B1).

### 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):

CON - Contains Only Artificial Sweetener(s),  
PRO - Does Not Contain 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

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