

# 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:

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:

PRO - Limited or No Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

PRO - Bolsters Immunity

WOWHYDRATE™

Manufacturer:

Wow Hydrate

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[www.wowhydrate.com/product/summer-fruits-protein-drink-pro](http://www.wowhydrate.com/product/summer-fruits-protein-drink-pro)



## Wow Hydrate Protein Pro

Description: (from Manufacturer's Website)

Protein Water is a Delicious and Easy Way to Increase Your Protein Intake and Hydration. We Add Essential Vitamins Complemented with Specialist Flavors as Part of Our Protein Collagen Water, Keeping the Vital Ingredients at Their Most Powerful.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness), Immunity

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:\*\* N/A

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.)

Summer Fruits, Tropical

Poor Choice

Rating: **66.9** points



## Nutrition Facts

Serving Size: 16.9 fl.oz. (500ml)

Servings per Container: 1

Calories: **10**

		% Daily Value	
Fat	0.0g		
of which saturates	0.0g		
Carbohydrates	0.5g		
of which sugars	0.0g		
Protein	20g		
Salt	0.30g		
Vitamin B6	0.45mg	33%	
Vitamin C	25mg	33%	
Vitamin D	1.5µg	33%	

RI = Reference intake of an average adult ( 8,400kj / 2000 kcal )

### Ingredients

Water (93%), Collagen Peptides (5%), Natural Flavorings, Acidity Regulator (Citric Acid, Malic Acid), Sweetener (Sucralose), Safflower Extract, Color: Black Carrot Extract, Vitamin Blend (Vitamin C, B6, D), Preservative (Sodium Benzoate).

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