

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

needed.®

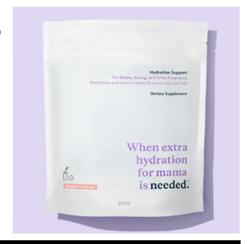
Manufacturer: Needed PBC

Phone: 866-633-3010

Email: hello@thisisneeded.com

www.thisisneeded.com/products/hydra-

tion-support-grapefruit



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):

PRO - Contains Only Natural 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:

CON - No Energy Ingredient(s)

Other Functional Benefits:

CON - No Other Functional Benefits

Needed Hydration Support

Description: (from Manufacturer's Website)

Hydration Support with Refreshing Electrolytes and Trace Minerals.

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:** \$1.50

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.)

Grapefruit, Lime, Lemon

Acceptable

Rating: 73.4 points



Supplement Serving Size 1 Stick (3.5 g) Servings Per Container 30	Fac	ts
Amount Per 1 Stick Serving	% Daily Value Preg Women & Lact Women	
Magnesium (as magnesium citrate)	150 mg	38%
Chloride (as potassium chloride, sea salt, trace mineral concentrate)	315 mg	14%
Sodium (as sodium citrate, sea salt)	250 mg	11%
Potassium (as potassium chloride)	250 mg	5%
Trace Mineral Concentrate (from seawater, ConcenTrace®)	50 mg	**
** Daily Value not established.		

Ingredients

Citric Acid, Grapefruit Oil, Grapefruit Juice, Beetroot Juice, Monk Fruit Extract.

The USBRB is an Independent 3rd Party Research Company Whose Mission is to Help Consumers Make Educated, Healthy Nutritional Choices. For info visit www.usbrb.org.
USBRB Data Sources Include Public Information Published by Each Company - Label Nutrition Facts; Company Website; Marketing Materials; Press Releases; Social Media.
Statements Regarding Functional Ingredients Have Not Been Evaluated by the FDA or the USBRB. While Sports and Hydration Drinks Can Provide Real Benefits, They are Not Intended to Diagnose, Treat, Cure, or Prevent any Disease or Health Condition. * Flavor/Color Criteria Addresses the Entire Range of Flavors . **Product Pricing is a Market Estimate Taken at the Time of Publication. Manufacturer's Information is Subject to Change - Always Review Nutrition Facts on the Product Package for the Latest Information Before Consuming. Other Sizes and Forms May be Available - Consult the Manufacturer for the Latest Information. If You Have Any Questions Consult a Physician Before Consuming Any Product. If You are the Manufacturer of this Product (or an Authorized Agent) and You See and Errors in the Information, Please Contact us at info@usbrb.org.