

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

USBRB Commentary (PROS/CONS):

Hydration Capabilities:

CON - Limited Hydration Capabilities

Electrolyte Content:

CON - No Electrolytes

Electrolyte Balance:

CON - Unbalanced Electrolytes

Flavoring:

NEUTRAL - Doesn't Contain Any Flavoring

Coloring:

NEUTRAL - Doesn't Contain Any Coloring

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

NEUTRAL - Does Not Contain Any 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:

CON - No Energy Ingredient(s)

Other Functional Benefits:

CON - No Other Functional Benefits

DEFY

Manufacturer:

Defy LLC/Defiance Enterprises LLC

Phone: 702-893-1129

Email: info@drinkdefy.com

www.drinkdefy.com/collections/hydrate



Defy Hydrate

Description: (from Manufacturer's Website)

High-Performance Ionized Alkaline pH9.5+ Water with Electrolytes and Minerals.

Price per Serving:** \$2.66

3rd Party Certifications:

BPA-Free

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.)

Unflavored

Primary Application(s):

Daily Hydration

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Poor Choice

Rating: **62.4** points



Nutrition Facts

Serving size 1 Bottle

Amount per serving

Calories **0**

%Daily Value

Total Fat 0g 0%

Sodium 0g 0%

Total Carbohydrate 0g 0%

Protein 0g 0%

Ingredients

Purified Water, Calcium Carbonate, Magnesium Sulfate, Potassium Bicarbonate.

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