



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):

PRO - Contains Only Natural Sweetener(s),

CON - Contains 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

ACTIVATE®

drink vitamins, not calories.

Manufacturer:

Rising Beverage Co.

Phone: 310-556-4500

Email: [N/A](mailto:info@activatedrinks.com)

www.activatedrinks.com



Activate Hydration

Description: (from Manufacturer's Website)

Drink Vitamins, Not Calories. Patented Cap Releases Vitamins Ensure Freshness.

Price per Serving:** \$1.99

3rd Party Certifications:

Non-GMO

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.)

Raspberry Citrus, Pink Grapefruit, Orange, Lulo Pear, Watermelon, Passion Fruit, Blueberry Pomegranate, Pineapple Coconut, Lemon Lime, Grape, Fruit Punch, Exotic Berry

Primary Application(s):

Supplement

Beverage Form:

Ready to Drink

Beverage Base:

Still Water Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

N/A

Acceptable

Rating: **75.1** points



Nutrition facts

Refer to the product label for full dietary information, which may be available as an alternative product image.

500 ml serving size

Amount per serving

Calories **0**

% Daily Value*

Total Fat 0g **0%**

Sodium 0.0mg **0%**

Total Carbohydrate 1g **0%**

Sugars 0.0g

Protein 0.0g

Vitamin A **30%**

Vitamin C **250%**

Potassium 30.0mg **1%**

Vitamin E **30%**

Vitamin B12 **30%**

Pantothenic Acid **30%**

Zinc **100%**

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet.

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Ingredients

Reverse osmosis water, maltodextrin (dietary fiber), citric acid, ascorbic acid (Vitamin C), gum arabic, stevia rebaudiana leaf extract, monopotassium phosphate (electrolyte), natural flavor, zinc picolinate, magnesium lactate (electrolyte), echinacea flower extractive, tricalcium phosphate (electrolyte), D-Alpha-Tocopheryl Acetate (Vitamin E), calcium D-Pantothenate (B5), beta-carotene (color), Vitamin A palmitate, cyanocobalamin (B12).

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