

# 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):

MIXED - Contains Both Natural and Artificial Sweeteners, PRO - Does Not Contain Stevia

### 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/lemon-lime-electrolyte-drink](http://www.wowhydrate.com/product/lemon-lime-electrolyte-drink)



## Wow Hydrate Electrolyte

Description: (from Manufacturer's Website)

Our Tasty Range of Electrolyte Drinks Contain a Variety of Essential Vitamins and Electrolytes Complemented by a Delicious Flavor. These Vitamins and Electrolytes are Stored Within the Water, Keeping the Vital Ingredients in Our Electrolyte Waters at Their Most Powerful.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

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.)

Lemon & Lime, Orange

Poor Choice

Rating: **66.6** 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	2.0g	
of which sugars	0.0g	
Protein	0.0g	
Salt	0.25g	4.1%
Chloride	153mg	19%
Calcium	103mg	12.9%
Magnesium	26.4mg	12.8%
Vitamin B6	0.45mg	33%
Vitamin C	26.4mg	33%
Vitamin D	1.65µg	33%

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

### Ingredients

Water (99%), Maltodextrin, Electrolytes (Calcium Lactate, Sodium Chloride, Magnesium Carbonate), Natural Flavorings, Acidity Regulator (Citric Acid), Colors: Carotenes (Beta Carotene) Anthocyanin, Sweetener (Sucralose), Vitamin Blend (Vitamin C, B6, D), Preservative (Sodium Benzoate).

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