



# 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:

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 - Limited or No Sugar

### Glycemic Index:

N/A - Not Applicable

### Sodium Content:

N/A - Not Applicable

### Stimulants:

CON - Contains Stimulant(s)

### Aids Recovery:

N/A - Not Applicable

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

CON - No Other Functional Benefits

## PUREPATCH WEARABLE NUTRITION

### Manufacturer:

Pure Patch

### Phone: N/A

Email: [info@wearpurepatch.com](mailto:info@wearpurepatch.com)

[www.purepatch.com/products/pure-performance](http://www.purepatch.com/products/pure-performance)



## Pure Patch Performance Wearable Nutrition

### Description: (from Manufacturer's Website)

Promotes Increased Energy, Sustained Endurance Support and Active Recovery. Contains 12.5mg Caffeine.

### Primary Application(s):

Daily Hydration

### Beverage Form:

N/A

### Beverage Base:

N/A

### Label (and Other) Warnings:

Not for Children, Do Not Use if Caffeine Sensitive, Do Not Use if Pregnant, Not for Nursing Mothers

### Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$0.83

### 3rd Party Certifications:

Vegan, Natural, Gluten Free, Keto-Paleo Friendly

### 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.)

N/A

N/A

Rating: **N/A** points

Not a Beverage -  
Ratings Do Not Apply

U.S. B.R.B. 2024

## Nutrition Facts

DOES NOT APPLY

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](http://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](mailto:info@usbrb.org).