



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:

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:

NEUTRAL - Moderate Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

CON - No Other Functional Benefits



Manufacturer:

Brightfox Drinks/TBE Beverages LLC

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www.drinkbrightfox.com/collections/all



Brightfox Hydration Beverage

Description: (from Manufacturer's Website)

The Optimal Healthy Hydration Solution to be Enjoyed on its Own for Everyday Health Benefits.

Price per Serving:** \$3.58

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 Ginger Sparkling, Grapefruit Ginger Still, Cucumber Mint Sparkling, Cucumber Mint Still, Blueberry Lime Sparkling

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

Acceptable

Rating: **74.1** points



Nutrition Facts

Serving Size 1 Bottle (300mL)

Amount Per Serving

Calories **0**

% Daily Value*

Total Fat 0g **0%**

Sodium 240mg **10%**

Total Carbohydrate 1g **0%**

Protein 0g

Potassium 251mg 6%

Vitamin E 1.5mg 10%

Vitamin B₆ 1.7mg 100%

Pantothenic Acid (Vitamin B₅) 5mg 100%

Zinc 0.6mg 6%

Choline 10mg 2%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium or iron.

Ingredients

Still Version - Filtered Water, Citric Acid, Sodium Citrate, Monopotassium Phosphate, Natural Flavors, Sodium Benzoate (To Preserve Freshness), Potassium Sorbate (To Preserve Freshness), L-Choline Bitartrate, Vitamin E Acetate, Calcium Pantothenate, Pyridoxine Hydrochloride, Zinc Sulfate. Sparkling Version - Carbonated Water, Citric Acid, Sodium Citrate, Monopotassium Phosphate (Potassium), Natural Flavors, L-Choline Bitartrate (Choline), Vitamin E Acetate, Calcium Pantothenate (B5), Pyridoxine Hydrochloride (B6), Zinc Sulfate (Zinc).

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