

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

PRO - Proper 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:

CON - No Energy Ingredient(s)

### Other Functional Benefits:

PRO - Bolsters Immunity



Manufacturer:

The Genius Brand

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<https://thegeniusbrand.com/products/genius-electrolytes>



## Genius Electrolytes

Description: (from Manufacturer's Website)

Sets Itself Apart from the Competition by Eliminating Artificial Flavors, Colors, and Added Sugars Completely. This Electrolyte Powder is the Healthy Alternative to Optimize Your Hydration.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Powder - Bulk

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$0.83

3rd Party Certifications:

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.)

Orange Fizz, Lemon Lime

Acceptable

Rating: **79.5** points



## Supplement Facts

Serving Size: 1 Scoop (5.2g)  
Servings Per Container: 30

Amount Per Serving	% Daily Value*
Sodium (as Chloride)	100 mg 4%
Potassium (as Bicarbonate, Phosphate)	390 mg 11%
Magnesium (as Bisglycinate Chelate) TRAACS®	50 mg 13%
Zinc (as Bisglycinate Chelate) TRAACS®	1 mg 7%
Phosphorus (as Dipotassium Phosphate)	29 mg 3%
Selenium (as Glycinate Complex)	10 mcg 14%
Vitamin C (from Acerola Berry)	60 mg 100%

Acerola (Malpighia glabra) [Berry] (Standardized to 18% Vitamin C)	333 mg	**
L-Alanyl-L-Glutamine (as Sustamine®)	300 mg	**

\*\*Daily Value not established.

\*Percent Daily Values Based On 2,000 Calorie Diet.

## Ingredients

Organic Citric Acid, Silica, Natural Flavors, Stevia Leaf Extract, Turmeric Root Extract, Beet Root Extract.

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