



2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

USB.R.B. 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:

NEUTRAL - Doesn't Contain Any Coloring

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

CON - Contains Only Artificial Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

PRO - Will Not Impact Blood Sugar

Sodium Content:

PRO - Limited or No Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

CON - No Recovery Ingredient(s)

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

CON - No Other Functional Benefits

True

Hydration™

Manufacturer:

Simple Distributing, LLC

Phone: 877-480-7884

Email: support@truehy.com

<https://truehy.com>

True Hydration

Description: (from Manufacturer's Website)

Hydrates from Within for More Youthful Looking Skin and Muscle Endurance. Way Better Hydration than Bottled Water.

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:** \$2.90

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.)

Lemonade/Lemongrass, Unsweetened Lemon Water

Poor Choice

Rating: **68.4** points



Nutrition Facts

1 Serving Per Container	
Serving Size	12 ounces
Amount Per Serving	
Calories	0
% Daily Value*	
Total Fat 0g	0%
Sodium 0mg	0%
Calcium 150mg	12%
Magnesium 150mg	32%
Chloride 310mg	15%
Potassium 360mg	8%

*Percent Daily Value is based on a 2,000 calorie diet.

** Daily Value not established.

Ingredients

Water, Magnesium Bisglycinate, Citric Acid, Taurine, L-Serine, Calcium Citrate, Potassium Chloride, Natural Flavors, Potassium Sorbate, Sucralose. Unsweetened Lemon Water Flavor Does Not Have Sucralose.

The USB.R.B. is an Independent 3rd Party Research Company Whose Mission is to Help Consumers Make Educated, Healthy Nutritional Choices. For info visit www.usbrb.org. USB.R.B. 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 USB.R.B. 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.