

# 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:

NEUTRAL - Doesn't Contain Any Coloring

### 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:

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

# PURE

SPORTS NUTRITION

Manufacturer:

PURE Group Limited

Phone: N/A

Email: [sales@puresportsnutrition.com](mailto:sales@puresportsnutrition.com)

<https://www.puresportsnutrition.com/collections/pure-electrolyte-hydration-range/products/pure-electrolyte-hydration-range>



## PURE Sports Nutrition Low Carbohydrate Electrolyte Hy-

Description: (from Manufacturer's Website)

A Premium Natural Electrolyte Drink Specifically Formulated for Those Wanting a Low Carbohydrate, Low Sugar Alternative to a Standard Sports Drink. Contains: Tree Nuts (Coconut).

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

Price per Serving:\*\* \$1.25

3rd Party Certifications:

Dairy Free, Gluten Free, Vegan

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, Raspberry, Superfruits

Acceptable

Rating: **77.2** points



## NUTRITION INFORMATION

Serving size: 1000ml

8g (2 heaped scoops) powder prepared prepared

	Avg Quantity Per Serving	Avg Quantity Per 100ml
Energy	74 kJ (18 Cal)	7 kJ (2 Cal)
Protein, total	0.0 g	0.0 g
- gluten	0 mg	0 mg
Fat, total	0.0 g	0.0 g
- saturated	0.0 g	0.0 g
Carbohydrate	4.2 g	0.4 g
- sugars	3.3 g	0.3 g
Dietary fibre	0.1 g	0.0 g
Sodium	384 mg (16.7 mmol)	38 mg (1.7 mmol)
Potassium	121 mg (3.1 mmol)	12 mg (0.3 mmol)
*Magnesium	*63 mg (2.6 mmol)	6.3 mg (0.3 mmol)

\*16% Recommended Dietary Intake for Males 19-30yr

### Ingredients

Dried Coconut Water Powder (53%), Mineral Salts (Sodium Citrate, Magnesium Lactate, Sodium Chloride, Calcium Citrate), Acidity Regulator (Citric Acid), Fruit Juice Powder (6%) (Fruit Juice, Tapioca Dextrin), Natural Flavor, Natural Stevia Sweetener (Steviol Glycosides), Antioxidant (Ascorbic Acid). Contains: Tree Nuts (Coconut).

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