

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

USBRRB 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:

CON - Contains Excessive Sugar

Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

NEUTRAL - Medium Glycemic Index

Sodium Content:

PRO - Limited or No Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

PRO - Provides Endurance Support, Bolsters Immunity

PURE

SPORTS NUTRITION

Manufacturer:

PURE Group Limited

Phone: N/A

Email: sales@puresportsnutrition.com

www.puresportsnutrition.com/collections/pure-electrolyte-hydration-range/products/pure-endurance-formula

PURE Sports Nutrition Endurance Formula Electrolyte

Description: (from Manufacturer's Website)

A Premium Drink Base Specifically Formulated with Real Fruit, Carbohydrates, Mineral Salts, and Whey Protein Isolate.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness), Extreme Workouts

Beverage Form:

Powder - Bulk

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Milk and/or Eggs



Price per Serving:** \$2.50

3rd Party Certifications:

Gluten Free

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, Raspberry

Not Recommended

Rating: **54.1** points



NUTRITION INFORMATION

Serving size: 28g

(2 scoops) powder = 500ml prepared

	Avg Quantity Per Serving	Avg Quantity Per 100ml
Energy	448 kJ (107 Cal)	90 kJ (21 Cal)
Protein, total	5.2 g	1.0 g
- gluten	0.0 mg	0.0 mg
Fat, total	0.0 g	0.0 g
- saturated	0.0 g	0.0 g
Carbohydrate	21 g	4.2 g
- sugars	21 g	4.2 g
- sucrose	12.5 g	2.5 g
- glucose	8.5 g	1.7 g
- lactose	0.05g	0.0g
Sodium	200 mg	40 mg
Potassium	60 mg	12 mg
Magnesium	50 mg (12.5% RDI)	10 mg
Vitamin C	11 mg (25% RDI)	2.3 mg

Ingredients

Sucrose, Glucose, Whey Protein Isolate (21%) (Contains Soy Lecithin), Freeze Dried Fruit Juice (4.7%), Acidity Regulator (Citric Acid), Mineral Salts (Sodium Citrate, Potassium Citrate, Magnesium Lactate, Calcium Citrate), Vitamin C. Contains Milk.

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