

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:

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:

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:

Now Health Group Inc.

Phone: 888-669-3663

Email: info@nowfoods.com

www.nowfoods.com/products/sports-nutrition/-category/recovery/effervescent-tablets



Now Sports Effer-Hydrate

Description: (from Manufacturer's Website)

Effer-Energy Electrolyte Tablets Made to Help Athletes and Sports Enthusiasts of All Levels Rehydrate and Recover.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Tablet(s)

Beverage Base:

Effervescent

Label (and Other) Warnings:

Not for Children

Allergens: (Ingredient Related)

None

Price per Serving:** \$0.70

3rd Party Certifications:

Vegan, Dairy Free, Soy 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.)

Tropical Punch, Lemon Lime, Mixed Berry, Orange Strawberry

Acceptable

Rating: **71.2** points



Supplement Facts

Serving Size:	1 tablet	
Servings Per Container:	10	
	Amount per Serving	% Daily Value
Calories	10	
Total Carbohydrate	1 g	<1%**
Total Sugars	<1 g	
Includes <1 g Added Sugars	0	1%**
Calcium (from Calcium Carbonate)	13 mg	1%
Magnesium (from Magnesium Carbonate)	25 mg	6%
Sodium (from Sodium Bicarbonate)	360 mg	16%
Potassium (from Potassium Bicarbonate)	100 mg	2%

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Ingredients

Citric Acid, Cane Sugar, Natural Flavor, Taurine, Stevia Leaf Extract (Rebaudioside A), Beet Powder (for Color), Maltodextrin and Riboflavin (for Color).

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