

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT





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www.celsius.com/products/heat-on-the-go



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:

CON - Contains Excessive 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:

CON - Contains Stimulant(s)

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

PRO - Bolsters Immunity

Celsius Heat On-The-Go

Description: (from Manufacturer's Website)

Green Tea, Guarana Seed, Ginger, Vitamins B, C and L-Citrulline. Contains 300mg Caffeine.

Primary Application(s):

Energy/Caffeine

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

Consumption Level Warning, Do Not Use if Caffeine Sensitive, Not for Children, Do Not Use if Pregnant, Not for Nursing Mothers

Allergens: (Ingredient Related)

None

Price per Serving:** \$2.43

3rd Party Certifications:

Kosher

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.)

Strawberry Mango, Berry Blast, Watermelon Ice, Lemonade Mist

Poor Choice

Rating: **60.8** points



Supplement Facts

Serving Size 1 Packet (7.03g) Servings Per Container 14

Amount Per Serving		%DV
Calories 15		
Total Carbohydrate	2g	1%†
Total Sugars	0g	0%
Vitamin C (ascorbic acid)	60mg	67%
Riboflavin	1.7mg	131%
Niacin (as niacinamide)	20mg	125%
Vitamin B6 (as pyridoxine hydrochlori	de) 2mg	118%
Vitamin B12 (as cyanocobalamin)	6mcg	250%
Biotin	300mcg	1000%
Pantothenic Acid		
(as calcium d-pantothenate)	10mg	200%
Calcium (as calcium carbonate)	50mg	4%
Chromium (chelate)	50mcg	143%
Sodium	10mg	<1%†
L-Citruline	2g	**
MetaPlus® Proprietary Blend	1.81g	
Taurine		**
Guarana extract (seed)		**
Caffeine (as caffeine anhydrous)		**
Glucuronolactone		**
Ginger extract (root)		**
Green Tea leaf extract standardized to 15% EGCG		**
Not a significant source of Fat, Saturated Fat, Trans Fat,		

Not a significant source of Fat, Saturated Fat, Irans Fat, Cholesterol, Dietary Fiber, Vitamin D, Iron, and Potassium Percent Daily Values are based on a 2,000 calorie diet. "Daily Value (DV) not established.

Ingredients

Citric Acid, Natural Lemonade Flavor, Sucralose, Beta Carotene, Silicon Dioxide.
Contains 300mg Caffeine per Serving.

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Statements Regarding Functional Ingredients Have Not Been Evaluated by the FDA or the USBRB. 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.