

# 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 - Low Glycemic Index

### 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:

Nuun & Company, Inc.

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[www.nuunlife.com/products/nuun-sport-powder](http://www.nuunlife.com/products/nuun-sport-powder)



## Nuun Sport Hydration Powder

Description: (from Manufacturer's Website)

Fast-Dissolving Powder Contains 5 Electrolytes and No Effervescence.

Price per Serving:\*\* \$1.50

3rd Party Certifications:

Vegan, Gluten Free, 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.)

Pink Lemonade, Strawberry Kiwi

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)

None

Acceptable

Rating: **74.5** points



## Nutrition Facts

Serving Size: 1 stick pack  
Servings per Container: 16

Calories: **10**

	% Daily Value *
<b>Total Fat</b> 0g	0%
<b>Total Carbohydrates</b> 2g	1%
Dietary Fiber 0g	0%
Total Sugars 1g	
Includes 1g Added Sugar	2%
<b>Protein</b> 0g	0%
<b>Sodium</b> 300mg	13%
<b>Calcium</b> 15mg	2%
<b>Potassium</b> 150mg	4%
<b>Magnesium</b> 25mg	6%
<b>Chloride</b> 40mg	2%

\*Percent Daily Value is based on a 2,000 calorie diet.  
\*\* Daily Value not Established.

### Ingredients

Dextrose, Sodium Citrate, Citric Acid, Natural Flavor, Potassium Citrate, Magnesium Citrate, Stevia Leaf Extract, and Less Than 2% of Carrot Juice Concentrate (for Color), Calcium Citrate, Sea Salt, Hibiscus Juice Concentrate (for Color), Beta-Carotene (for Color).

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