



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:

NEUTRAL - Doesn't Contain Any Flavoring

Coloring:

NEUTRAL - Doesn't Contain Any Coloring

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

NEUTRAL - Does Not Contain Any Sweetener(s), PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

PRO - Will Not Impact Blood Sugar

Sodium Content:

NEUTRAL - Moderate Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

CON - No Recovery Ingredient(s)

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

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



PURE Sports Nutrition Electrolyte Capsules

Description: (from Manufacturer's Website)

Formulated to Help Maintain Your Body's Electrolyte Levels and to Help Replace Minerals Lost During Sustained Strenuous Exercise - Also Great in Hot Conditions When Extra Electrolytes are Needed to Help with Muscle Function and Cramp Prevention.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Capsule(s)

Beverage Base:

N/A

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:** \$0.56

3rd Party Certifications:

None

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.)

Unflavored

Acceptable

Rating: **72.7** points



Supplement Facts

Serving Size: 1 capsule

Servings per Container: 80

Calories: 0

Sodium (as Sodium Chloride) 440mg

Potassium (as Potassium Citrate) 150mg

Magnesium (as Magnesium Citrate) 100mg

Calcium (as Calcium Citrate) 50mg

Vitamin B6 7mg

Vitamin D3 2.5mcg

Will not prevent hyponatremia, heat stroke and other dangerous conditions resulting from over-exertion in extreme heat.

Ingredients

Mineral Salts (Sodium Chloride 440mg, Potassium Citrate 150mg, Magnesium Citrate 100mg, Calcium Citrate 50mg), Vitamins (B6 7mg, D3 2.5mcg), Vegetarian Encapsulating Aids (171mg).

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