

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

CON - Slightly High Amount of Electrolytes

### Electrolyte Balance:

CON - Unbalanced Electrolytes

### Flavoring:

PRO - Contains Natural Flavor(s)

### Coloring:

NEUTRAL - Doesn't Contain Any Coloring

### 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:

CON - High Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

CON - No Other Functional Benefits



**FIRE  
SCIENCE**

Manufacturer:

Fire Science Nutrition

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[www.firesciencenutrition.com/products/-fire-salt-electrolytes-32-pack](http://www.firesciencenutrition.com/products/-fire-salt-electrolytes-32-pack)



## Fire Salt Essential Hydration

Description: (from Manufacturer's Website)

Designed to Stand Up to the Most Extreme Conditions with Essential Ingredients to Help You Stay Ready for Anything.

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)

Tree Nuts and/or Coconut

Price per Serving:\*\* \$1.14

3rd Party Certifications:

Gluten Free, Vegan, Keto-Paleo Friendly, Kosher, Soy Free, Dairy Free, Non-GMO

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, Berry

Poor Choice

Rating: **69.2** points



## Nutrition Facts

32 Servings Per Container  
Serving Size 1 Stick Pack (7.4g)

Amount per serving

**Calories** **5**

% Daily Value\*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 670mg 29%

Total Carbohydrate 1g 0%

Dietary Fiber 0g 0%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 0g

Vitamin D 0mcg 0%

Calcium 63mg 4%

Iron 0mg 0%

Potassium 188mg 4%

Magnesium 89mg 20%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### Ingredients

Citric Acid, Sea Salt, Malic Acid, Coconut Water Powder, Magnesium Malate, Potassium Citrate, Calcium Citrate, Natural Flavors, Stevia Extract, Beet Root Powder (for Color). Contains: Tree Nuts (Coconut).

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