

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USB RB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

PRO - Proper 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:

PRO - Limited or No Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

PRO - Bolsters Immunity



Manufacturer:

Ionic Tonic/Custom Collagen

Phone: 630-628-8082

Email: [sales@customcollagen.com](mailto:sales@customcollagen.com)

<https://customcollagen.com/products/electrolyte-balance-hydration-drink-mix>



## Ionic Tonic Electrolyte Balance

Description: (from Manufacturer's Website)

Keep Your Body Balanced and Healthy with Intense Hydration and a Broad Spectrum of Vitamins and Electrolytes.

Price per Serving:\*\* \$0.95

3rd Party Certifications:

Dairy Free, Non-GMO, Gluten Free, Vegan

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.)

Watermelon Limeade

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

Highly Recommended

Rating: **85.7** points



## Supplement Facts

Serving Size: 1 stick (4.6g)

Servings per Container: 20

	% Daily Value *
Vitamin C 225mg	250%
Thiamin 0.45mg	38%
Niacin 5mg	31%
Vitamin B6 2.55mg	160%
Folate 33mcg	8%
Vitamin B12 7.2mcg	300%
Pantothenic Acid 3mg	60%
Calcium 61mg	3%
Phosphorus 50mg	4%
Magnesium 100mg	24%
Zinc 3mg	37%
Selenium 35mg	64%
Manganese 1mg	47%
Chromium 13mcg	29%
Chloride 12mg	1%
Sodium 75mg	2%
Potassium 320mg	3%
Ionic Trace Minerals 130mg	**
Alpha Lipoic Acid 1mg	**
Boron 175mcg	**

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

### Ingredients

Citric Acid, Natural Fruit Flavor, Stevia, Tartaric Acid, Acacia Gum, Fruit Juice (Color), Malic Acid, Silica.

The USB RB is an Independent 3rd Party Research Company Whose Mission is to Help Consumers Make Educated, Healthy Nutritional Choices. For info visit [www.usrb.org](http://www.usrb.org). USB RB Data Sources Include Public Information Published by Each Company - Label Nutrition Facts; Company Website; Marketing Materials; Press Releases; Social Media. Statements Regarding Functional Ingredients Have Not Been Evaluated by the FDA or the USB RB. 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@usrb.org](mailto:info@usrb.org).