



WHY YOU NEED A

SPORTS DRINK

Anytime you push your body to perform, you're going to feel the effects of fatigue. Fatigue drains your competitive intensity, reduces your ability to perform and can even take you out of the action.

That's why a properly formulated sports drink is so important—to put back what you lose in sweat. A sports drink can help fight fatigue and enhance performance by quickly replenishing fluids and electrolytes and speeding energy (carbohydrate) to muscles so you can continue giving it all you've got.

WATER Falls Short

Decades of research validate the performance and rehydration advantages of Gatorade compared to water, for both endurance events¹⁻⁶ and efforts in stop-and-go sports (like football, basketball or soccer).⁷⁻¹⁰

Gatorade is formulated with ingredients water doesn't have. Think of Gatorade as water plus additional benefits:



A 6% carbohydrate solution (14g per 8oz) to provide energy for working muscles to enhance performance¹⁻¹⁰



The electrolytes sodium, potassium and chloride to help put back what you lose through sweat¹¹⁻¹³ and to stimulate more rapid, complete rehydration than do beverages with little or no electrolytes.¹⁴



Flavors to keep you drinking to promote complete rehydration.¹⁵

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