

A True Story ...

It all started back in 1967 with a University of Florida research team. Their goal was to develop a drink to rapidly replace fluids and help prevent dehydration, and heat illnesses such as muscle cramping and heat exhaustion experienced by athletes. The beverage they created was tested on members of the Florida Gators football team, and became known as "Gatorade."

That season, fueled by Gatorade®, the Gators had fewer problems with dehydration and showed greater endurance. They actually developed a reputation for outplaying their opponents in the final half and became known as the "Second-Half Team."

They even made it to their first ever Orange Bowl, and true to their nickname, came from behind to win a storybook game.

Since that day, Gatorade has become the most researched sports beverage in the world. The Gatorade formula is continually tested by research scientists around the globe and proven on the world's best playing fields. Nothing beats Gatorade to replenish what athletes lose so they can continue giving it all they've got.

There's a reason this stuff was created.

Research Commitment at the Gatorade Sports Science Institute ...

The Gatorade Sports Science Institute (GSSI) was established in 1988 to share current information and expand knowledge on sports nutrition and exercise science that enhance the performance and well-being of athletes. Scientists at GSSI continue to work with leading researchers to make sure the Gatorade formula remains the scientific state-of-the-art, and advance the study of health, nutrition and performance.

For more information on sports performance and nutrition, visit the Gatorade Sports Science Institute at www.gssiweb.com.
For more information on Gatorade and other Gatorade products, please visit www.gatorade.com.

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