

Water is not Enough

What You Need:

Carbohydrates Provides energy for working muscles to enhance performance.¹⁻⁷

The combination of sucrose, glucose and fructose in Gatorade assures **rapid fluid delivery** and optimized use of carbohydrate by the body.

Gatorade is a **6% carbohydrate** solution (14g per 8 oz), which is an **optimal amount** to speed fluids and energy to the body. 8% or greater carbohydrate slows⁸⁻¹² intestinal fluid absorption and offers no additional physical performance benefit over 6% carbohydrate.^{3,7,13}

Electrolytes Delivers the electrolytes (sodium, potassium and chloride) that athletes lose through sweat.

The sodium, potassium and chloride in Gatorade help replace amounts lost in sweat,^{10,14} help maintain electrolyte levels in the blood,¹⁵ and **stimulate more rapid, complete rehydration** than do fluids with little or no electrolytes.^{15,16}

Fluids Rehydrates and quenches thirst with flavors that keep athletes drinking.

Hydration is critical to maximize athletic performance. Even slight fluid losses that are not replaced (as little as 1%-2%, or 2-4 lbs. for a 200 lb. athlete) can impair physical and mental performance.¹⁷

Nothing speeds fluid back to an athlete's body faster than Gatorade.⁸⁻¹²

Research has shown that **athletes will drink more of a flavored beverage**¹⁸ and stay better hydrated than when drinking one without flavor.¹⁹



What You Don't Need:

- **Water alone.** While water is a great thirst quencher, it is a poor rehydrator. It has no carbohydrates for energy, no electrolytes, and no flavor.
- **Vitamins.** Studies fail to show a performance benefit to adding vitamins to a sports drink.^{4,20}
- **Protein.** Supplemental protein or amino acids in a sports drink is not beneficial for performance or energy recovery.^{20,21}
- **Caffeine.** Caffeine acts as a diuretic, leading to further dehydration.^{16,22}
- **Carbonation.** Carbonation causes throatburn and can cause bloating and stomachache.^{9,23}
- **Herbs.** No studies show a performance benefit from adding herbs like ginkgo biloba or ginseng to a sports drink. Such additives may also have adverse side effects.²⁰