



ELECTROLYTES 101

You've probably heard the word "electrolytes." It's tossed around in energy drink commercials all the time. The reason? Your body uses these minerals for basic cell functions and sustained life. Electrolytes are necessary all year round and need to be replaced after draining activities. You won't find electrolytes in water. But you will find them in Sqwincher hydration solutions.

WHAT ARE ELECTROLYTES?

- Maintain connection or electrical current between cell membranes
- Regulate body fluids and maintain a healthy pH balance
- Consist of sodium and potassium which are key to fluid balance
- Consist of calcium and magnesium which are key to muscle function (contract and relax)

Electrolytes are necessary, but too many could be dangerous. Sqwincher's hydration solutions have the perfect amount of electrolytes, offering:

1. Less sodium and more potassium
2. ZERO sugar and ZERO calorie products
3. A diversified family of products for every hydration need

WHY SQWINCHER?

What sets Sqwincher apart from other electrolyte beverages? The answer is in the products themselves:

SODIUM On average, Sqwincher contains half the sodium compared to other electrolyte replacement beverages.

PRODUCT	SODIUM
Sqwincher	55 mg
Other Brand	110 mg
Soft Drink†	16 mg

FACT: 33% (74.5M) OF U.S. POPULATION, AVERAGE AGE 35, IS HYPERTENSIVE (HIGH BLOOD PRESSURE).

Amounts based on 8 oz. serving
† Sqwincher products are non-carbonated

POTASSIUM Sqwincher has more potassium compared to the majority of competitive brands.

PRODUCT	POTASSIUM
Sqwincher	45 mg
Other Brand	25 mg
Soft Drink†	13 mg

Amounts based on 8 oz. serving
† Sqwincher products are non-carbonated

ZERO PRODUCTS

Sqwincher ZERO means what it says: ZERO sugar, ZERO calories and ZERO loss of great taste. For those looking for a hydration solution on the lighter side, Sqwincher offers more choices than other product lines do. For those who prefer a lower sugar diet, these products deliver with exceptional taste.

PRODUCT	SUGAR	CALORIES
Sqwincher ZERO	0 g	0 g
Other Brand	16 g	55 g
Soft Drink†	26.8 g	107 g

FACT: 11.3% (25M) OF U.S. POPULATION, AVERAGE AGE 35, IS DIAGNOSED WITH TYPE 1 OR TYPE 2 DIABETES.

Amounts based on 8 oz. serving
† Sqwincher products are non-carbonated