



OUTDOORS

Braving the outdoors can be pretty scary when your body's not prepared to deal with the elements. Sqwincher's great-tasting line of hydration products gives outdoor enthusiasts the electrolytes they've lost dealing with the harshest heat and the bitterest cold. Whether you're hunting, fishing, camping or hiking, pack wisely with Sqwincher. Consider it essential gear for a successful adventure.

AWARENESS

Keeping the body hydrated can prevent heat and cold stress tragedies. When you push it to the limits in the outdoors, you lose important fluids - reflexes get slower, energy levels drop and you can lose focus putting yourself and others at risk. Because the body is 60% water, this loss can be punishing if not replaced quickly and effectively with electrolyte-powered fluids.

BE SURE TO LOOK OUT FOR THESE SIGNS OF DEHYDRATION SO YOU KNOW WHERE YOUR BODY STANDS AND WHEN YOU NEED TO HYDRATE:

1. Fatigue
2. Muscle cramps
3. Confusion
4. Nausea
5. Heat illness

PREPARATION & CONDITIONING

Outdoor enthusiasts are relentless when it comes to preparation and conditioning. It's important to be just as relentless when it comes to hydration.

THESE ARE THE QUESTIONS YOU SHOULD ASK YOURSELF TO MAKE SURE YOUR BODY IS READY TO GO:

1. What kind of activity and exercise did I do the day before?
2. How many diuretics or dehydrants (sodas, coffees, alcoholic beverages) have I consumed?
3. How much water did I drink in the last 12 hours?
4. What's my urine color?
5. Did I get enough sleep last night?

The above questions will give you an estimated assessment of your STARTING hydration level.

AS PART OF YOUR CONDITIONING, TAKE THESE CONSIDERATIONS INTO ACCOUNT AS POTENTIAL HYDRATION HAZARDS:

1. The activity itself and how long it will last
2. Your overall physical condition
3. Any medical conditions
4. The current climate and conditions for the activity

After assessing your condition, make sure you adjust your hydration level to deal with any potential obstacles head on.

HEAT AND COLD STRESS

The heat and cold makes you lose more fluids regardless of outdoor conditions. The loss of fluids increases when you factor in the clothing, gear and equipment, the indoor or outdoor climate and the length and rigors of the activity. Because of these factors, there is great potential for dehydration, heat/cold stress and heat/cold illness.

HEAT INDEX

APPARENT DANGERS POSED BY HEAT STRESS

90°-100°	105°-129°	130° +
Possible sunstroke, heat cramps and heat exhaustion with prolonged exposure and physical activity.	Probable sunstroke, heat cramps and heat exhaustion and possible heat stroke with prolonged exposure and physical activity.	Imminent heat stroke or sunstroke.

WIND CHILL INDEX

APPARENT DANGERS POSED BY COLD STRESS

32° to -19°	-20° to -40°	-40° & Below
Discomfort to cold conditions, chilblains and frostbite possible to face and extremities.	Hypothermia possible with prolonged exposure to cold, and frostbite occurs within 10-30 minutes.	Frostbite within 5 minutes. Hypothermia imminent without proper precaution.

OUTDOORS

HEAT ILLNESSES

Heat cramps, heat exhaustion and heat stroke are three common heat illnesses caused by dehydration. It's important to know what they are and how to respond to them.

HEAT CRAMPS

- Diagnosis Fatigue, confusion, painful muscle spasms in the arms, legs or abdominal areas.
- Response Stop exertion, move to a cooler place and drink plenty of fluids with electrolytes.

HEAT EXHAUSTION

- Diagnosis Fatigue, confusion, clammy skin, nausea, low blood pressure, rapid pulse, fainting.
- Response Stop exertion, move to a cooler place and drink plenty of fluids with electrolytes.

HEAT STROKE

- Diagnosis Fatigue, confusion, collapse, unconsciousness.
- Response Seek medical attention immediately and cool the body down as quickly as possible.

COLD ILLNESSES

Chilblains, trench foot, frostbite and hypothermia are common cold illnesses caused by dehydration. It's important to know what they are and how to respond to them.

CHILBLAINS

- Diagnosis Red, swollen, itchy skin due to inflamed blood vessels. Usually occurs on the face, ears, hands and feet.
- Response Cover and protect areas immediately. Lotions and ointments can treat areas. For severe cases, consult a physician.

TRENCH FOOT

- Diagnosis Extended exposure to cold and wet conditions causing multiple symptoms including swelling, tingling, numbness and pain.
- Response Go to a warm, dry place, remove wet clothing and gently dry feet. Warm the feet slowly and apply clean dry socks. DO NOT warm areas too quickly. Seek medical attention.

FROSTBITE

- Diagnosis The freezing of skin and/or deeper tissue causing itching, burning, numbness and pain. Area will appear white to grayish in color and feel cold, waxy and hard.
- Response Get out of the cold. Gradually warm affected areas with blankets and body-to-body contact. Do not apply direct heat or rub affected areas. This could cause further tissue damage, especially to affected areas below skin surface. Seek medical attention.

HYPOTHERMIA

- Diagnosis Occurs when the body loses heat faster than it can produce heat and the core body temperature drops below 98.6°F. As the condition worsens, be aware of slurred speech, confusion, violent shivering, weak pulse, shortness of breath and loss of consciousness. Skin may have pale to blue appearance.
- Response Get out of the cold immediately and call 911. Always handle the patient gently to keep from disturbing vital organs under low body temperatures. Remove any wet clothing and apply dry clothing when necessary. Apply any warming to the neck, chest and groin first. Do not warm extremities first due to threat of shock. Get victim to the nearest hospital immediately. A body temperature of 82°F or below results in death.

FACT OR MYTH

FACT: DEHYDRATION IS MORE PREVALENT IN HOTTER CLIMATIC CONDITIONS AND MORE STRENUOUS ACTIVITY.

This is true. To handle the wear and tear and to beat the heat, replacing the fluids lost with fluids full of electrolytes is extremely important.

MYTH: ATHLETES AND INDIVIDUALS WITH HEALTHY LIFESTYLES ARE LESS LIKELY TO SUFFER FROM DEHYDRATION DUE TO ENDURANCE AND OVERALL PHYSIQUE.

This is false. Hydration has nothing to do with how fit you are. In fact, the more fit you are, the greater your metabolism is, resulting in a quicker loss of fluids and nutrients.

Consider the amount of fluid lost on a daily basis from the lungs, skin, respiratory tract, urine, as well as water excreted in the feces. The exact amount cannot be measured, but it is estimated to be between 500 - 700ml in an adult under normal circumstances.

FACT: DEHYDRATION IS OFTEN OVERLOOKED IN COLD WEATHER.

This is true, because the importance of fluid intake is underestimated during colder conditions. Dehydration is just as hazardous, if not more, in cold weather due to thirst suppression. People tend to consume warmer liquids like coffee when it's cold outside. Coffee doesn't have the electrolytes your body needs to perform, which leaves the body vulnerable to dehydration.

MYTH: YOU DON'T SWEAT IN COLDER MONTHS SO YOU DON'T NEED TO DRINK AS MUCH.

This is false. The body is using energy to keep it at its normal temperature of 98.6°F. Combine this amount of exertion with the amount exerted at work and it's easy to see how important it is to replenish fluids during the winter months. Remember, wearing proper clothing and layering is also crucial during winter months to absorb and dissipate sweat from the body.

HERE IS A COMPARISON EXAMPLE: Does your vehicle use and lose fluids while it is running idle at a stop sign or parking lot? **YES.** Well, so does your body every time you breathe, each time your heart beats and whenever you urinate.

