

REHYDRATE & RESTORE

with better-for-you
protein waters



New water choices with clear benefits

Consumers are increasingly purchasing beverages with on-pack claims featuring added protein, hydration and electrolytes. The on-going hydration trend, with North America leading the field, shows no sign of cooling off², and new protein water choices are stepping up to meet this demand.

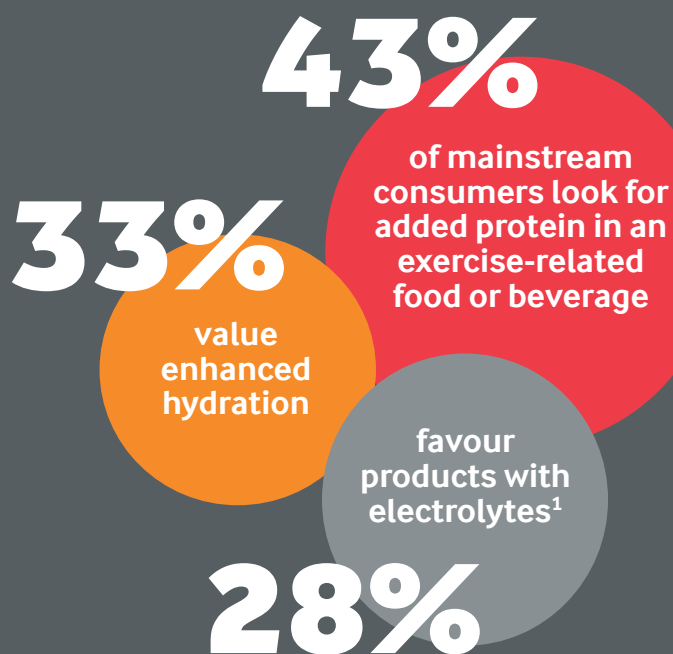
Rehydrate

Numerous studies are showing that loss of body fluids and minerals during exercise can result in significant impaired performance, and lead to dehydration. In fact, 2% fluid loss can reduce athletic performance by 8%³.

Therefore, it's crucial to consume the right amounts of fluids and minerals, such as sodium, potassium and magnesium to stay hydrated and support physical performance.

Restore and rebuild






Just as important as rehydration is the need for rebuilding between training sessions. Exercise elevates muscle protein breakdown. Protein intake at doses of about 1.8 g protein/kg/day^{4,5,6}, however, increases muscle protein synthesis and reduces protein breakdown.



Rehydrate | Restore



Possible on-pack claims

-  High protein*
-  Contains electrolytes
-  Low sugar/sugar-free*
-  Low lactose/lactose-free*
-  Contributes to growth and maintenance of muscle mass and normal bones**



Bringing it all together

Science backs the benefits of consuming electrolytes and protein for rehydration and rebuilding after exercise.

That's why we've applied a heat-stable, high-quality whey protein ingredient to create pleasant-tasting protein waters that provide a compelling, on-trend answer for consumers looking to rehydrate and restore – especially when exercising.

Lacprodan® SP-9213 is a 100% whey protein isolate that keeps its functionalities after the addition of electrolytes, letting you formulate multifunctional, high protein products with additional health claims for added minerals and electrolytes:

- New flavour opportunities and flavour optimisation
- 100% whey protein isolate
- Low pH application makes it easy to formulate

WHEY PROTEIN AND ELECTROLYTES TEAM UP FOR REHYDRATION AND RECOVERY IN A REFRESHING, CLEAR RTD

1. HealthFocus® International, Global Trend study, 2020
2. Innova Market Insights: "Hydrating drinks", 2022
3. James et al. 2017 (<https://doi.org/10.14814/phy2.13315>)
4. Kato et al. 2016 (<https://doi.org/10.1371/journal.pone.0157406>)
5. Sollié et al. 2018 (<https://doi.org/10.1152/japplphysiol.01132.2017>)
6. Moore et al. 2014 (<https://doi.org/10.1139/apnm-2013-0591>)
7. Sawka et al. 2007 (<https://doi.org/10.1249/mss.0b013e31802ca597>)
8. Maughan and Shirreffs 1997 (<https://doi.org/10.1080/026404197367308>)
9. Kumar et al. 2009 (<https://doi.org/10.1152/japplphysiol.91481.2008>)
10. Tang et al. 2009 (<https://doi.org/10.1152/japplphysiol.00076.2009>)
11. Park et al. 2019 (<https://doi.org/10.20463/jenb.2019.0015>)

* Regulation (EC) No 1924/2006 and 21 CFR Part 101

** Commission Regulation (EU) No 432/2012

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