



- 1 serving of vegetables*
- No sugar added**
- Superior hydration
- Natural electrolytes from sweet potato juice
- Isotonic to replenish nutrients and fluids quickly
- Good source of antioxidant Vitamin C
- 50% juice
- 45 calories per can

What does it take to get **SUPERIOR HYDRATION**?

Staying hydrated is one of the most important proactive measures we can take for our bodies. Water makes up about 60% of the average adult's body weight, and is essential to the transport of nutrients and most metabolic reactions. Staying hydrated is also important for optimal mental function and performance of physical activity. In short, hydration is essential for life.

We know that for many, drinking plenty of water may be all you need to stay hydrated. But, some people crave something with a little more flavor and others, like those who are very active, want help replenishing fluids, electrolytes, and glycogen quickly.



The Science behind Hydration and Refueling

1.

Osmolality Matters

Osmolality is a measurement of solute concentration in a fluid. Electrolytes like sodium and potassium, and other nutrients like carbohydrates contribute to osmolality. When a person loses water and sodium through sweat, they need to restore them. The osmolality of a beverage plays an important role in how quickly and comfortably we can replenish fluids, especially during or after exercise.

Isotonic drinks, like **V8 +Hydrate**, have a similar osmolality as your blood and body tissues so your stomach empties more rapidly and fluids and nutrients are absorbed more quickly.

2.

Replenish Electrolytes

With intense exercise comes sweat, and with sweat comes the loss of essential electrolytes, especially sodium. Physically active people should replenish after exercise with fluids and modest amounts of sodium. **V8 +Hydrate** harnesses the natural goodness of sweet potato juice which naturally contains sodium and potassium to help replenish electrolytes during or after exercise.

3.

Fueling

Exercise requires fuel, ideally in the form of carbohydrate. After an hour or more of activity, your glycogen stores can be depleted and you need to refuel to keep going. Simple sugars like glucose are ideal for fueling. The sweet potato juice in **V8 +Hydrate** naturally contains a high proportion of glucose, and in just the right amount so that you can quickly restore glycogen and minimize stomach upset.

Drink up.

*1 can has 1 serving (½ cup) of vegetables. Dietary guidelines recommend 2 ½ cups of a variety of vegetables per day for a 2,000 calorie diet.

**Not a low calorie food. See nutrition facts panel for sugar and calorie content.

Plant-Powered Hydration.

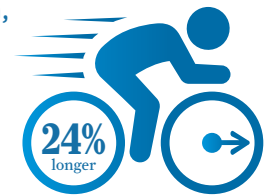
Refreshing, natural electrolytes from vegetables.



V8 +Hydrate™ Based in Science

A few years ago, our team of scientists and dietitians searched for a hydration solution from real food ingredients. They found that 50% sweet potato juice was isotonic and had an ideal amount of glucose and electrolytes similar to the American College of Sports Medicine hydration guidelines.¹ We created a prototype to see if this beverage could be beneficial for hydration and performance in athletes.

- In a proof of principle study, a small group of athletes cycled to glycogen depletion, then drank the sweet potato juice beverage, a traditional sports drink, or flavored water. Four hours later, the athletes completed another cycling trial. They cycled 24% longer after drinking the sweet potato juice drink compared to flavored water and performed as well as a traditional sports drink.²
- Another pilot study suggested that the prototype had a great taste, which is important for encouraging proper hydration during physical activity.³



A few years later, that prototype inspired the development of V8 +Hydrate. This new version provides a clean, crisp, taste, added Vitamin C, and no artificial coloring. Unlike other popular sports drinks, V8 +Hydrate has no added sugar and a full serving of vegetables, natural electrolytes and glucose from sweet potato juice, great for fueling athletic performance.

1. American College of Sports Medicine, Academy of Nutrition & Dietetics, and Dietitians of Canada. Nutrition and Athletic Performance Joint Position Statement. Published 2016. DOI: 10.1249/MSS.0000000000000852.
2. Karpinski, Christine, R. Saltzman, K. Oberholtzer, J. Anthony, M. Reed. "Effect of a vegetable-based beverage on endurance performance following prior exercise bout." *Agro Food Industry Hi Tech*. Vol. 28(2)- March/April 2017.
3. Khool, Paul Y et al. "Effect of a Vegetable-based Sports Drink on Hydration During Endurance Exercise." *Medicine & Science in Sports & Exercise*. 47 (5S):552: May 2015.



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