



FITNESS WATER



**PRODUCT DESCRIPTION:** Propel Fitness Water®, from the hydration experts at Gatorade®, is a lightly flavored water with essential vitamins that hydrates and nourishes the active body.

**WHY IT'S UNIQUE:** The Gatorade Company understands the needs of active people and has relied on more than 35 years of hydration knowledge to create Propel for active people who typically drink plain water during their workouts.

With only 10 calories per eight-ounce serving, Propel is a great alternative to plain water because its light flavor helps active people drink more and stay better hydrated. Since the brand's national launch in 2002, Propel has remained the best-selling enhanced water on the market.<sup>1</sup>

**AVAILABILITY:** Propel is available in 500 mL (16.9 oz) plastic bottles, 700 mL (23.7 oz) sport bottles and 1 liter plastic bottles in the water section at grocery retailers, mass merchants, convenience stores and warehouse club stores nationwide.

- SUGGESTED RETAIL PRICE:**
- ◆ 500 mL (16.9 oz) bottle @ \$0.99
  - ◆ 700 mL (23.7 oz) sports bottle @ \$1.29
  - ◆ 6-pack of 500 mL (16.9 oz) bottles @ \$3.99
  - ◆ 8-pack of 355 mL (12 oz) bottles @ \$5.69
  - ◆ 1 liter (33.8 oz) bottle @ \$1.46

**FLAVORS:** ◆ Berry, Black Cherry, Lemon, Peach, Melon, Kiwi-Strawberry and Grape

- NUTRITIONAL INFORMATION:**
- ◆ Only 10 calories per eight ounces
  - ◆ Excellent source (25% of Daily Value) of B vitamins (Niacin, B<sub>6</sub>, Pantothenic acid) that aid in energy metabolism as part of a daily diet
  - ◆ Good source (10% of Daily Value) of antioxidants (vitamins C and E)
  - ◆ Non-carbonated and caffeine-free

- HYDRATION FACTS:**
- ◆ Exercisers who drink fluid may last up to 33% longer per session than exercisers who don't drink anything.<sup>2</sup>
  - ◆ As little as 2% dehydration can cause a drop in endurance.<sup>3</sup>
  - ◆ Research shows that exercisers tend to replenish only about half of the fluids they lose during a typical workout when drinking plain water.<sup>4</sup>
  - ◆ A lightly flavored beverage helps people drink more than plain water.<sup>5</sup>

**QUESTIONS:** For more information on Propel Fitness Water or to learn more about hydration, please contact: 1-877-3-PROPEL (776735)

[www.propelwater.com](http://www.propelwater.com)

[www.gssiweb.org](http://www.gssiweb.org)

Nutrition Facts			
Serving Size: 8 fl oz (240 mL)			
Servings Per Container: about 3**			
Amount per Serving			
Calories 10			
		% Daily Value*	
Total Fat	0g		0%
Sodium	35mg		1%
Total Carbohydrate	3g		1%
Sugars 2g			
Protein 0g			
Vitamin C	10%	Vitamin E	10%
Niacin	25%	Vitamin B <sub>6</sub>	25%
Vitamin B <sub>12</sub>	4%	Pantothenic Acid	25%
Not a significant source of Calories from Fat, Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Calcium, Iron.			
*Percent Daily Values are based on a 2,000 calorie diet.			

\*\* Based on a 700 ml bottle of Propel Fitness Water

<sup>1</sup> IRI/AC Nielsen YTD Oct 2, 2005

<sup>2</sup> Fallowfield, JL et al. *J Sports Sci* 14:497-502, 1996.

<sup>3</sup> Perspectives in Exercise Science and Sports Medicine, Vol 3, 1990, p. 15.

<sup>4</sup> Passe, D., Sports Drinks - Basic Science & Practical aspects, Maughan, R.S. & Murray, R (Eds.) New York: CRC Press, 2001 Chapter 3.

<sup>5</sup> Passe, D.H., Horn, M., Murray, R. *Appetite* (2000) 34: 219-229.