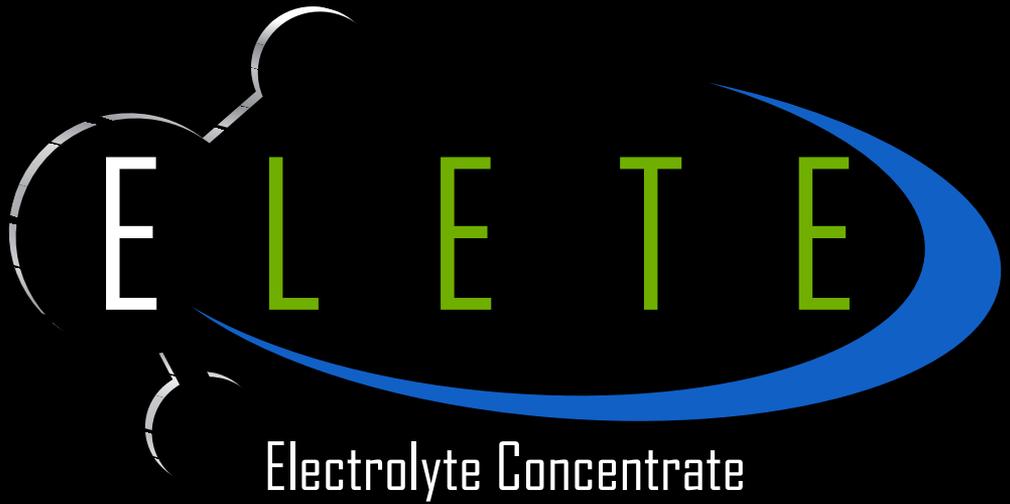


Drink Pure Electrolyte Water
in Your Bottle or Hydration Pak



Turns Water into Hydration,
Calories into Energy.
Helps Prevent Cramps.™

No Sweeteners. No Flavorings. No Calories. No Mess. No Nasty Stuff.

ELETE and Electrolyte Water: Instant Hydration, Superior Performance

Performance, endurance, and recovery depend on electrolyte-powered hydration. Electrolyte loss during intense training and endurance activity is associated with fatigue, cramping, dehydration, and impaired performance. ELETE, a pure electrolyte concentrate, provides balanced ions of potassium, magnesium, sodium, chloride, sulfate, and other naturally occurring electrolytes and trace elements—nothing more. ELETE, literally, is more by being less: more effective, more flexible, more powerful, more convenient, and more economical. When you buy ELETE, you're only purchasing concentrated electrolytes and not paying for sugar, flavorings, or shipping on water, so you get higher quality at a lower price.

Fuel for the Endurance Athlete

When the race is long, staying hydrated is both crucial and difficult. Not only do you lose significant fluids and electrolytes, but little energy is available for digestion. Many athletes complain that consuming too much sugar or harsh supplements causes bloating, stomach cramps, and sets off the gag reflex. Carb loading and taking a wide range of supplements can have their place during downtime, but are not well-suited for endurance activity.

ELETE gives you the versatility to add electrolytes to whatever you want for hydration, leaving you with the flexibility to consume carbs in whatever way works best for you. This gives you metered consumption of fluids with electrolytes throughout your activity, speeding hydration and enhancing performance without taxing your digestive system. ELETE, unlike most sports drinks, provides magnesium, which helps prevent muscle cramping, and is essential for energy production and flow.

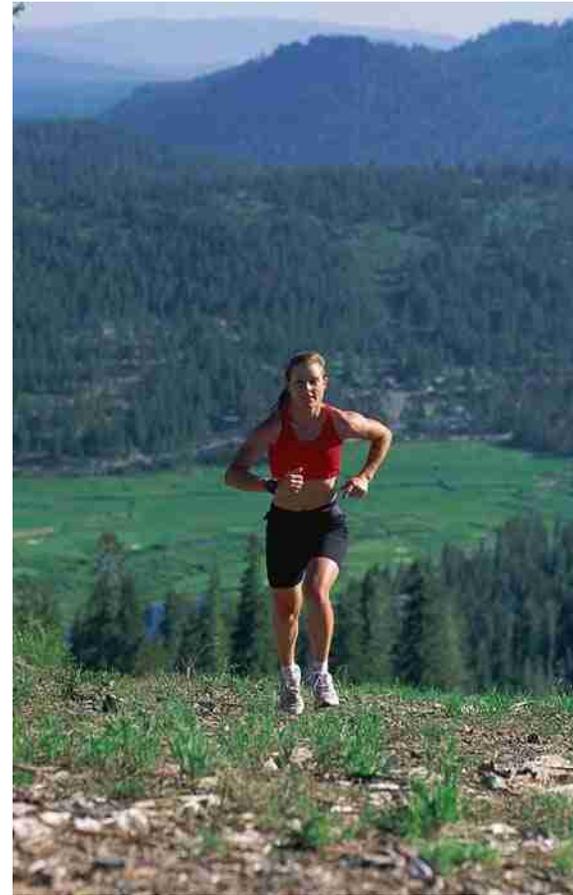
Some Roles of the Major Electrolytes

Potassium: Muscle function; nerve conduction; water and acid-base balance; supports cardiovascular function; helps prevent muscle cramps.

Magnesium: Nerve conduction; muscle function; energy production and flow; supports cardiovascular and respiratory function; helps prevent muscle cramps.

Sodium: Nerve conduction; muscle contraction; water and acid-base balance; thirst response.

Chloride: Water and acid-base balance; oxygen exchange; the most abundant anion outside the cell.

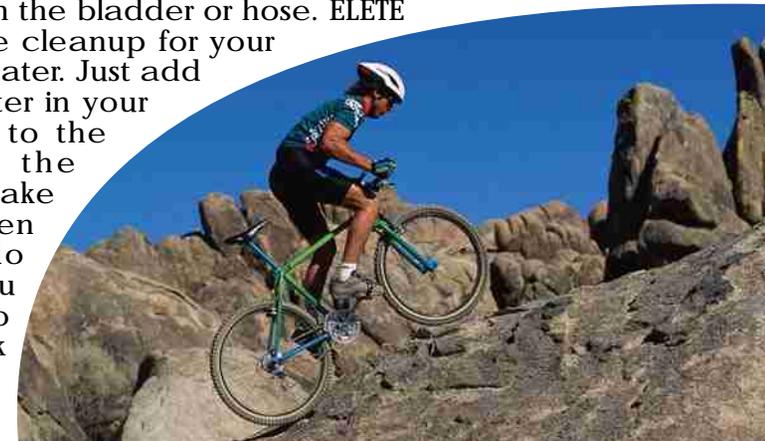


Support Fitness. Don't Undermine It.

For those trying to maintain weight with limited time for exercise, consuming sweet sports drinks to enhance performance can be a losing battle. By drinking sports punch for hydration, many people drink more calories than they burn. ELETE provides an alternative to enhance performance without calories, carbs, and artificial gunk.

Compatible With Hydration Paks

ELETE is the only electrolyte that is hydration pak-compatible. ELETE water won't stain, leave a smell or funny aftertaste, or grow gross fuzzy stuff in the bladder or hose. ELETE requires no more cleanup for your pak than plain water. Just add ELETE to the water in your pak according to the directions on the package and shake well to mix. When you're done, do whatever you normally would to maintain your pak after using water.



Supplement Facts

Serving Size 2.46 ml (1/2 tsp) • Servings per bottle 10

Amount Per Serving / %DV*

Magnesium 45 mg 11% • Chloride 390 mg 11%

Sodium 125 mg 5% • Potassium 130 mg 4%

Sulfate 20 mg †

* Based on a 2,000 calorie diet.

† Daily Value not established

Recommendations for Use

Use ELETE whenever hydration counts for performance, endurance, and recovery. Just add the recommended amount‡ of ELETE into your pak or bottle and mix by shaking. It mixes easily and won't settle out. Dosing can be adjusted for either taste or performance. ELETE has a salty flavor at full concentration and minimal mineral flavor when mixed according to directions. The slight mineral flavor in water disappears for most people when they sweat.

ELETE is available in three sizes: a pre-measured rip pack for 70-100 oz. hydration paks, a pre-measured rip pack for 24-32 oz. water bottles, and a multi-serving pocket pack.

Dosing Chart‡

WATER	ELETE		
	DROPS	FILLED CAPS	tsp
8 oz	16	N/A	1/8
24 oz	48	cover threads	3/8
32 oz / 1L	N/A	1	1/2
70 oz / 2L	N/A	2	1
100 oz / 3L	N/A	3	1 1/2

Buy ELETE at:

