

EFS Drink Gives Endurance Athletes the Most Electrolytes at the Least Cost in Latest Study

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Salt Lake City, UT -- First Endurance conducted a recent experiment to see how its EFS Drink matches up with two new low-calorie "hydration" drinks available for purchase. The result of the unbiased study shows that the EFS Drink costs less, and delivers the most electrolytes, amino acids, and less sugar. Customers who purchase the EFS Drink are getting much more for their money's worth.

First Endurance conducted this study after its customers expressed curiosity over EFS's comparison to two other popular "hydration drinks," and suggested that the endurance supplement manufacturer create a low-calorie version of the EFS Drink.

For the study, First Endurance included Skratch Hydration Mix and Osmo Active Hydration. Details of the electrolyte hydration drink comparison can be found at firstendurance.com.

Since EFS is a complete drink that comes in 24 oz serving sizes, First Endurance used a half serving (12 oz.) and measured the competing drinks in 12 oz. portions, so all were fairly compared.

The study revealed that EFS delivers the most for the body at the least cost. EFS costs \$0.50 per 12 oz. serving, and \$3.12 per 100 grams. By comparison, Skratch Hydration Mix is \$0.73 per 12 oz. serving, and \$4.06 per 100 grams, while Osmo Active Hydration is \$0.75 per 12 oz. serving, and \$5.00 per 100 grams. Still, EFS is the most optimal when it comes to electrolytes. It has 580 electrolytes per 12 oz. serving, compared to Skratch Hydration Mix at 375, and Osmo Active Hydration at 387.

EFS, a complete fuel mix, does not fall into the same category as "hydration drinks." A "hydration drink" is created to give athletes the best fluid absorption for their body, and thus stay well hydrated. However, they are low-calorie mixes blended with electrolytes. On the other hand, EFS gives the best hydration, and also the important nutrients endurance athletes need for training and racing.

For athletes who seek less calories in the EFS Drink, they can consume it at half the amount, and still get

more electrolytes, amino acids, and less total sugar, and therefore lower osmolality. Half a scoop can be dissolved in 12 oz of water.

EFS has the highest electrolyte content available, the most up-to-date amino acid technology, superior calcium bioavailability, and malic acid. The drink contains no Vitamin C, because it might get in the way of endurance and performance, according to recent studies.

?Clinical research shows endurance athletes require much higher levels of electrolytes than most sports drinks provide in order to prevent cramping and dehydration. Each serving of EFS provides all five electrolytes in the levels endurance athletes need to stay hydrated and maximize endurance? noted Robert Kunz, VP of Research and Development at First Endurance.

The EFS Drink comes in four flavors: fruit punch, lemon lime, orange, and grape. For more information about the product, visit firstendurance.com.

About First Endurance

First Endurance is a Salt Lake City, UT-based company that formulates and tests endurance products for endurance athletes. A cyclist and a triathlete launched First Endurance with the mission of blending their love for racing, sports nutrition expertise, dignity, and values, to give endurance athletes the best, scientifically approved, high-performance racing supplements.

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