



**KLEAN ATHLETE® EXPANDS INTO HYDRATION CATEGORY WITH KLEAN HYDRATION™, AN NSF CERTIFIED FOR SPORT® DRINK MIX**

*Klean Hydration enables optimal hydration and electrolyte balance before, during and after exercise‡*

PITTSBURGH, March 12, 2018—[Klean Athlete](#), a line of science-based, NSF Certified for Sport® nutritional supplements, has launched Klean Hydration, an innovative new product designed to maximize hydration and provide athletes with optimal ratios of carbohydrates and minerals before, during and after exercise. Klean Hydration is gluten-free, dairy-free and non-GMO, and it contains no artificial sweeteners, flavors or colors, making it a preferable choice for athletes of all levels seeking to maximize their health and performance without the high sugar content and additives found in many hydration products.

“When you are sweating for longer than an hour, day in and day out, water is far from ideal for maintaining proper hydration status,” says Kelly Heim, PhD, Senior Director of Scientific Affairs for Klean Athlete, who helped develop Klean Hydration. “Relying on water alone can result in delayed or impaired fluid absorption and actually diminish an athlete’s desire to drink in the late stages of extended exertion. For these reasons, we recommend that athletes opt for a hydration beverage with a balanced mix of carbohydrates and electrolytes.”

Klean Hydration contains six percent carbohydrates, which research shows is the optimal amount to support athletic performance in a variety of settings. In addition, Klean Hydration contains carefully calculated quantities of essential minerals such as sodium, potassium, magnesium and calcium to replace electrolytes lost through sweat during physical activity. The osmotic concentration, or osmolality, of Klean Hydration is similar to body fluids, allowing it to be well tolerated and maximize hydration efficiency.‡

Klean Hydration is one of a limited number of NSF Certified for Sport® products to address the sports hydration market. This certification is the gold standard for professional sports organizations, including the NFL, PGA, MLB and NHL, as well as for athletes, coaches and trainers striving to make more informed decisions when choosing sports supplements. Products bearing the NSF Certified for Sport® mark, including Klean Hydration, are independently tested on a lot-by-lot basis for more than 270 substances banned by major athletic organizations. In addition, products are tested for harmful levels of specific contaminants like lead and arsenic. The NSF Certified for Sport® mark also confirms that the contents of the supplement match what is printed on the label, providing athletes with an extra level of assurance about the safety of their nutritional products.

“Klean Hydration is another example of Klean Athlete’s ongoing commitment to clean sport by offering exclusively NSF Certified for Sport® products,” explained Brian Jordan, RSCC\*D, technical manager for NSF Certified for Sport® at NSF International. “The brand’s commitment to developing NSF Certified for Sport® certified nutritional supplements and their expansion into new product categories make it possible for athletes to fuel their bodies without risking the integrity of their performance.”

Proper hydration before, during and after exercise is vital for optimal physical performance and recovery. Even modest dehydration of one percent of body weight can result in diminished exercise capacity. Fluid losses resulting in a two- to three-percent decrease in body weight result in significant physiological stress. In extreme situations, muscle may even be broken down to generate liquid. Klean Hydration should be used to hydrate, maintain electrolyte balance and rehydrate before, during and after exercise.‡

Klean Hydration is available in a 12.6-ounce canister (MSRP \$27.00) and as single-serve sachets (MSRP \$19.00 for 10 sachets), providing versatility for athletes on the go. For additional information about Klean Hydration and Klean Athlete's complete line of NSF Certified for Sport® nutritional supplements, please visit [kleanathlete.com](http://kleanathlete.com).

### **About Klean Athlete**

Klean Athlete® NSF Certified for Sport® supplements were designed to help athletes maintain a healthy lifestyle and to promote their peak performance, from the weekend warrior to the amateur and professional competitor.‡ Klean Athlete® is available through its exclusive network of accredited coaches, trainers and teams as well as at [kleanathlete.com](http://kleanathlete.com). Klean Athlete is the official nutritional supplement brand of USA Water Polo and the Hagens Berman Axeon Cycling Team, the world's leading under-23 cycling development team, and is used by more than 175 professional sports teams.

‡These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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### **PHOTO:**



**CAPTION:** Klean Athlete's newest product offering: Klean Hydration.