

**The difference between winning and losing is usually only a ½ step on your opponent in the 2<sup>nd</sup> half. When the game is on the line, do you want to win by ½ a step or lose by ½ a step? It is up to you!**

Everyone knows they need electrolytes, but no one really knows what they are and why electrolytes are so important to your on-the-court / field performance.

How do HyLytes (electrolytes) work? Electrolytes are like water optimizers, they make sure the water you drink gets out of your stomach to where it is needed in your body, and if you are properly hydrated you will have more energy to play your best in the 2<sup>nd</sup> half.

Take HyLytes electrolyte capsules with water to help you better withstand the heat and your coaches. With HyLytes, you will be better hydrated and therefore you will have MORE ENERGY to get you through the day, without the sugar or caffeine of sports drinks and energy drinks.

Whether in the gym or outside in the spring or summer heat, practice will be starting soon and it is going to be hot. What does that mean? Heat, Heat and more Heat to go along with Practice, Practice and more Practice. The coaches are as relentless as the summer heat, but HyLytes electrolyte capsules will help get you through it.

Football, basketball, baseball, lacrosse, soccer, tennis, volleyball, wrestling...the sport doesn't matter...Your ENERGY level is what matters. HyLytes electrolyte capsules with water will help ensure proper hydration and prevent dehydration, therefore you will be better focused and more ENERGIZED throughout practice and ready for game day.

Proper hydration that includes water and HyLytes = Enhanced Endurance (i.e. More ENERGY). That means you won't get tired as quickly and you will have more ENERGY in the 2<sup>nd</sup> half.

Remember... The hotter it is → The more you sweat  
The more you sweat → The more water you drink  
The more water you drink → The more electrolytes you need

You may be thinking..."I drink XYZ-ADE (insert your favorite sports drink here) so I get all the electrolytes I need." Unfortunately...that is not quite accurate. What you are getting is a little bit of sodium (an electrolyte) and a little bit of potassium (another electrolyte) and a whole lot of sugar (not an electrolyte and not good for you). You are missing other essential electrolytes (calcium and magnesium) that will help you to play to the best of your ability. An insufficient supply of electrolytes is like putting your team on the court / field with one or two players short, which means you are setting yourself up for failure.

Have you ever had that bloated feeling after drinking a sports drink or water, making it difficult to move around the field? That bloated feeling is a result of lack of electrolytes and usually happens during the 2<sup>nd</sup> half. Electrolytes make sure the water you drink gets out of your stomach and into your body. If that fluid is stuck in your stomach...TWO things happen:

- 1) You cannot run or move around the field as well as you could in first quarter; and
- 2) The water is stuck in your stomach and not getting to your muscles, therefore you get dehydrated, and you get tired faster...and that means you will not be playing your best.

***Electrolytes for the Athlete in YOU!***



## HyLytes: What's your sport?

### Nutrition is NOT one-size-fits all:

We all know nutrition is NOT one-size-fits-all, and HyLytes in a capsule will work for all athletes, whether you weigh 100 lbs. or 300 lbs. If you are the average size athlete, take one capsule per hour while on the court / field, if you are bigger then start with two capsules per hour. Consider the factors (the heat on the court / field and the level of intensity you are playing); you know your own body and you know what you need to do to maximize output, in the heat you may need to take two capsules or more per hour during activity. With HyLytes capsules you can tailor intake based on YOUR individual needs, and HyLytes will make a difference in your game and the way you feel and perform on the court / field. Don't forget, the more water you drink, the more electrolytes you need.

### Practice and Game Day Nutrition:

What you put in your body pre-game often dictates 1<sup>st</sup> half performance. What you put in your body during the 1<sup>st</sup> half of the game and at half time dictates 2<sup>nd</sup> half performance. If you are loading up on sugar filled sports drinks that contain high fructose corn syrup (the cheapest form of processed sugar you can get), then you are not preparing yourself to play to the best of your ability in the 2<sup>nd</sup> half. You worked too hard preparing for game day, don't settle for an inferior sports drink that is short on electrolytes and long on sugar; give your body what it needs to outperform...HyLytes with water for proper hydration means enhanced endurance...a.k.a. ENERGY in the 2<sup>nd</sup> half.

 <b>HyLytes</b> (per capsule)		 <b>Sports Drink</b>	
		* 8 oz. serving	20 oz. bottle
Calories.....	0	50	130
Sugar.....	0g	14 g	35 g
Sodium** (electrolyte).....	50 mg	110 mg	270 mg
Potassium (electrolyte)....	25 mg	30 mg	75 mg
Calcium (electrolyte).....	25 mg	0 mg	0 mg
Magnesium (electrolyte)...	25 mg	0 mg	0 mg
Vitamin C (anti-oxidant)...	275 mg	0 mg	0 mg
Vitamin B-6 (vitamin).....	10 mg	0 mg	0 mg
Manganese (mineral).....	1 mg	0 mg	0 mg
L-Tyrosine (amino-acid)...	25 mg	0 mg	0 mg

\*\* Sodium (as Sodium Chloride)

\* Sport Drink "Nutrition Facts" panel lists an 8 ounce serving size. Since we have never seen an 8 ounce bottle, we included the nutrition facts for a 20 ounce bottle as well.

Specifically, HYLITES were designed to help athletes facilitate proper hydration. They help:

- Enhance endurance
- Enhance focus
- Prevent dehydration and fatigue
- Prevent muscle cramps and other heat stress related ailments; and
- Enable rapid recovery - HYLITES facilitate faster re-hydration and recovery.

***Electrolytes for the Athlete in YOU!***

## **HyLytes: What's your sport?**

### **Why should you use HyLytes today?**

- More ENERGY...With HyLytes, you will be better hydrated and therefore you will have MORE ENERGY to get you through the game and outperform in the 4<sup>th</sup> quarter.
- Proper hydration with HyLytes will prevent dehydration, and that means you will be more ENERGIZED and more FOCUSED and less likely to make careless and costly mistakes when the game is on the line. Don't let yourself down, better yet; don't let your team down. Be aware of your hydration plan, have more ENERGY later in the game, and be better than you opponent.
- Prevent muscle cramps.
- Unlike sports drinks that contain a finite supply of electrolytes in every sugar filled bottle, HyLytes will work for all players based on individual needs.
- Post game (or practice or work-out)...Take two HyLytes capsules with a bottle of water and re-hydrate and recover more effectively, so you will be strong and ready for practice and your next opponent.

### **Smart athletes use HyLytes and WIN on game day! Are you a SMART athlete?**

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*There are no calories in HyLytes, so make sure you are also taking in calories to help maximize your energy level and performance.*

*To order HyLytes or for more information and details about HyLytes and electrolytes in general, visit our web site ([www.hylytes.com](http://www.hylytes.com)) and see the articles on the "About HyLytes" tab.*