

Power Up! Forever fit

Fitness hydration



Getting older – while remaining alert and fit – is an understandable challenge. In order to keep up with my job, my social life and my own fitness aspirations, I am fully aware that it is not only about adopting a healthier lifestyle and exercising regularly; I also need support from a healthy and energizing diet.



Power up! – Forever fit

To stay healthy, consumers are exercising more frequently. At the same time, lack in energy levels is one of their top three global concerns¹. 'Power up!' supports young and old consumers with fitness and hydration before or after periods of activity.

¹ Global consumer health concern study, DSM 2021



Insights & key ingredients

OCCASION / CATEGORY

- Energy, fitness & hydration Support before or after activity periods

FORMAT

- Energy drink

FLAVOUR

- Raspberry - Blackcurrant

BENEFITS

- Energy for body and mind
- Muscle building & physical performance
- Hydration

INGREDIENTS

- Fruitflow II (Water Soluble Tomato Concentrate)
- Colour: Redivivo® Lycopene 10% CWS/S-TG
- Vitamins B1, B3, B5, B6, B12
- Vitamin C
- Vitamin D3
- Glucose
- Maltodextrin
- Whey protein
- Minerals: Magnesium (Mg), Calcium (Ca), Potassium (K)

POSITIONING

- Energy and fitness for all ages

Premix Code UF45201 ENERGYfit

INGREDIENT	CONSUMER CONCERN	CLAIMS & SCIENCE	NRV*
Fruitflow II (WSTC²) (300 mg)	Vascular function/ blood flow	Helps maintain normal platelet aggregation which contributes to healthy blood flow.	
Vitamins B1, B3, B5, B6, B12	Alertness/fatigue Endurance/energy supply Cognitive function	Vitamins B3, B5, B6 and B12 contribute to the reduction of tiredness and fatigue. Vitamins B1, B3, B5, B6 and B12 contribute to normal energy yielding metabolism. Vitamin B5 contributes to normal mental performance.	18,75 %
Vitamin C	Alertness/fatigue Endurance/energy supply Recovery/cell protection Infections/immune response	Contributes to the reduction of tiredness and fatigue. Contributes to normal energy yielding metabolism. Contributes to the protection of cells from oxidative stress. Contributes to the normal function of the immune system. Vitamin C contributes to maintain the normal function of the immune system during and after intense physical exercise	18,75 %
Vitamin D3	Muscle function Healthy bones	Contributes to normal muscle function. Contributes to the maintenance of normal bones.	18,75 %
Carbohydrates - Maltodextrin, Glucose	Maintenance of endurance performance/Enhancement of water absorption during exercise ¹	Carbohydrate-electrolyte solutions contribute to the maintenance of endurance performance during prolonged endurance exercise and enhance the absorption of water during physical exercise. ¹	
Whey protein (10 g)	Physical performance/ muscle mass	Protein contributes to growth in muscle mass. Protein contributes to maintenance of muscle mass. Protein contributes to maintenance of normal bones.	
Calcium (Ca), Magnesium (Mg), Potassium (K)	Muscle function Energy supply Alertness/fatigue	Mg, Ca and K contribute to normal muscle function. Mg and Ca contribute to normal energy yielding metabolism. Mg contributes to the reduction of tiredness and fatigue. Mg contributes to electrolyte balance.	15 % 18,75 % 15 %

¹ In order to bear the claim carbohydrate-electrolyte solutions should contain 80-350 kcal/L from carbohydrates, and at least 75 % of the energy should be derived from carbohydrates which induce a high glycaemic response, such as glucose, glucose polymers and sucrose. In addition, these beverages should contain between 20 mmol/L (460 mg/L) and 50 mmol/L (1,150 mg/L) of sodium, and have an osmolality between 200-330 mOsm/kg water.

*per serving

² WSTC - Water Soluble Tomato Concentrate

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