

ISOMAX

isotonic Sports Drink for increased endurance performance



Key benefits long description:

As a competitive athlete you constantly set yourself ambitious goals and don't accept any compromises on the journey to reach them. Hydration, along with energy supply and recovery, is key to reaching your potential. During sport you lose both water and electrolytes through sweat. Your body also needs electrolytes and carbohydrates in order to absorb water quickly. ISOMAX – Isotonic Sports Drink is the best choice for racing, hard training sessions and rides with your “must-be-beaten” mates.

- Carbohydrate electrolyte solution contributes to the maintenance of endurance performance during prolonged endurance exercise.
- The first sports drink on the market to provide the body with 5 ELECTROLYTES (sodium, chloride, potassium, magnesium and calcium) in the ratio lost through sweat.
- Scientific developed C2MAX Dual Source Carb Mix contain a special ratio of glucose and fructose sources
- 75mg caffeine per serve to boost mental focus and alertness
- Contains 400mg of L-arginine per serving, providing you with a quickly available protein building block.
- With natural flavours, no colours and *preservatives (*by law)
- New recipe: improved quality & taste

Key benefits short description:

As a competitive athlete you constantly set yourself ambitious goals. Hydration is one key to reaching your potential. ISOMAX – Isotonic Sports Drink is the best choice for racing and hard training sessions.

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- Provides the body with 5 ELECTROLYTES in the ratio lost through sweat
- C2MAX Dual Source Carb Mix
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Great tasting flavour of PowerBar ISOMAX:

Blood Orange




Suggested usage:

- Mixing instruction: Dissolve 50g (approx. 5 tablespoons)
 - in 750ml water for isotonic beverage
 - in 500ml water for hypertonic beverage and more energy

General hydration strategy for activities > 60mins:

- Drink approx. 200 - 300ml in the hour before sport
- Drink 150 - 200ml every 15mins during sport
- ISOMAX also contributes to your carbohydrate needs with 44g per bottle. During sport you should consume up to 90g carbohydrates per hour depending on the intensity and duration.
- As part of a varied and balanced diet and a healthy lifestyle.

PowerBar Sports Drink System

			
Product	PowerBar* 5ELECTROLYTES	PowerBar ISOACTIVE	PowerBar** ISOMAX
Main ingredients (per serve)	5ELECTROLYTES Zero Sugar Zero Calories	5ELECTROLYTES 29g C2MAX Dual Source Carb Mix	5ELECTROLYTES 44g C2MAX Dual Source Carb Mix 75mg Caffeine 400mg L-Arginine
Recommended usage	Basic endurance training (where your focus is on optimising fat metabolism) Whenever you workout and want to stay hydrated without carbs or calories (e.g. gym, hiking, etc)	Basic endurance training up to intense training sessions	Intense / longer training sessions and competitions

*Available in March 2014 ** new recipe available in March 2014

Technical information:

- 1,200g jar
- 6 jars per case

Flavour	SKU	EAN code jar	EAN code case
Blood Orange	12154412	4029679800182	4029679801806

- 50g Single Serve
- 20 single serves per box
- 4 boxes per case

Flavour	SKU	EAN code Single Serve	EAN code box	EAN code case
Blood Orange	12149353	4029679800199	4029679801905	4029679801998

**This information is presented for illustrative purposes only.
Any specifications and values on the actual product packaging will
always take precedence over any factsheet guidelines.**



Ingredients Blood Orange:

Glucose, maltodextrin, fructose, minerals (sodium citrates, sodium chloride, calcium gluconate, potassium chloride, magnesium citrates, calcium lactate), acid (citric acid), L-arginine (0,8%), natural flavouring, safflower concentrate, beetroot juice powder, caffeine (0,15%), anticaking agent (silicon dioxide). May contain traces of **gluten, egg, milk, soy** and **nuts**.

Nutritional values Blood Orange:

Nutrition Information	100 g:	50g*:
Energy kJ (kcal)	1507 (360)	753 (180)
Fat	<0,5 g	<0,5 g
Of which saturates	<0,5 g	<0,5 g
Carbohydrates	88 g	44 g
Of which sugars	66 g	33 g
Protein	0,8 g	<0,5 g
Salt	1,75 g	0,88 g

Minerals	100 g:	50g*:
Sodium	700 mg	350 mg
Potassium	190 mg (10% **)	95,0 mg (5% **)
Chlorid	650 mg (81% **)	325 mg (41% **)
Calcium	110 mg (14% **)	55,0 mg (7% **)
Magnesium	45,0 mg (12% **)	22,5 mg (6% **)

Caffeine	150 mg	75 mg
L-Arginine	800 mg	400 mg

*Per 50g serving when mixed with 750 ml water / ** % Reference Intake