



For Immediate Release

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News Release

Water with elete Electrolyte Add-In™ Hydrates More Efficiently than Water Alone, Study Reports

Study participants who drank plain water drank 74 percent more water to achieve same hydration as those who drank water with elete

OGDEN, UTAH (July 20, 2009)—A study commissioned by **elete Electrolyte Add-In™***, which compared the effects of electrolyte water made with **elete Electrolyte Add-In** and plain water on hydration status, drinking behavior, and body temperature, has been published in the peer-reviewed journal *Wilderness & Environmental Medicine*.

The study, “Effects of an Electrolyte Additive on Hydration and Drinking Behavior During Wildfire Suppression” by John S. Cuddy and colleagues, reports that wildland, smokejumper firefighters who drank plain water consumed 74 percent *more* water—3.3 liters per day on average—to achieve the same level of hydration as those who consumed water with **elete Electrolyte Add-In**.

“This study demonstrates that water infused with **elete Electrolyte Add-In** effectively hydrates athletes and workers exposed to the harshest environmental conditions. Further, drinking water containing **elete** effectively meters the consumption of electrolytes and fluids, which reduces electrolyte depletion and the risk of dehydration, especially if access to water may be limited,” stated Val Anderson, Executive Vice-President and Director of Sales and Marketing for **elete™**.

Besides finding that the water only group drank more water than the **elete** and water group, the study also suggests that electrolyte water made with **elete** may also reduce fatigue caused by carrying excess water weight. “This means that using **elete** and water may help reduce excess weight, which may reduce fatigue for those individuals who must carry their own drinking water to stay hydrated. This is a godsend for athletes, outdoor enthusiasts, firefighters and other workers who need to stay hydrated, but are burdened with carrying extra water with them. It frees them to perform the work they need to perform and be more light and agile on their feet because they have less weight on their back.”

elete commissioned the study through the University of Montana’s Human Performance Laboratory to determine the effects of water alone and water fortified with **elete Electrolyte Add-In™** under some of the most severe environmental and physiological endurance conditions—wildland fire suppression.

Wildland, smokejumper firefighters were specifically chosen due to the rigorous physical demands required by their job and the intense environmental conditions they are exposed to. Wildland firefighters often work weeks at a time with daily shifts lasting up to 15 hours in



extremely hot and dry weather conditions and steep, mountainous terrain. Often, the total body energy expenditure of a firefighter can increase 3.6 times the basal metabolic rate. Due to the very nature of the job, the body's hydration demand is significant; furthermore, immediate water availability can be problematic due to the limitations and logistics involved in transporting one's own water supply.

In the elete study, 20 firefighters were divided into two groups of ten. Ten firefighters received water only and ten received water fortified with **elete Electrolyte Add-In™** in their CamelBak®* hydration system. Each firefighter was outfitted with a wireless data recording system that measured ambient, core, and skin temperature readings throughout the day. Nude body weight was recorded pre- and post- work shift, and drinking behavior was measured with their CamelBak hydration pack.

A study abstract is now available on PubMed, the public database of medical journals and articles. The PubMed identification number (PMID) for the study is 18715125.

For more information about **elete**, visit www.eletewater.com or call 800.669.1297.

* elete Electrolyte Add-In is a trademark of Mineral Resources International, Inc.; CamelBak is a registered trademark of CamelBak Products, LLC

About elete Pure Electrolyte Add-In™

elete Electrolyte Add-In™ (www.eletewater.com) is the latest cutting-edge innovation in electrolyte replacement. Elete Electrolyte Add-In™ is the world's first pure versatile electrolyte add-in specially designed to add electrolytes to any beverage or food to replace electrolytes, maintain fluid balance, sustain endurance, and help prevent occasional muscle cramps due to physical exertion. elete contains no calories, no sweeteners, no flavorings, no artificial ingredients, and no nasty stuff that can impede optimal performance. Because elete is a pure electrolyte add-in, it can be used to make pure electrolyte water that tastes like water. tablytes™, by elete, are a complete, balanced electrolyte replacement in tablet form. For more information, visit www.eletewater.com or call 800.669.1297.