

Introducing SOS Hydration as worlds new water

SOS Hydration helps increase hydration, focus, stamina and physical performance.

Amsterdam – 26th of January 2020 – Using the best in medical and sports science, SOS Hydration was engineered by a leading doctor, two former elite athletes, and a retired Military medical officer with the purpose of combating dehydration to significantly improve overall human performance. SOS Hydration is Innovative Product of the Year 2019, cat. Sports Nutrition at the International Trade Council business of the year awards.

European distributor, Dave Pattiwaël van Westerloo: *"Dehydration is the #1 cause of daytime fatigue. Thirst dehydrates the body which results in a loss of up to 25% in physical performance. When sweating, one continuously loses valuable water, electrolytes & minerals. As a former Special Forces medic I've seen and experienced the impact of dehydration and the importance of a hydrated body – in all situations and for everyone. I'm immensely proud to introduce this new water in Europe."*

IV drip

SOS Hydration is used daily by Olympians, professional sports teams and athletes, weekend warriors and those with an active lifestyle. It can be compared to an IV drip. It works just as rapidly but is safer and cheaper than intravenous therapy at combating mild to moderate dehydration. SOS Hydration uses no artificial ingredients, it is KETO-certified, organic, non-GMO, no gluten and vegan friendly.

About SOS Hydration

[SOS Hydration](#) is based on, and falls within, the ranges set out by the World Health Organization Oral Rehydration Solution Guidelines. These guidelines are supported by over 50 years research into dehydration. SOS Hydration has



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followed proven rehydration guidelines and put their latest product up for independent research. SOS Hydration is a beverage company that relies on fact not marketing spin. SOS Hydration is certified by Informed Sports and Informed Choice.

NOTE FOR THE EDITORS

For more information, ingredient overview, imagery or customer experience, please contact us:
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