

Gatorade Endurance Formula

Frequently Asked Questions

1. What is Gatorade Endurance Formula and how does it differ from Gatorade Thirst Quencher?

Gatorade Endurance Formula is a specialized sports drink designed to enhance hydration during long distance training and competition.

Gatorade Endurance Formula **contains nearly twice the sodium (200 mg)** of Gatorade Thirst Quencher to more fully replace what endurance athletes lose in sweat, along with chloride, potassium, calcium and magnesium.

Ingredients per Eight Ounces	Gatorade Thirst Quencher	Gatorade Endurance Formula
Sodium	110mg	200mg
Chloride	90mg	90mg
Potassium	30mg	90mg
Calcium	–	6mg
Magnesium	–	3mg
Carbohydrate	14g (6%)	14g (6%)

Both Gatorade Thirst Quencher and Gatorade Endurance Formula contain a scientifically balanced 6% carbohydrate blend (14 grams per eight ounces) that helps speed fluid back into the body and fuel working muscles.

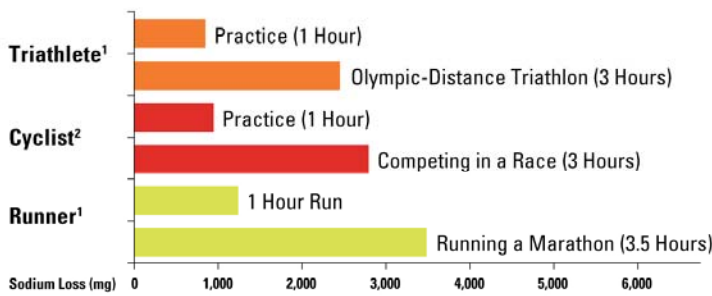
2. Why did Gatorade develop Gatorade Endurance Formula?

Extensive research from the Gatorade Sports Science Institute finds that different types of athletes have different hydration needs.

During long-distance training and competition, fluid and electrolyte losses – particularly sodium - can become substantial. Gatorade Endurance Formula was developed to help athletes more fully replace what they lose in sweat during these specific active occasions, improving overall hydration and helping sustain performance.

Sodium Needs of Endurance Athletes

Intensity and duration can add up to **significant sodium loss**.



Figures based on a sweat sodium content of approximately 50 mEq/L. Sweat loss ranges are based on total sweat loss: Triathlon - 2.1L/3H; Cycling - 2.4L/3H; Marathon - 3L/3.5H. Figures generated from laboratory and field tests done on amateur and professional athletes to determine sweat loss and sodium concentration during "typical" workouts for each sport.

¹ GSSI In-House Research with Olympic Triathletes and Marathon Runners
² Pahnke MD, Trinity JD, Baty JJ, Zachwieja JJ, Stofan JR, Hiller WD, Coyle EF. Variability in sweat rate and sodium concentration in ultra-endurance athletes during exercise. Texas-chapter ACSM meeting, February 2004.

3. How do I know whether I should be drinking Gatorade Thirst Quencher or Gatorade Endurance Formula?

Both Gatorade Thirst Quencher and Gatorade Endurance Formula are scientifically formulated to meet the hydration needs of athletes.

For most active people and athletes, **Gatorade Thirst Quencher** is the appropriate beverage to help replace the fluid and electrolytes lost through sweat and provide energy to fuel working muscles.

However, during long-distance training and competition, fluid and electrolyte losses can become significant, and that calls for a unique hydration solution. **Gatorade Endurance Formula** more fully replaces what is lost in sweat during these active occasions.