

**myth**  
**fact**

**Sports drinks aren't absorbed as quickly as water.**

Yes they are. Research shows that Gatorade thirst quencher, which has optimal levels of carbohydrate and adequate amounts of sodium, is absorbed just as fast as water. **The proper amounts of carbohydrate and sodium dramatically stimulate the rate of fluid absorption.**<sup>10</sup>

**myth**  
**fact**

**Sports drinks are not for children.**

Yes they are. A sports drink can be a great beverage choice anytime a child is active. **Sports drinks provide energy and electrolytes that encourage kids to drink by turning on their thirst.** Recent research indicates that during exercise, children stayed better hydrated when they drank Gatorade compared to when they drank plain or flavored water.<sup>1</sup>

**“Our research shows that during exercise, children stay better hydrated when they drink a sports beverage compared to drinking water.”**

Oded Bar-Or, M.D., professor of pediatrics, McMaster University

**myth**  
**fact**

**Drinking a sports drink will make you gain weight.**

Not so. In the long run, **if you are able to provide energy to your muscles while you exercise, you'll work out longer and stronger and burn more calories.**

If you consume food or beverages with carbohydrate (like a sports drink) during activity, you'll be less likely to overeat following an exercise session.<sup>11</sup>

**myth**  
**fact**

**Sports drinks have a lot of sugar.**

Absolutely not. Gatorade has only 50 calories (or 14 grams of sugar) per 8-oz serving—about half the calories in an equal-size serving of fruit juice, lemonade, skim milk or a soft drink. **Gatorade provides the right amount of sweetness to encourage drinking and to provide energy to working muscles.**

**myth**  
**fact**

**Sports drinks have a lot of sodium.**

Not true. **Gatorade is classified as a low-sodium beverage by the FDA and contains only 110 mg of sodium per 8 oz.** This is less than the amount of sodium found in an equal-size serving of skim milk or a slice of bread. Sodium stimulates fluid absorption, promotes fluid balance and helps the body hold on to fluid. Water or other beverages with inadequate sodium levels can hinder or eliminate the drive to drink.

**myth**  
**fact**

**Homemade sports drinks work just as well as commercial sports drinks.**

Not true. **It's difficult to match the quality of Gatorade** in terms of 1) taste appeal 2) the right combination of carbohydrates, electrolytes and fluids 3) convenience and 4) shelf life. Research shows that a homemade sports drink and diluted fruit juice do not have the appeal of Gatorade. As a result, people will drink less fluid than they need to stay well hydrated.<sup>12</sup>

<sup>12</sup> Passe, D. et al. *Med Sci Sport Exerc*, in press, 1999.



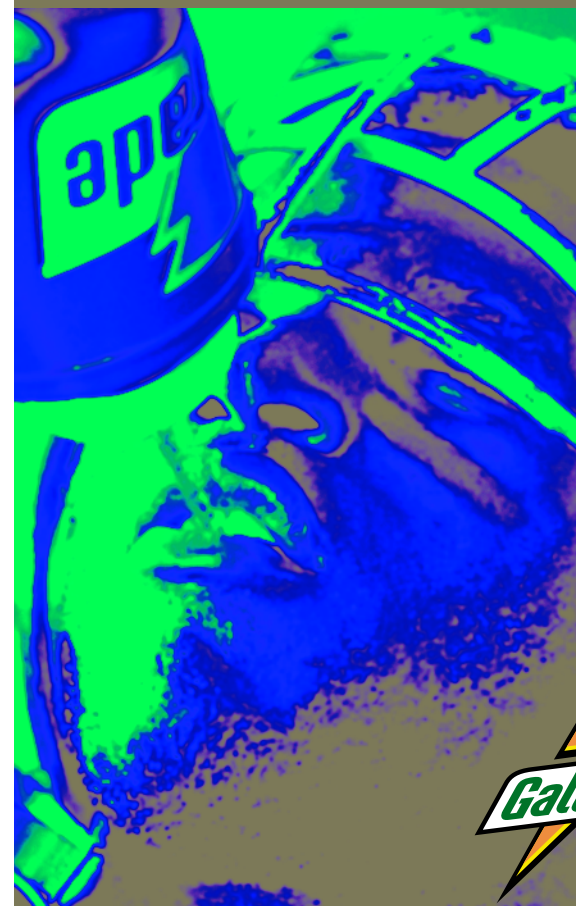
For more information on the rehydration and performance benefits of Gatorade, contact us at:

**1-800-88GATOR (1-800-884-2867)**  
**www.gssiweb.com www.gatorade.com**



MYTHFACT

**SPORTS DRINKS**  
**myths**  
**& facts**



<sup>10</sup> Gisolfi, C.V. et al. *Amer J Physiol* 258:G216-222, 1990.

<sup>11</sup> Van Loon, L.J.C. et al. 3rd Annual Congress: European College of Sports Science 3:192 (Abstr.), 1998.

## myth Water is better than a sports drink.

### fact

Actually just the opposite is true—sports drinks are often more effective than water. Research has shown that **you'll drink more Gatorade than water and that will help you stay on top of your game**—whatever it is you play. Gatorade quickly replaces fluids and electrolytes that are lost in sweat and provides energy to working muscles. When you're active and sweaty, water just isn't enough. Here's why:

- ⚡ Water is a good “thirst quencher,” but it isn't a very good “rehydrator.” This is because water “turns off” your thirst before you're completely rehydrated.
- ⚡ Water also “turns on” the kidneys prematurely so you lose fluid in the form of urine much more quickly than when drinking Gatorade.
- ⚡ The small amount of sodium in Gatorade allows your body to hold on to the fluid you consume rather than losing it through urine.<sup>1</sup>

“There are many occasions when Gatorade is more effective than water, but no occasion when water is more effective than Gatorade.”

Dean Kleinschmidt,  
Head Athletic Trainer,  
New Orleans Saints

## myth Sports drinks give you a drop in blood sugar, which can drain your energy.

### fact

Just the opposite is true. **The carbohydrate in Gatorade provides a readily available source of energy** that muscles can use to keep going longer and harder.<sup>2</sup>

<sup>1</sup> Wilk B. and O. Bar-Or. *J Appl Physiol* 80:1112-1117, 1996.

<sup>2</sup> Below, P.R. et al. *Med Sci Sports Exerc* 27:200-210, 1995.

## myth All sports drinks are the same.

### fact

Not all sports drinks are created equal. Studies show that **nothing works better at providing rapid rehydration and energy to working muscles than Gatorade**. How a sports drink is formulated matters a lot. According to the science, here's what you should look for in a sports drink:

- ⚡ **The optimal level of carbohydrate** (14 grams per 8 oz) for quick absorption and energy<sup>3</sup>
- ⚡ **The right blend of carbohydrate types** (sucrose, glucose and fructose) for optimal absorption and muscle energy<sup>4</sup>
- ⚡ **No carbonation and artificial preservatives** for ease of swallowing and no stomach bloating<sup>5</sup>
- ⚡ **Proper levels of sodium** (about 100-110 milligrams per 8 oz) for better drinking and rehydration<sup>6</sup>
- ⚡ **Great taste during exercise** to promote fluid consumption and complete rehydration.<sup>7</sup>

## myth Sports drinks should be diluted.

### fact

Don't dilute. In fact, **a sports drink like Gatorade is formulated to provide the greatest benefits when it is consumed without dilution**. Diluted Gatorade will not provide the performance and rehydration benefits of full-strength Gatorade. In addition, research shows that full-strength Gatorade is absorbed just as fast as water—so there is no need for dilution.<sup>8</sup>

<sup>3</sup> Ryan, A.J. et al. *J of Appl Physiol* 84:1581-1588, 1998.

<sup>4</sup> Shi, X. et al. *Med Sci Sports Exerc* 27:(12)1607-1615, 1995.

<sup>5</sup> Passe, D. et al. *Int J of Sport Nutr* 7:286-297, 1997.

<sup>6</sup> Wemple, R.D. et al. *Int J of Sport Nutr* 7:104-116, 1997.

<sup>7</sup> Gonzalez-Alonso et al. *Int J of Sport Med* 13:399-406, 1992.

<sup>8</sup> Burgess, W.A. et al. *Int J of Sport Nutr* 1:338-352, 1991.

## myth Sports drinks are only for endurance activities, not for stop-and-go sports.

### fact

Stop right there. We've known for a long time that **Gatorade can help athletes improve performance during endurance activities**.

Research now demonstrates that Gatorade can help athletes enhance performance better than water in stop-and-go sports like football, basketball, soccer, tennis, hockey and aerobic work-outs.<sup>9</sup>

**Sports drinks are only for work-outs lasting longer than 60 minutes.**

## myth

### fact

Time-out! This is definitely not true. Recent research concludes that not only does a sports drink improve performance for people exercising less than 60 minutes, but the **exercisers said that the activity felt easier when they consumed Gatorade vs. water**.<sup>9</sup> A sports drink like Gatorade is an appropriate fluid replacement beverage for any and all active occasions.

“Research now shows that the carbohydrate in sports drinks can enhance performance, even for exercise lasting as little as a half hour to an hour, provided the intensity of exercise is high.”

J. Mark Davis, Ph.D.,  
Professor, Exercise Science,  
University of South Carolina

<sup>9</sup> Davis, J.M. et al. *Int J Sport Nutr* 7:261-273, 1997.