






## PURE HYDRO RECOVERY

pHire H2O is an ultra purified water enhanced with an optimal blend of ionic mineral electrolytes and an alkalinity of pH 10+. No sweeteners and no flavors added. A performance formula to accelerate recovery and cellular hydration without the additives of typical sports drinks.

-  Stable pH with rigorous testing at bottling above 10
-  Ionic minerals for bioavailability with a focus on core electrolytes
-  Our proprietary technology and purification ensures our water is free of impurities, fluoride, and BPA

## So you thought you needed a salty sports beverage?

If sodium is replaced at the same rate as you are losing it (through exercise and sweat) it will actually override all the mechanisms involving Aldosterone, a hormone that causes the body to conserve electrolytes. American dietary practices causes the average person to carry excess sodium in the extracellular tissues. Studies have shown that even during endurance events, approximately 3-4 hours are necessary to deplete the 'excess' sodium.

## I fill my sports bottle with water and head to the gym.

Fluid losses as little as 1-2% of body weight can cause a drop in performance. Being that hydration is linked intimately with electrolyte concentrations, consuming water without these key minerals can actually dilute your body's electrolytes.



## The Science

---

### Body pH & Alkalinity

Your body's pH is about 7.4. Muscle cells are hard at work when you exercise and this exertion creates an acidic environment resulting in a byproduct of aerobic and anaerobic metabolism that lowers pH. During muscle activity, accumulation of lactic acid and CO<sub>2</sub> will reduce cellular pH due to acid efflux from the muscle cells.

### Ionic Mineral Electrolytes

These are key minerals in your body that are lost during muscle exertion and when you sweat. the acidity of your blood (pH), and muscle function. Electrolytes are minerals in your body that have an electric charge. Maintaining the right balance of electrolytes helps your body's blood chemistry, muscle action and other processes. The electrolytes for an active lifestyle are Sodium (Na<sup>+</sup>), Potassium (K<sup>+</sup>), Chloride (Cl<sup>-</sup>), Calcium (Ca<sup>++</sup>), and Magnesium (Mg<sup>++</sup>).

### pHire H2O targets:

---

**CALCIUM ( Ca<sup>++</sup>)** is the most abundant mineral in the human body. When blood volumes run low, the body extracts it from the bones. A constant blood calcium level is required for a normal rhythmic heartbeat, healthy nerve transmission, and strong muscle contractions.

**MAGNESIUM (Mg<sup>++</sup>)** accompanies calcium. When calcium flows into working muscle cells, the muscle contracts, then, when calcium leaves and magnesium replaces it, the muscle relaxes.

**POTASSIUM Potassium (K<sup>+</sup>)** is the chief positively charged ion within all muscle cells, necessary for maintaining the lowest optimal concentration and balance of sodium. Potassium deficiency symptoms are nausea, vomiting, muscle weakness, muscle spasms, cramping, and rapid heart rate.