

# Liquid assets

Take your training up a gear this summer with the latest range of Hydro Active drinks from Lucozade, specifically designed to keep you better hydrated than drinking plain old H<sub>2</sub>O

While every man knows he should be glugging the requisite two litres of water each day, few of us know the real effects of dehydration. According to latest research from Aberdeen University, an overall fluid loss of just 1% from the body can hinder athletes' performance by as much as 6%. The key, explains John Brewer, hydration expert at the Lucozade Sport Science Academy, is to avoid the dreaded 'catch-up' scenario: athletes can lose up to two litres of water every hour, during which time the body can only replenish one. "By the time you're feeling thirsty, it could be too late – instead, drink up to 500ml of fluids half an hour before exercise, and keep sipping every few minutes." One answer could lie in swapping the drinks fountain for something decidedly more palatable. "The problem with relying solely on water during workouts is that it doesn't replace the minerals and carbohydrates you're sweating out, so you fatigue quicker," he explains. Translation? You leave the gym a beaten man. "Hypotonic drinks contain the same nutrient levels naturally occurring in the body, so they're absorbed quicker for an almost instant energy boost," he explains. Leaving you primed to tackle the daddy of all workouts.

## Keep up

Whatever your workout regime, Hydro Active gives you the edge you need. The refreshing drinks are specially formulated to help replace the salts and fluid you lose during exercise, keeping you better hydrated than water alone. The 500ml bottles are available in both zingy Citrus Fruits and delicious Summer Fruits flavours. And with the new Lemon flavour powder sticks, keeping hydrated couldn't be easier – keep one in your gym bag and slip it into your water bottle for instant refreshment, whether you're in the gym or if you're out for a run. Available now online at [www.lucozadesportshop.com](http://www.lucozadesportshop.com) and Boots.

LUCOZADE, HYDRO ACTIVE AND THE HYDRO ACTIVE ATHLETE DEVICE ARE REGISTERED TRADE MARKS OF THE GLAXOSMITHKLINE GROUP OF COMPANIES



MH PROMOTION



\*SOURCE: ARMSTRONG ET AL 1985