

Powerade ION4 launched

Powerade has recently launched Powerade ION4 in South Africa, which provides sportsmen with a drink designed to help achieve optimal performance by aiding hydration and providing electrolytes lost through sweat during extended training...

Whether a born sportsman or a recreational exerciser, it's important to keep your body hydrated during training. When an athlete sweats he loses fluids and may lose four minerals: sodium, potassium, calcium and magnesium. Powerade ION4 has been formulated with these additional minerals in mind for sweat loss during endurance exercise.

Powerade ION4 not only hydrates, because it provides fluid to the body, but it also fuels the body, because it contains carbohydrates, which act as a source of energy for the brain to maintain skills and decision-making capabilities and provide energy for muscles to sustain performance and delay the onset of fatigue.

James MacLachlan, IMC Marketing Assets Manager of Coca-Cola Africa, commented: "The launch of new Powerade ION4 in South Africa represents a step change in the sports drink category as we continue to empower born sportsmen across the globe by giving them the best technologically advanced products to help them maximise their physical performance."

The new Powerade ION4 is currently available at selected stores across the country and is offered in a concentrate form with three flavour options: Mountain Blast, Jagged Ice, and Naartjie.



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