

New Replace Hydration

670g tub & 56g sachets

Orange Mango, Lemon Lime, Raspberry

What's different about this Replace compared to the old one?

1. We've reformulated Replace to reduce the osmolarity ('concentration') of the beverage when made up, making it 'more isotonic'. By reducing the osmolarity we've improved the speed at which Replace will empty from your stomach and the rate at which the fluid, energy and electrolytes will be absorbed from your small intestine. This means what was already a great product will do the job of hydrating you even better.
2. More sodium. We've increased the sodium concentration to 550mg/litre in accordance with the latest international recommendations for electrolyte levels in sports drinks. Replace already had one of the highest concentrations amongst commercially available sports drinks. Increasing the sodium enhances glucose uptake, encourages drinking response and improves fluid retention.
3. Less colour. We've decreased the amount of colour we add. We considered removing the colour altogether but instead opted to progressively reduce the colour levels each season. We hope this will improve the issues that some users have with staining drink bottles and bladders. The product might taste 'weaker' even though it's not – our eyes tend to tell us a lot about our food and can easily mislead: we've not reduced the flavour, just the colour.
4. Less acid. We've tweaked the acidity to provide those of you who consume a lot of Replace when training with something that is easier to drink - the lower acid levels are more tooth friendly, palate friendly and for some, will be easier on the stomach.

Hey, why is there now only 670g in my tub?

In order to improve the isotonic nature of Replace (see point 1 above), we tested different levels of the carbohydrate sources in the formulation. In the previous formulation of Replace there was more dextrose and less maltodextrin. There is now more maltodextrin (which generates a lower osmolarity in solution), but it's a much 'bulkier' ingredient than dextrose. This extra bulk made it impossible to fit the previous net weight (800g) into the tub, and we needed to reduce the fill weight to 670g. Unfortunately using a larger tub to still deliver you 800g was not an option.

But it looks like there's room for more in the tub.

Once the product gets to you, it's completely settled and is

quite often well compacted. When the tub is filled on our production line, it's almost full to the top because the powder is aerated after the blending process. We can assure you that we fill to the net weight stated on the tub – every tub is checked, weighed, too.

Is this new Replace more expensive?

We won't beat around the bush. Yes, it is. The previous Replace cost \$2 per litre and the new one is \$2.25 per litre (at our recommended retail pricing in NZ dollars). There are two reasons for this.

- a) the new formulation is more expensive per gram. To improve the performance of the product, we've changed the formulation and now use more of the higher priced ingredient (maltodextrin) and less of the cheaper one (dextrose).
- b) global commodity prices for corn (which is the raw material that both maltodextrin and dextrose are made from) have been going up in price quite sharply thanks to the emergence of the market for bio-fuel, and this has meant our cost has gone up

How come Replace can go hard once I've opened it?

Replace is based on three carbohydrate sources: maltodextrin, dextrose and fructose. Fructose has a habit of absorbing moisture from the air very readily. As a result, the powder can go lumpy once it's been exposed to environmental humidity. Even if you have powder that has gone a bit hard, your Replace will still be completely functional once dissolved. To stop Replace from going hard, keep it in a cool, dry location and always reclose the tub immediately. Be careful not to get the scoop wet. We make sure the powder is in perfect condition when it leaves our production facility by controlling the relative humidity of the air in the factory and using an induction seal on the top of the tub to prevent moisture from getting in.

