

NEW AND IMPROVED!

Optimal Electrolyte

You spoke. We listened.

Your opinions matter, and they played a huge part in why and how we reformulated Optimal Electrolyte to be the best. Ever.

Based on your feedback, we made significant improvements to the flavored Optimal Electrolyte:

- It's now clump-free.
- We got the sweetness dialed in.
- The effervescence is back.
- It now leaves a pleasant feel in your mouth.



How Did We Do This?

- 1** We removed HydroPrime, which was making the formula taste too sweet, clump, and feel weird in your mouth.
- 2** We added creatine to replace HydroPrime. Creatine supports *healthy muscle hydration*, and the combination of creatine and PeakATP also supports *healthy sports performance*.[†]
- 3** We *restored the effervescence* by removing HydroPrime and Potassium Citrate. The effervescence is perfect now. It's subtle and does not cause volcanoes when mixed with water. Potassium bicarbonate provides a nice effervescence and supports a healthy pH balance. Low pH is associated with poor sports performance, lactic acid buildup, and tight muscles.[†]
- 4** We removed glycine. This was used for sweetness—but it was too sweet! We also removed it because glycine is associated with side effects like fatigue and anxiousness in some.



You can rest assured that Optimal Electrolyte Unflavored remains unchanged overall and is as *effective as ever*.[†] The only improvement we made was reducing the tartness to make it more pleasant tasting.

Try our new and improved Optimal Electrolyte risk-free. If you try it and aren't satisfied—even though we're sure you will be—we offer a 60-day money-back guarantee, no questions asked!

Why Is Our Electrolyte Better Than Others on the Market?

Optimal Electrolyte is better than other electrolyte formulas on the market because it is designed to support intracellular hydration. Our formulation is backed by science.[†]

But how?

- The ingredients in Optimal Electrolyte **support hydration inside your cells**. Your cells are made up of almost 70% water!^{1,†}
- We formulate Optimal Electrolyte with a blend of **creatine, taurine, and adenosine triphosphate (ATP)** to support sport performance by supporting intracellular hydration. ATP is a nucleotide needed to support energy, muscle contraction, and relaxation.^{2,†}
- **Optimal Electrolyte has a higher potassium and magnesium content than most electrolytes**. A potassium deficiency causes muscles to cramp. Most people are deficient in potassium and magnesium, not salt, as commonly thought.^{3,†}
- We use real Himalayan salt with trace minerals in our formula. Himalayan salt helps reduce the risk of being **contaminated with heavy metals and microplastics**. Sea salt may be high in microplastics which is why we do not use it!^{4,†}

How Does Hydration Work?

Hydration is the process of causing something to absorb water. Your body becomes hydrated when you consume water and other fluids that your digestive system absorbs. After drinking, water travels down your esophagus into your stomach and is absorbed into the bloodstream, where it is then distributed to cells and tissues.

This involves a balance between intracellular fluid (ICF) inside cells and extracellular fluid (ECF) outside cells. ICF contains most of the body's water (70%), essential for cell function, while ECF, found in blood plasma and the space around cells, transports nutrients and waste. **Of the 42 liters of water in the body, two-thirds (28 liters) are in the ICF.**⁵

A key mechanism in maintaining this balance is the Na/K ATPase pump in cell membranes, which uses ATP energy to move sodium out of cells and potassium in. This ion movement is crucial for fluid balance and cell function, with the Na/K ATPase pump consuming 40% of the body's ATP at rest.⁶ By regulating ion concentrations, this pump helps maintain proper fluid volumes in both ICF and ECF, ensuring effective **hydration and bodily functions**.



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[†]These statements have not been evaluated by the Food and Drug Administration (FDA). This product is not intended to diagnose, treat, cure, or prevent any disease.

Why Is Hydration So Important?

Staying hydrated is crucial for your body because water is essential for

- Transporting nutrients and oxygen through your body
- Removing waste products
- Keeping joints and muscles working well
- Maintaining a stable body temperature
- Supporting digestion
- Preventing dehydration-related health problems, like constipation, urinary tract infections, and heat exhaustion



How Do You Feel When You're *Not* Properly Hydrated?

When you're not properly hydrated, your body begins to show several signs that it needs more water:

- Thirst and dry mouth
- Fatigue and low energy
- Headaches and dizziness
- Dry skin
- Dark yellow urine
- Difficulty concentrating

How Will You Feel When You *Are* Properly Hydrated?

When you give your body the hydration it needs, it's like ***powering up your performance***, and you'll feel the difference almost immediately.

Here's how being adequately hydrated can make you feel:

- Energized and alert
- Clear-headed and focused
- Healthy skin and complexion
- Reduced frequency of headaches
- Lower levels of stress
- Overall improved well-being



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How Should You Use Optimal Electrolytes?

In general, add 1 scoop to a glass or water bottle as needed. Fill with 8 oz of filtered water. For best results, *sip*, *hold*, then *swallow*. Do not take within 2 hours of bedtime.

Here are some tips for using Optimal Electrolytes:



- 1** If you don't eat breakfast right away in the morning, hydrate by sipping a glass of Optimal Electrolyte over a period of about 30 minutes. This is easy to do in the car, dropping the kids off at school, on your way to work, or at your desk.
- 2** If you go to the gym, sip Optimal Electrolyte between sets while working out.
- 3** If you need more hydration and feel fuzzy or tired, you can have another serving of Optimal Electrolytes in the afternoon.
- 4** If you sweat profusely, you may want to add a pinch of salt to your electrolytes, but only if you're sweating heavily. You usually get more than sufficient sodium in your diet.
- 5** Be sure to sip and hold, then swallow. Do not chug your electrolytes so they are effectively absorbed.
- 6** Kids do not stop to drink water. They're too busy and distracted. It's up to you to prepare their water bottle for school and sports with a serving of Optimal Electrolyte.
- 7** If you prepared a water bottle full of Optimal Electrolyte and haven't finished it, put it in the fridge. It will be good for a couple of days.

Appendix

1. <https://www.ncbi.nlm.nih.gov/books/NBK9879/>
2. <https://pubmed.ncbi.nlm.nih.gov/31985968/>
3. <https://www.cdc.gov/mmwr/volumes/69/wr/mm6932a3.htm>
4. <https://pubmed.ncbi.nlm.nih.gov/35907067/> and <https://www.nature.com/articles/srep46173#Sec3>
5. <https://www.ncbi.nlm.nih.gov/books/NBK541059/>
6. <https://www.ncbi.nlm.nih.gov/books/NBK10857/>



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