



SOS Hydration **FAQs**

What is SOS?

SOS is a fast-acting electrolyte replacement drink created to provide the ultimate hydration recovery due to active lifestyles and physical performance.

Where is SOS made?

SOS is manufactured and packaged in the USA in an FDA approved manufacturing and production facility. The facilities have the highest level of FDA clearance and all products have been through independent testing and auditing with Informed Sport and Informed Choice to give you peace of mind when consuming SOS.

Is SOS vegan friendly?

Yes. SOS is made from Non-GMO organic ingredients, gluten-free, vegan friendly and nothing artificial. Just real hydration.

Is SOS gluten free?

SOS has been used efficiently by SOS'ers with Celiac's disease.

How does SOS work?

SOS uses the World Health Organization's Oral Rehydration Therapy recommendations and data from the American College of Sports Medicine. By correctly balancing the amount of sodium and glucose, SOS enhances the water absorption process by activating the body's natural mechanism known as the Sodium/Glucose co-transport system, which is located in the small bowel.

When SOS arrives to the small intestine, one molecule of sodium is quickly pulled into the blood vessels by one molecule of glucose; subsequently, due to osmotic forces, water gets absorbed as it always follows sodium.

This is the main reason why we need salt (sodium) and sugar (glucose). With salt we can prevent “water intoxication” and maintain a good osmolarity; with the correct types of sugars, we forestall the development of lactic acidosis.

What is an ORS?

An ORS is an Oral Rehydration Solution. A solution can be considered an ORS when it complies with the World Health Organisation specification. These solutions are made by mixing the perfect amount of electrolytes and glucose, which can help the body absorb up to 10 times as much water.

This form of therapy was first discovered more than 50 years ago to treat patients with Cholera. The benefits of ORS use for an active lifestyle have become apparent more recently. SOS has taken this science and developed it for people with active lifestyles.

When should I drink SOS?

SOS is made for rapid hydration so whether you’re about to engage in a tough workout, about to hop on a long flight, or getting ready for a night out, don’t forget your SOS!

Who should not use SOS?

People with water restrictions, heart or kidney problems should refer to a Physician/Doctor before taking SOS. Also, it should not be consumed by children under 1 years old.

What do I mix SOS with?

SOS should only be mixed with clean water. Always ensure that the product is well mixed and consumed within 24 hours of preparation. SOS is not recommended for those with sedentary lifestyles, unless they suffer from mild to moderate dehydration.

How good is SOS for a hangover?

First things first: SOS does not condone drinking under 18 years of age and recommends responsible drinking. One of the main reasons people feel terrible the morning after a night out is because they are dehydrated. Alcohol has a diuretic effect because it inhibits the secretion of a hormone in the brain known as the antidiuretic hormone (ADH). This substance acts on the kidney to reabsorb water. When ADH levels drop, the kidneys produce more urine, which dehydrates you. In fact, for every 1 gram of alcohol consumed, urine excretion increases by 10 millilitres.

After an evening of alcohol consumption, it is recommended drinking one SOS just before going to bed and one SOS next morning.

Can you drink SOS while pregnant?

SOS is medically formulated for swift and sustained hydration, perfect for everyday use and keeping you hydrated before, during and after pregnancy.

It is recommended keeping a water bottle on-hand at all times to help you remember and keep sipping throughout the day. Better yet, shake up your water with some SOS powder to benefit from added vital electrolytes and vitamins with 3x the hydration of water.

For your own peace of mind, and like you would with all new things when pregnant, feel free to check with your GP to see if SOS is suitable for you.

What is the difference between SOS and sports drinks?

SOS is different from typical sports drinks because it is a low osmolarity solution that contains 3 times more electrolytes and 75% less carbohydrates than typical sports drinks. Due to their high sugar content, Sports Drinks have a high osmolarity. This may lead to bloating and even diarrhoea. High osmolarity in the gut will pull water from the blood vessels into the gut instead of absorbing it; this is known as osmotic diarrhoea.

What is the difference between SOS and energy drinks?

The main ingredients of energy drinks are high amounts of sugar and caffeine. As their name says, they are made to give an artificial energy boost; they are not meant to rehydrate you. Caffeine is known to be a diuretic because it blocks the Antidiuretic Hormone (ADH) in the brain, thus increasing the urine production. After that initial energy boost you will feel tired and you will definitely be dehydrated. Some of the main dehydration symptoms are tiredness, headaches, constipation, and lightheadedness.

SOS is all-natural and gives you a fast and healthy boost of water. Proper hydration is key for good performance and lifestyle survival.

Can diabetics use SOS?

Diabetic people with active lifestyles can drink SOS to help them hydrate more effectively. SOS contains 2 types of sugars: sucrose and dextrose. Sucrose is a medium glycemic index sugar. It is a disaccharide (formed by 2 molecules of sugar). Once it arrives to the small intestines, sucrose splits into one molecule of glucose and one molecule of fructose. After drinking SOS, you will get a small glucose peak, which provides energy and water absorption enhancement.

Dextrose is a simple sugar with a high GI index.

How do I know if I am dehydrated?

Dehydration can cause headaches, irritability, weakness, dizziness, concentration impairment, tiredness, dry mouth, and more. Any of these symptoms may indicate that you are dehydrated.

A couple of tips below to monitor your hydration status:

Thirst: When we start sensing thirst, we are already 2% dehydrated. Be aware that our thirst sense decreases with aging. Luckily, there are better ways of assessing dehydration!

Urine volume and colour: Nobody knows your body better than you. You have noticed that after a long run or a big night out your urine volume is lower and the colour is dark-orange—that means that you are dehydrated. If you urinate light and clear urine in a correct volume, your body is hydrated. If you see a darker-orange colour, you are dehydrated.

Is too much sodium bad for you?

Yes, even though sodium is essential for osmolarity balance and is involved in many physiologic processes, in excess it can be harmful. Our body has mechanisms to keep a stable sodium-water balance. When we sweat, we lose water with a large sodium concentration. This is why it is important to replenish these losses. However, too much sodium can cause swelling, and other complications. SOS provides the correct amount of sodium to replenish what you are losing.

Is too much water bad for you?

Too much water can be bad for you, as it will dilute the sodium from your blood, decreasing the body's osmolarity. Because water always follows salt, the water will move inside the cells to where the higher sodium concentration is.

This concept is known as "water intoxication." SOS is proper hydration: water + sodium + glucose. Fast rehydration, osmotic balance, energy source.

Why is hydration so important?

Hydration is necessary for survival. Water is the most important element in humans, as a full 60% of our body is water. This vital liquid is involved in every metabolic process of our body. We can only live one week without it. Losing just 2% of your body weight through dehydration can significantly decrease your performance through detrimental effects on physiological, neuromuscular, reaction, decision making. Using SOS can help you keep performing at your peak.

What causes me to get dehydrated during the day?

Everyday, even when we don't sense it, we are losing water through evaporation, breathing, and urine excretion.

More than just hot weather dehydrates us:

Air-conditioned environments, stress, commuting, physical activity, flying, consumption of coffee, tea, energy drinks, alcohol and cold weather.

Is SOS approved for use by the FDA?

According to the FDA standards, SOS only uses Generally Recognised As Safe (GRAS) ingredients and therefore complies with all regulations for food consumption and production.