

“What you should know about your favorite sports drink” by Kermit Highfield

As per Kermit Highfield, a sports drink must serve its primary purpose which is to keep the body hydrated without any negative impact.



Kentucky, Louisville, Feb 5, 2021 (Issuewire.com) - Athletes drinking colorful liquids is quite a common occurrence on television and live sports. Labeled a sports drink, these products are primarily used by people performing heavy physical activities for prolonged periods of time. Mr. [Kermit Highfield](#) notes that there are certain parameters in determining the quality of a sports drink.

Function

Sports drinks primarily used to quench thirst during physical activity also promote rapid absorption of the fluid by the body. This serves to hydrate the body as soon as water loss occurs. Apart from this, sports drinks supply instant energy in the form of carbohydrates which is readily available to the currently active muscles. This reduces muscle strain thereby preventing cramps and fatigue. Also, sports drinks are a source of replenishing mineral salts lost through sweat. It is for these reasons that sports drinks are said to enhance improvement in athletes.

Composition

Sports drinks may contain 50-150 calories per serving which the human body requires to carry out normal functions. Some of the recommended sports drinks contain about 6-8% of carbohydrates in the form of sugar to facilitate quick absorption in the body. Among minerals, sodium and potassium salts are the key components that serve as electrolytes. These are vital to keeping the muscles functioning properly. Calcium and magnesium may also be present in small amounts. Some brands of sports drinks also contain vitamins.

Flavor

For the commercial success of sports drinks, adding flavor to an otherwise monotonous taste is a great tactic. For some consumers, a delicious flavor might be the only motivation behind purchasing sports drinks, however, this should not be the deciding factor. Most of the sports drinks are available in some basic flavors such as orange, lemon/lime, strawberry, fruit punch, coconut, etc.

Summary

Ideally, a sports drink should be a perfect balance of the above-mentioned parameters. The relative proportion of the constituents may vary depending upon the consumer base. As per [Kermit Highfield](#), a sports drink must serve its primary purpose which is to keep the body hydrated without any negative impact.



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