

Good Hydration Avoids Perils of Summer and Sports Sweat Loss

Deadly Dehydration and Water Intoxification Are Equal Opportunity Health Threats

It seems that every summer, there is tragic news about the death of an otherwise healthy person due to dehydration. Victims have included professional athletes in training, police going through exercise drills, and outdoor workers. So to prevent dangerous dehydration due to the heat or a heavy workout, you should drink lots of water – right?

“Wrong,” emphasizes William Greenough, M.D., Professor of Medicine at Johns Hopkins Schools of Medicine and Public Health and Hygiene. He explains, “When you sweat, you lose both salts and water. The faster you sweat, the more salts – soda and chlorides – in the sweat loss.

“For moderate activity, water is fine. If you’re in prolonged sweat loss, you need to replace the salts and potassium your body has lost. You can compare it to if you bleed, you need to replace blood,” adds Dr. Greenough, a marathon runner himself.

Those people who drink large quantities of water can actually put their lives in danger from a condition known as water intoxication.

Dr. Greenough and the makers of CeraSport, a unique long-chain carbohydrate sports drink, want to clear up the myth about water being the best hydration. “This idea became a lead article in the *New England Journal of Medicine* and *The New York Times* several years ago,” says Dr. Greenough. This led to the misconception that the more water a person drinks, the better.

“In fact, too much water can be deadly,” says Dr. Greenough. “Our body’s cells are bathed in water and salt that are regulated within narrow limits. If you drink too much water and dilute the outside area around the cell, it swells. This can lead to brain swelling, convulsions and death.”

Dr. Greenough emphasizes the importance of consuming drinks, such as CeraSport, with has the right balance of salts and electrolytes. “A sports drink will not only keep you feeling well, but will improve performance,” he says. “It is easier for the body to absorb a rice-based drink like CeraSport than a sugar-based sports drink,” he adds. “Rice also avoids cramping.”

CeraSport comes in powdered form in a variety of flavors, which can be mixed into cold water. “All Cera’s hydration products are unique because of our patented long-chain carbohydrate formula that speeds absorption of valuable electrolytes, salts and minerals, which match the body’s natural composition, by up to 20 to 30 percent, and provides sustained absorption, compared to sugar-based formulas,” says Charlene Riikonen, President of Cera Products, based in Columbia, Maryland.

CeraSport is used by professional and amateur athletes and has gone with climbers up Mt. Everest, to the Burning Man Festival in New Mexico, with hikers through the Grand Canyon and is recommended by extreme bicyclists, among others.

Susan Hefler, a competitive bicyclist and coach with HPV/List Cycling in Northern Virginia, says, “I only use and recommend products that work – not what I can get for free. CeraSport is the only hydration I use and endorse.” Her team has conquered events including the five-day Mt. Hood Cycling Classic thanks to the superior hydration of CeraSport.

Cera Products are also used by U.S. Special Operations, including Navy SEALs and Elite Rangers, Army and Air Force, in the field to prevent and correct dehydration.

For more information, visit www.ceraproductsinc.com

Established in 1993, Cera Products, Inc. developed its high performance rehydration products along with world health experts – including physicians at Johns Hopkins, the Mayo Clinic, Harvard University, University of Maryland, Tufts University Schools of Medicine, Yale and other clinical research centers and with experts at leading food and pharmaceutical manufacturing companies.