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Performance Hydration for Serious Athletes

CeraSport® Product Fact Sheet

What is CeraSport?

- **CeraSport** is a patented, rice-based oral rehydration solution (ORS) designed to optimize rehydration and athletic performance.
- **CeraSport** is based on global health research that demonstrates the unique benefits of rice-based ORS products in fighting dehydration and was developed by Cera Products, Inc., along with physicians at Johns Hopkins University.¹
- **CeraSport** contains optimal proportions of complex rice-based carbohydrates (not glucose or “simple sugar”), sodium and potassium (essential body salts called electrolytes), and citrate in a low osmolar² solution that facilitates efficient hydration.

What are the benefits of CeraSport vs. standard “sports drinks”?

- **CeraSport** addresses the fundamental physiological mechanisms of rehydration and performance that water, soft drinks, and “sports drinks” do not. As a result, **CeraSport** provides several unique benefits to the serious athlete:
 - Less bloating and cramping: High-sugar, high osmolar “sports drinks” leave the stomach slowly and actually increase dehydration by pulling water into the stomach. This in turn produces bloating, cramping, and nausea. The complex carbohydrate, low-osmolar formulation of **CeraSport**, ensures it leaves the stomach quickly and avoids these side effects.
 - More rapid hydration: The efficiency of fluid absorption in the small intestine depends on the presence of both sodium and carbohydrate and the osmolarity of the solution. Soft drinks and sports drinks have short chain, simple sugars, insufficient sodium, and osmolarity that is too high to optimize this physiological transport mechanism (indeed, they often cause diarrhea and worsen dehydration). Combining short, medium, and long chain rice-based carbohydrate, with low osmolarity and sufficient sodium, **CeraSport** is rapidly absorbed, restoring essential fluids and electrolytes faster than “sports drinks.”

- Better electrolyte replacement: Dehydration involves fluid loss and depletion of essential body salts (electrolytes). Water alone does not contain electrolytes and further dilutes their concentration in the body, leading in extreme cases to hyponatremia (water intoxication). **CeraSport** contains an optimal concentration of electrolytes to maintain peak performance.
- Longer sustained energy: Short-chain carbohydrates (simple sugars) found in soft drinks and sports drinks are well-known for providing “quick” energy. However, this rapid ramp-up in blood sugar levels drops off just as fast. Particularly in prolonged, strenuous exercise, where energy is needed over a sustained period of time, the complex carbohydrates found in **CeraSport**[®] provide more stable blood sugar and energy levels.
- Reduced muscle fatigue: Exercise leads to the formation of acids in muscle tissue, called acidosis, that can decrease performance. Water, soft drinks, and most sports drinks do not compensate for this effect. **CeraSport** contains sodium citrate, a mild base, to help adjust acidity.

Where is CeraSport available?

- **CeraSport** is available from Cera Products, Inc. as a powder (individual packets in Citrus or Fruit Punch flavors and multiple-serving pouches in Berry flavor) and as a ready-to-drink liquid (Lemon).
- To order **CeraSport**, visit www.cerasport.com, call 410-309-1000, or fax 410-319-4000.

1. A bibliography of published research on rice-based ORS products is available at www.ceraproductsinc.com.
2. Osmolarity is the total concentration of solute particles (electrolytes, sugars, protein, etc.) in water. The higher the osmolarity (expressed as osm/liter) of a solution, the longer it takes to leave the stomach and be absorbed in the small intestine because initially water is drawn out of tissues to dilute the solution.