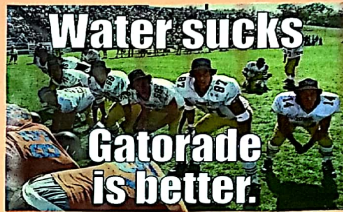
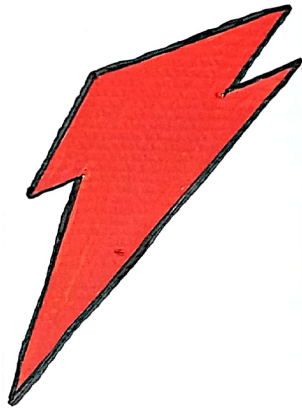


HATERADE

Target heart rate using the Karvonen formula

$$[(\text{Max HR} - \text{Resting HR}) \times \text{Exercise Intensity}] + \text{RHR}$$

 Exercise Intensity is kept between 40-50%
 Maximum Heart Rate = 220 - age of participant



Top Gatorade Flavors Best to Worst:

- Lemon Lime
- Orange
- Lime Cucumber
- Fruit Punch
- Citrus Cooler
- Grape
- Fruit Punch *berry
- Cool Blue
- Tropical Mango
- Strawberry Watermelon
- Glacier Freeze
- Icy Charge
- Arctic Blitz
- Blue Cherry
- Tangerine
- Watermelon Citrus
- Strawberry Lemonade
- Glacier Cherry
- Green Apple
- Strawberry
- Melon

Source: © 2010, February 20, from "Power of Gatorade" (Sports Illustrated) November 2010, 2010. Don't miss it when you go to the store. The Gatorade logo is a registered trademark of the Gatorade Company.

"Until the 1960s, athletes didn't understand the importance of hydration, and marathoners weren't allowed to drink water before the halfway mark. But when a University of Florida football coach asked researcher Robert Cade, M.D. (a 4:20-miler in high school), how players might get a competitive edge in hot weather, Cade suggested a cocktail of sucrose, glucose, sodium, potassium, and phosphate (sugar and electrolytes). "The early version had too much sodium for runners," says Burfoot, who participated in a 1970 study. Soon the Gators started winning—and sports drinks have since turned into a \$13 billion business."

Bastone, K. (2010). EXPRES NEVER. Runner's World, 51(10), 48-49.

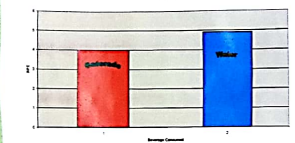


Figure 1. Peak Rate of Perceived Exercise-Gatorade vs. Water Group

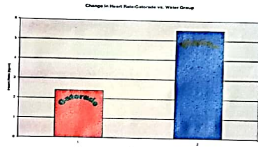


Figure 3. Change in Heart Rate-Gatorade vs. Water Group

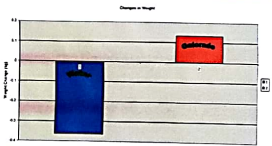


Figure 2. Weight changes-Gatorade vs. Water Group

