



Press Release

SAY GOODBYE TO JET LAG WITH ELECTROFLYTES

New Product Uses Minerals to Combat Debilitating Effects of Long Haul Flying

17th January 2019, London, United Kingdom - The symptoms of jet lag may now be a thing of the past, with the launch of a revolutionary new formula that combats the negative physical effects of long-haul flying including insomnia, fatigue and nausea. **ElectroFlytes** is an all-natural liquid electrolyte concentrate, specifically designed for frequent flyers, that helps your body minimise dehydration, dry skin and boost your immune system even on the longest flights.

ElectroFlytes works by providing the body with the right balance of electrolytes, ensuring it 'manages' your fluid intake correctly and remains fully hydrated, especially during flying. The liquid form which comes in an easily transportable pocket bottle and contains no calories, flavourings or sweeteners, can be taken before, during and after flying by adding a few drops into any drink including juice, tea and coffee, immediately turning it into a highly effective hydration solution.

With more than 15 billion passengers predicted to fly by 2030, and long-haul flights becoming the norm, passengers are becoming increasingly conscious of their health and well-being during the long hours of air travel. "Sales of travel pillows, flight socks, hydration creams are booming, so it's clear to see that there is a growing demand in health-related products for those who want to prepare for a long flight," explains Stuart Walsh, Co-Founder of ElectroFlytes.

"Dehydration is a growing issue with air travellers. It starts with peripheral dehydration, but if you don't address it, you can become very dehydrated. With cabin humidity at around 10%, you soon start to get dry skin, nose and throat, your immune system diminishes and you get fuzzy brain all the signs that lead to jet lag."

ElectroFlytes contains four key electrolytes (Sodium, Potassium, Magnesium and Chloride) + 72 Trace Minerals in an Ionic Form, meaning that the minerals get to work hydrating the body much quicker and deeper at a cellular level. As a key ingredient of ElectroFlytes, Magnesium is responsible for more than 300 biochemical reactions in the body, playing an important role in muscle and nerve function, blood glucose control and blood pressure regulation, thus helping to reduce tiredness and fatigue.

Designed by UK-based start-up, Thirsty Business, the idea for ElectroFlytes began when its co-founder lived and worked in Dubai, and developed a hydration product for workers who were regularly working in the region's intensely hot environment.

“When you live and work in a place like Dubai, you tend to think more about hydration. I used to feel thirsty working in an office environment because of the air conditioning, never mind working outdoors all day in the blistering heat,” explains Stuart. “There are sports drinks available on the market but these often don’t contain the right balance of electrolytes, are full of sugar and additives to make them more attractive but are not necessarily good for you. I used to travel regularly all over the world and was clearly dehydrated when flying long haul, so began working with a U.S. specialist to develop a drink that would hydrate frequent flyers such as global executives, cabin crew and pilots.”

After consulting experts and nutritionists in the field, alongside months of research and testing, Stuart launched ElectroFlytes to the public this month.

One such specialist, Dr David Thomas, Nutritionist and Hydration Expert said, “Travelling on a long flight can often impact your immune system. Having a dry nose leads to cracking of the nasal lining very quickly and this can often leave you susceptible to bacterial infections, especially when there are 400 passengers in the immediate vicinity, all breathing the same air. That’s why so many of us often have a blocked nose when we arrive after a long flight. A product like ElectroFlytes ticks all the boxes when it comes to immunity and hydration making it the perfect travel partner for any seasoned flyer.”

ElectroFlytes is available at www.amazon.co.uk priced at £12.95 for a 25mL pocket bottle.

<https://electroflytes.com/>

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About Thirsty Business

Thirsty Business is a UK start-up, set up to service the drinks Industry. Established in 2018, Thirsty Business aims to develop new and innovative hydration solutions. With a focus functional drinks and a bias towards healthy, sustainable products, Thirsty Business is actively working to identify and develop new niche trends in the drinks industry both in the UK and abroad. The company has already successfully launched SuperHydrate in the Middle East, an innovative hydration drink developed for people who work in hot environments.

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