

PRESS RELEASE

ASSIST creative resources Ltd  
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## Accept no substitute with Shotz Electrolyte Tablets



If you were setting out for a road race you wouldn't wear a pair of spikes, so why would you use a product designed for the treatment of stomach upsets to help you rehydrate when exercising?

Shotz Electrolyte Tablets have been specifically developed by athletes for athletes to provide an outstanding solution to replacing fluid and essential minerals, or electrolytes, lost every time you workout. Shotz Electrolyte Tablets deliver an optimum composition of electrolytes and, in keeping with one of Shotz four key principles, they put the athlete truly in control.

Electrolytes are essential to many of the body's natural functions and if not properly replaced can increase the risk of dehydration, leading to impaired performance, muscle cramps, exhaustion and affecting post-exercise recovery. Adequate replacement of these electrolytes is essential to your comfort, performance and safety.

The recent practice of using rehydration salts, actually intended to treat diarrhoea, to counter dehydration may well provide some of the electrolytes your body needs but it also presents some problems.

Given that these sports drink substitutes are meant for an alternative purpose, you would be well advised to consider what other potentially unnecessary ingredients they may include.

Many contain glucose and pre-cooked rice powder which do not contribute to rehydration. In fact, the presence of such ingredients may interfere with your preferred sports nutrition programme and affect the electrolyte composition of the sports drink.

For complete control choose Shotz Electrolyte Tablets and combine them with Carboshotz Energy Gels, an ultra-convenient and portable source of carbohydrates, to create the ultimate solution to your hydration and energy requirements.

Shotz Electrolyte Tablets have been extensively road tested by athletes to ensure outstanding performance in race conditions and dissolve quickly in water without any mixing to produce a tasty, refreshing hypotonic sports drink. They do not contain any sugar or artificial colours and Shotz Electrolyte Tablets are supplied in a tough, portable tube which is far better suited to athletic pursuits than a flimsy sachet.

With an athlete orientated product like Shotz Electrolyte Tablets on the market does it really make sense to use something originally meant to combat loose bowel movements?

**SRP: £12.00** (inc VAT)

For availability and additional Shotz product information:

[www.assist.co.uk/brands/shotz](http://www.assist.co.uk/brands/shotz)

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**For more information about this press release**, please contact the media division:

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The Media Division will be unveiling many innovative new media strategies across a wide variety of communication platforms over the next few weeks. You can keep up to pace with the development by visiting our press room: [www.assist.co.uk/press-room](http://www.assist.co.uk/press-room)

### About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.