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Introducing Hydralyte — Great Tasting, Clinical Hydration for All Ages

Hydralyte offers appealing, medically effective oral rehydration solutions in a wide range of great tasting flavors and formats.

President & CEO: Charles Whiting

Founded: 2016

Employees: 10+

Stock Symbol: Privately Held Corporation

Toll-Free Phone: (844) 301-2109

Address: 139 Main Street
Cambridge, MA 02142

Website: www.hydralyte.com



Company Background

Before coming to the United States in 2016, Hydralyte was a market leader and one of the most trusted suppliers of rehydration electrolyte products in Australia. Hydralyte's current management team possesses a depth of knowledge and experience ranging from pharmaceutical manufacturing to marketing leading brand names in the consumer packaged goods industry. Much of Hydralyte's success is due to its commitment to manufacturing products with the highest standards of quality while maintaining appeal to both health professionals and consumers.

Product Overview

Hydralyte is a scientifically formulated oral rehydration solution for the prevention and relief of dehydration. In accordance with the World Health Organization guidelines for oral rehydration therapy, all products in the range contain the correct balance of glucose and electrolytes required for rapid rehydration. Hydralyte works by replacing fluid and electrolytes lost due to vomiting, diarrhea, fever, and heavy sweating. In the United States, Hydralyte is a medical food, meaning it is a food formulated to be used under the supervision of a healthcare professional for the dietary management of dehydration.

Features & Options

- Great tasting, clinical hydration.
- Up to 75% less sugar and four times more electrolytes than the leading sports drinks.
- Suitable for all ages.
- Wide range of flavors and formats, including pre-made liquid solutions, effervescent tablets, and powders.
- Pre-made liquid solutions last up to one month in the fridge after opening.

Key Customers

- Rite Aid
- HEB
- Giant Eagle
- AmerisourceBergen
- Cardinal
- McKesson
- And many other drug wholesalers!

Markets Served

- United States
- Canada
- Australia
- New Zealand

Trade Shows/Meetings Attended

Hydralyte will attend a wide variety of events in 2017, including the NACDS Total Store Expo, various ECRM shows and health care professional events. By doing so, Hydralyte will reach over 40,000 health care professionals at events such as the American Pharmacists Association Annual Meeting. If you order through a distributor, come find us at the AmerisourceBergen, Cardinal, and McKesson trade shows!

Ordering Information

Contact your Emerson Healthcare representative or Hydralyte directly by email at info@hydralyte.com or call us at (844) 301-2109.