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## **PRESS RELEASE**

**December 2009**

### **FIND HANGOVER RELIEF WITH 'elete'** **THE ATHLETE'S HYDRATION DRINK SECRET**

During the Christmas party season even those who don't normally over-indulge in the festive spirit can slip up and face the next day regretting the night before with headaches, sickness and the many other unpleasant manifestations of the dreaded hangover. However, help is at hand for hangover relief with **elete**, the electrolyte and trace mineral hydration drink.

**elete**, which was developed as a sports drink concentrate to deliver optimum hydration, has already met with much acclaim from serious athletes and sports people who use it to maintain hydration, prevent muscle cramps, sustain endurance and enhance mental focus. It was recognised that these hydration qualities could also be applied to other conditions where dehydration is a major influence, i.e. hangovers.

Every year the usual round of miracle hangover cures hit the headlines, only to be met with disappointment as they fail to live up to their promises! However, **elete** is different – **it works** by efficiently hydrating the body and is based on some strong science (see editor's note for the science bit). Furthermore, in a peer reviewed independent research trial, participants who drank water with elete added needed to drink 42.7% less water to hydrate properly compared with those who drank only pure water.

**elete** is a 100% natural ionically charged electrolyte drink concentrate that originates from the mineral-rich water of the Great Salt Lake in Utah. It contains four key electrolytes (magnesium, potassium, chloride and sodium), combined with 70 other trace and ultra-trace minerals, necessary for optimal hydration and which also help bring the body back into balance.

In order to work most effectively a shot of **elete** (40 drops – 2.5ml) in a large glass of water is a good start, but you can't OD on this electrolyte so judge your own dose depending on the level of your indulgence! For those who do not like the slightly salty taste, **elete** can be added to juice, cordial, soda or coffee (in fact any soft drink as long as it is comprised largely of water – hot or cold).

**elete** can be purchased on-line at [www.eletewater.co.uk](http://www.eletewater.co.uk) (and also from independent running, cycling and sports shops in the UK and the USA). It costs from £6.49 for a 25ml bottle which makes up 10 litres of the electrolyte drink, enough to sooth the effects of at least 10 big nights out and helping keep you feeling more bright and alert over the festive period!

This highly effective hydration drink should be taken before you go to bed in order to deliver you fresh and lively in the morning. However, a morning after dose will also bring welcome hangover relief, often within 30 minutes.

**-ENDS-**

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**Notes for editors:**

**About MRI – The company behind elete™**

**elete** is produced by Mineral Resources Intl Inc (MRI), a family owned company based in Ogden, Utah, established over 40 years ago, which has rights to process and use the water from the Great Salt Lake, Utah for producing nutritional products. The European distribution rights for elete™ are owned by MRI (UK) Ltd.

MRI (UK) Ltd was founded by David Thomas who during his youth was a national sprint champion and member of the first GB Junior athletics team and was

therefore well aware of the critical need to keep the body properly hydrated. He went on to train as a geologist which provided him the knowledge to understand the complex geology of the land surrounding and feeding the Great Salt Lake with its unique mineral rich water. Following this he trained and now practices as a nutritionist and chiropractor which he has done for the last 28 years. These latter skills allowed him to come to understand the critical role that electrolytes and other trace and ultra trace minerals play in the efficient running of the body and mind.

### **About dehydration**

Dehydration results from the loss of water and important electrolytes from the body, including magnesium, potassium, sodium, chloride, and many other minerals that are often overlooked. The very functioning of essential organs like the brain, kidney, heart and nervous system can't function without sufficient water or minerals.

Noteworthy is that water makes up 70 percent of our muscles and about 75 percent of our brains. Thus, it is not surprising that as minerals and water become depleted, as they do when drinking alcohol, that fatigue, thinking and balance can be affected. This should not be surprising considering that an imbalance in just one mineral can actually lead to substantial biochemical imbalances; thus maintaining and replacing the full array of minerals and trace minerals after alcoholic excess is important.

### **An overview of the electrolytes needed for hydration and their functions:**

**Magnesium:** Essential to the cell pump which governs hydration. Also essential for all energy conversion, muscle function, nerve conduction, more than 300 different enzyme reactions, bone and tooth formation, and pH balance. Magnesium is required for ATP energy, insulin production and insulin uptake.

**Potassium:** Should be the most abundant electrolyte inside the cells and is essential for muscle function, nerve conduction, water balance, pH balance.

**Sodium:** Sodium is essential for thirst response, heat tolerance, muscle contraction, nerve conduction, water balance, and pH balance.

**Chloride:** The most abundant negatively charged electrolyte in the body is essential for oxygen exchange, digestion, water balance, and pH balance.

**True electrolytes must have an ionic charge.**

Electrolytes are charged minerals (ions) that are balanced with a positively charged mineral (such as sodium, magnesium and potassium) and a negatively charged mineral complex (such as chloride, sulphate and carbonate), in such a way that they will dissolve and split in water making the liquid electrically conductive. For efficient hydration it is essential that electrolytes are in a totally ionic form – which is the case with **elele™**.