



LadyBex Nutrition

February 11, 2007

Zipfizz

Filed under: [Health](#) — ladybex @ 10:58 am

We shop at Costco for much of the food we used to buy at the food coop. Faithfully, representatives from the Zipfizz company are there, hawking their product. The first time I saw them, I didn't try it, because it contains caffeine, and I was pregnant with Jim. My husband fell in love with it, but didn't buy it. He said, "Are you kidding? If I buy it, I'll guzzle through it so fast we will be out of money in no time. That's good stuff!" Ironically, he didn't buy it because it was the best drink he had ever had.

A short time ago, he chose to omit soda from his diet. He broke down and bought Zipfizz, because he keeps wanting to limit himself to only water, but when push comes to shove, if he only has water to drink, he'll throw in the towel and buy soda. Because he bought Zipfizz, he stayed off soda.

Last weekend, I asked the Zipfizz representative for some of their paperwork, so I can share this product with all of you. The sheet she gave me claims "No sugar, loaded with B12, powerful cocktail mixer, high energy boost." I notice that they cheated in comparing their product with Red Bull, Rockstar, Monster, and Full Throttle. They listed the information for their product at a 4 oz serving, and everyone else at an 8 oz or 16 oz serving, but that's probably because the products come in those sizes, and when you purchase a serving, you rarely save the rest for later. So it looks like an amazing amount less calories and carbs, when it is actually only half. It does have vitamin C, Vitamin E, grape seed extract, and green tea extract, magnesium, and potassium. I recall from an earlier post this week that magnesium and potassium are good for high blood pressure problems. It comes in citrus, berry, and pink lemonade. My husband likes the berry the best. It has B-complex, and the ALA I remember is good for Alzheimers prevention. It is sweetened with xylitol, which is good for your teeth and natural. The only drawback I see is sucralose, which is splenda, which contains chloride.

It comes in a tube that contains the powder that you add to water.

They also have a product called Immune Fizz, which is a daily immune boost. You can also use it as a multi-vitamin. And because Immune fizz has a low amount of carbs, and contains electrolytes which reduce urine output, it promotes absorption and encourages fluid retention, so it is a rapid rehydration. I like the product because it is endorsed by an ND, which is a naturopathic doctor. It is sweetened with acesulfame potassium in addition to the normal Zipfizz sweeteners. I don't know anything about acesulfame potassium, except that I am seeing it more often lately. I need to research it.

Immune Fizz contains calcium, magnesium, and zinc. It also has vitamin C, and boasts 13 vitamins. Whatever this means, they advertise 1500 mg of immune complex.

The representative from Zipfizz said that it is far cheaper to buy the product at Costco than to order it online. If you have a Costco membership already, that is the best way to go. However, for more information, and those that don't have Costco available, here is their main site.

[Zipfizz](#)

Oh, I forgot to mention Liquid Shot, which is a new product. I would like to quote what they have on their site, but I can't copy anything. I wanted to list their ingredients. You can order it from this site. This is a message from the company.

Founded in 2003, Zipfizz was developed to bring about a change in the Energy and Sports Drink categories. We actually forced a change on the industry as consumers' demands for no sugar, low calorie, and low carbohydrates sparked a revolution of sorts.

Over the Past 3 years Zipfizz has fueled that revolution with its great tasting, all natural, "healthy alternative" push of vitamins and minerals which provides the body with electrolytes, antioxidant immune boosting nutrients, and cap it off with our signature burst of B-12!

Our products have created a dynamic niche in the Energy/Sport Drink categories, due to the public's conscious

efforts at living a healthier lifestyle. When someone pops a tube and pours it into a water bottle, shakes it up, puts it to their lips and, with no hesitation tilts the bottle back, takes a big gulp and swallows...we know we've just improved the quality of that persons life.

[The Fitness Forums](#) have 3 positive reviews from ordinary people who have tried it.

zipfizz seems to be a good product for keeping you up and alert but i wouldn't recommend it for an extended amount of time or for regular use. i seem to be having a hard time sleeping at night so i stopped using it once a day and eventually was able to get a nice solid night of sleep.

its definitely not the caffeine that disrupted my sleep either. caffeine (a cup of coffee) only lasts in my system for an hour or so. zipfizz seems to work for 6+ hours! whoa!

but on long nights where i'm driving miles and miles and dancing for hours on end, i'm definitely going to have a bottle.

Here is a different review.

Zipfizz is a healthy alternative to your typical energy or sports drink. Most sports drinks are mostly water, sugar and sodium, and most energy drinks are loaded with sugar and preservatives. Zipfizz has 30 times the potassium (a key electrolyte) of a Gatorade and has 10 calories, no sugar and 2 carbs. Plus, it gives 3 hours or more of energy without the jitters and there's no crash at the end (like you might experience after you drink a typical energy drink). It's amazing! The vitamin B-12 is huge in Zipfizz - it has the most B-12 I've ever seen in a drink — 2500 micrograms or 41,000% your DRV. It usually goes for about 2 bucks in gyms and coffee stands and stuff like that. I love it — it makes me feel alert and energized without the negatives I get from most energy drinks. I like to use 1 a day, either before or after a workout — and it's great for those afternoons I almost fall asleep at my desk. !!

And a third.

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[Quest for Advanced Condition](#) almost looks like the Zipfizz main site, it has so much information.

What's In Zipfizz? Zipfizz contains 25 nutritional ingredients:

9 vitamins: Vitamins C, E, all the B's, and folate

8 minerals: Potassium, magnesium, calcium, zinc, selenium, manganese, chromium, sodium

Electrolytes: Magnesium, potassium

Amino Acids: Arginine, taurine

Antioxidants: Green tea extract, vitamins C, E and Alpha Lipoic Acid

The 4 G's: Grape seed extract, Ginger, Green tea and Ginseng.

Most people tell us that about 15 minutes after trying Zipfizz they feel alert, energized and refreshed, but without the jitters that you might get from ephedra, high levels of caffeine or sugar.

How Many Zipfizz Should I Drink Each Day? Not recommended to exceed three servings per day.

Don't add it to carbonated beverages - the combination can be very messy.

We found out about adding it to soda the hard way. Kind of resembles the vinegar and baking soda volcano. Kind of an expensive lesson to learn.

So my bottom line opinion? It is a wonderful product if it didn't have Splenda and cost so much.

5 Comments »

1. My doctor told me about zipfizz, because I was so depleted in b-12. I love it for engery. I am not a big drinker, so I always mixed it with 1/2 the water so I could shoot it. I am glad they came out with the shot version. I wish it was cheeper, so I could buy it more often.

Comment by annette — July 11, 2007 @ [1:58 pm](#)

2. ZIPFIZZ is the most amazing product I have ever tried. I'm not one to drink energy drinks but my friend told me about this product. I am a mother of 4 children full time job and full house hold. Let me tell you I have been drinking this product for 1 week and I have never felt better. I would highly recommend this product. I feel so alive and full of energy this stuff is great!!! I too wish it was cheaper so I could get a few cases myself. Give it a whirl you will be surprised.....

Comment by Brigita — September 5, 2007 @ [4:19 pm](#)

3. Great product! I'm 82, within the last three months I've had two magor surgeries, NO ENERGY! My daughter(a nurse) introduced me to Zipfizz. Works like a miracle! I do however, have a suggestion for all senior citizens, start with HALF an amount to begin with, and take you first drink in the morning! Less likely to have any negative side-affect like sleeplessness.

Comment by [margaret longenecker](#) — September 20, 2007 @ [5:05 pm](#)

4. Some great facts and stats on the mentioned drinks. I too came home from the store just a few hours ago and I was amazed to see about 10 new energy drinks on the shelf compared to what there was last week. I guess with 80% of the people in the country complaining about being tired and fatigued as well as the increase in usage of over 60% this past year alone, it is the product of the future. I recently posted a blog mentioning the caffeine aspect of energy drinks, thought you might like the link. The worse or best part of this whole senerio is the fact that there is in fact a HEALTHY energy drink on the market today which contains no caffeine, only 4 gm of stevia (a healthy natural sugar substitute), no artificial ingredients and loads of vitamins and minerals. It is even safe for diabetics. Have a look at my blog which also has a link to the energy site.

http://bizpreneur.com/easyliving/view_blog/6384/

Thanks for the information.

Ken

Comment by [Ken Perrone](#) — January 17, 2008 @ [5:42 pm](#)

5. I have been taking it for 2 years and recommending it to everyone I know. I usually drink one or two a day. I used it as part of my weight loss program. It gives me energy and curbs my appetite for a few hours. I have lost 70 pounds and now just maintaining it. I got to try it with free samples at Costco and now I buy it there all the time, but don't look for it in Energy drinks section anymore, its now in the Health Food and Supplements section. The best thing is when I travel I can take it on board; it takes minimal space and its not a liquid! Also, the caffeine is not water soluble so it settles down to the bottom of the bottle; don't shake it for a minute and leave the last half inch of the Zipfizz in the bottle. No side effects so far!

Comment by Hamid Panahi — January 30, 2008 @ [1:09 pm](#)

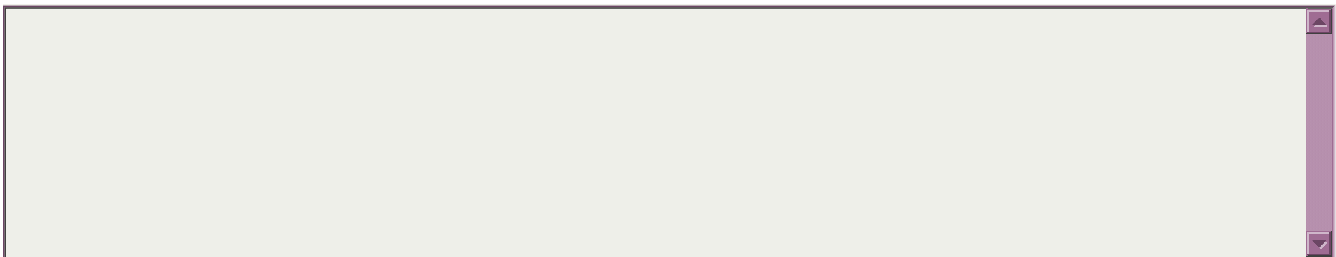
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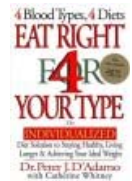

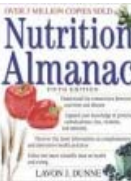
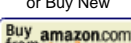




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