

United States

nutraceuticals/energy drinks

Festive fizz provides seasonal relief from colds and flu

Washington-based **Zipfizz Corporation**, manufacturer of the successful Zipfizz energy drink powder mix, has rolled out two new offerings: Immune Fizz and Liquid Shot, which have the respective aims of boosting the immune system and energy levels.

Like the original Zipfizz powder, which is packaged in individual tubes; Immune Fizz comes in single-serve sachets, which are poured directly into a 16oz bottle of water. Available in tropical and fruit punch flavours, the formula boasts 28 nutrients and vitamins including 2,000% of the recommended daily allowance (RDA) of vitamin C, and contains only 10 calories per 13g serving.

President and CEO of Zipfizz, Riley Livingston, said, "People often have a difficult time getting the right amount of essential nutrients on a daily basis from their food



alone. This is why taking a powdered multi-vitamin like Immune Fizz is important. It gives you the daily immune boost you need to help fight illness and improve your overall health. It's especially important this time of year when more people are susceptible to coming down with a cold or a case of flu." Sugar-free, caffeine-free and all-natural, Immune Fizz is suitable for young children as well as adults, and in addition to its immune-boosting properties, is said to help individuals build up a natural resistance to fatigue, lethargy, and allergy symptoms.

Launched earlier this month, Liquid Shot is an innovative, fruit punch-flavoured 4oz energy drink. Remarkably, each serving is said to provide 41,667% of the RDA of vitamin B12, and also features caffeine, taurine, extracts of grape skin, and green tea. Livingston commented, "Larger energy drink servings take longer to consume and can cause bloating. Liquid Shot makes you feel alert, energised and refreshed in a short period of time. It is great for energy drink enthusiasts looking for a quick boost of energy in a small serving that is delivered in a healthy, natural way." The drink is said to cause an increase in energy within minutes thanks to its isotonic format, providing a boost that can last between 3-5 hours without a crash.

Multi-packs of Immune Fizz and Liquid Shot are available for purchase online or in Costco stores across the US. A 25-pack of Immune Fizz retails for US\$34.99, while a 24-pack of Liquid Shot costs US\$36.99.

www.zipfizz.com

United States

sports/energy drinks

New sporting and energising additions to functional line-up

Following its revelation to **functionaldrinks** back in August 2006 that it would be launching two new innovative drinks in late Autumn (*see issue 91*), Santa Monica's **MD Drinks** has extended its Function range with Function Shock Sports and Function Alternative Energy.

Function Shock Sports is positioned as the first sports recovery drink that alleviates activity-related muscle and joint pain. The all-natural, lemon- and calamansi lime-flavoured drink is reportedly the only drink available that features Devil's Claw extract, a natural anti-inflammatory, and soy-phosphatidylserine, a cortisol inhibitor that is said to speed muscle recovery. It also combines "cutting edge rapid hydration technology and a proprietary electrolyte replacement system that aims to improve oxygen delivery and overall

muscle performance." Founder of the company and orthopaedic surgeon Dr Alex Hughes, said, "Shock Sports uses secrets we've learned in the operating room to help healthy athletes improve their performance. I'm excited to offer something new to the field that expands the functionality you can fit into a bottle."

The newest and fifth addition to the Function line, tangerine yuzu-flavoured Function Alternative Energy, utilises a unique time-release system that ensures a smooth and extended energy supply all day and all night. Hughes explained, "Our proprietary blend uses four classes of natural energy (muira puma, catuaba, guarana and yerba maté) which metabolise at different rates. One by one, each of our main ingredients takes effect, resulting in a sustained energy elevation which can last six to eight hours without a harsh crash. It's the first energy drink out there with nothing to hide. Effectiveness without fear of violent spikes or dizzying crashes is what sets Alternative Energy apart."

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