

SPORTS SAFETY



You can go to extremes to protect your kids on the outside, but that can still leave them unprotected on the inside.



Research shows that 2/3 of kids are significantly dehydrated when they arrive at practice.¹

DEHYDRATION, THE INVISIBLE OPPONENT

If kids don't drink enough to replace sweat lost during activity, they become dehydrated. Dehydration not only hurts young athletes' performance, it may endanger their health.²

Kids are at increased risk for heat stress or illness, because during activity they heat up more quickly and cool down less efficiently than adults.³

WHAT'S A PARENT TO DO?

Know the warning signs of dehydration: headache, dizziness, nausea, and muscle cramps.^{4,5} Dehydration occurs well before kids are thirsty.

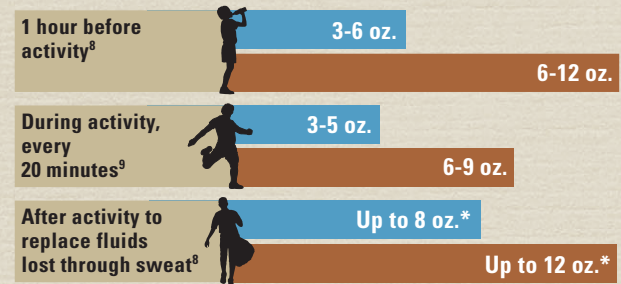
To protect your kids on the inside as well as the outside, make fluid part of their essential sports safety equipment. Teach them to drink before, during and after activity.

WHY IS GATORADE AN OPTIMAL DRINK?

It was created by scientists more than 35 years ago and is proven on the field every day.

Formulated with flavor to encourage kids to drink and electrolytes to replace the minerals they sweat out, Gatorade helps keep kids hydrated anytime they play.^{6,7}

FLUID EXAMPLES FOR KIDS



Kids under 90 lb.
 Kids over 90 lb.

*For each 1/2 lb. lost

One oz. equals two kid-size gulps.

Weigh kids before and after activity to determine exact fluid needs.

BIG OR SMALL, GAME OR PRACTICE, GATORADE IS PROVEN TO REHYDRATE, REPLENISH AND REFUEL ATHLETES BETTER THAN WATER.



REFERENCES:

- ¹Walker et al. Med Sci Sports Exerc. 36:S180-S181, 2004.
- ²Wilkinson et al. Med Sci Sports Exerc. 1:548, 2002
- ³Bar-Or et al. Perspectives in Exercise Science and Sports Medicine. Vol. 2, 1989, pp 335-367.
- ⁴Epstein et al. Am J Med Sports 2:143-152, 2000.
- ⁵Watts et al. Am J Med Sports 3:286-293, 2001.
- ⁶Wilkinson et al. J Appl Physiol. 80:1112-1117, 1996.

- ⁷Rivera-Brown et al. J Appl Physiol. 86: 78-84, 1999.
- ⁸Adapted from the National Athletic Trainers' Association Position Statement: Fluid Replacement for Athletes, J Athletic Training 35:212-224, 2000.
- ⁹Adapted from the American Academy of Pediatrics Position Statement, Pediatrics 106:158-159, 2000.

For more information on how to keep your kids hydrated anytime they're active, visit www.gatorade.com/parents