



MEDIA RELEASE – FOR IMMEDIATE RELEASE

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Dextro Energy launches two new endurance products

Dextro Energy Australia has announced the release of two new additions to its sports nutrition range.

Both the **Isotonic Sports Drink** and the **Liquid Gel** uphold Dextro Energy's unique selling propositions: effectiveness, great taste, ease of use and palatability.

Liquid Gel is a tri-source carbohydrate concentrate for use during performance. It imparts a direct energy boost when athletes need it most: during demanding training or competition conditions.

"Unlike other gels, Dextro Energy Liquid Gel has a fluid consistency," Whiteman described. Smooth and light, it's easy to ingest on the go, and there's no need to wash it down with water. Plus, the handy screw-top pack means no mess, and no wastage."

Liquid Gel is available in orange with B vitamins, and lemon and caffeine varieties.

The Isotonic Sports Drink is an isotonic energy-electrolyte blend that swiftly delivers a sufficient supply of fluid and energy before and during sport. The formula also supports muscle function.



"Great taste is key to the Dextro Energy range and the Isotonic Sports Drink is no exception," said Dextro Energy Australia brand manager Andrew Whiteman. "It's available in refreshing orange and lemon flavours."



Dextro Energy has for decades been Europe's leading and most trusted sports nutrition brand.

An expert at formulating effective energy products for competitive athletes, Dextro Energy has been developed by a team of sports scientists, endurance athletes and nutritionists.

The result is a range of products specifically designed to help athletes maximise their performance and recovery – before, during and after endurance sports.

Dextro Energy is brought to you by Vitality Brands Worldwide – Good for you, good for our planet.

Dextro Energy is available at Coles stores, Terry White Chemists, independent retailers, pharmacies and health food stores nationally.

For further information on stockists please contact Vitality Brands on +61 3 9861 7000.

www.dextro-energy.com.au

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