

HYDRATION
SWIM
RUN
BIKE
SPEND



Designed to Keep Sales Fluid

NO ONE WANTS TO BE LEFT HIGH AND DRY THESE DAYS, PARTICULARLY WHEN YOU'RE AN OUTDOOR ATHLETE WHO'S HIGH UP IN THE HILLS or mountains and dried out from not having enough hydration to comfortably enjoy your adventure. That's why companies are being creative with products that will satisfy those athlete's hydration needs while at the same time offering amenities that will keep retail sales, well, fluid. They range from the simplicity of an easy to use bottle to the convenience of a multi-bottle container belt to the completeness of backpacks and even to apparel. Here are some of the newest and best-selling hydration-oriented products from leading manufacturers that demonstrate that the category's innovation and quality is anything but being all wet.



1. Nathan Sports shows it's up to speed with the Speed 2 bottle holder, which carries up to 20 ounces of carbogel or replacement fluids. The Speed 2 has two 10 oz. nutrition flasks and a limited-stretch elasticized waist-belt with soft perimeter binding. Available in S 26-32-inch, M 32-36-inch, and L 36-42-inch. MSRP: \$40.

2. Pura Stainless preaches being environmentally and health conscious with its 100% BPA-free stainless steel beverage bottles. The bottles are made from food service grade stainless steel, which the company says that unlike their aluminum counterparts do not have chemical linings. Pura Stainless bottles carry a lifetime warranty, leading to the company's mantra "One Life...One Bottle." Available in 18 oz. (\$15.99), 27 oz. (\$17.99) and 40 oz. (\$24.99) sizes. Colors include eco-friendly green, true blue, orange, light purple and natural stainless.

3. Nathan Sports is quick on the draw with the QuickDraw Plus, which emphasizes easy access during runs and walks. There's a moisture-wicking, adjustable Airmesh hand strap, a 22 oz. hydration bottle with clipless cap, and a zippered pocket with key clip for carrying essentials. Available in five colors. MSRP: \$18.

