

Why

High Sodium Electrolytes Matter for Endurance Athletes?

Understanding Electrolyte Balance

Electrolytes, including sodium, potassium, and magnesium, play a crucial role in maintaining hydration, muscle function, and nerve signaling. Sodium is the most critical electrolyte lost in sweat, and endurance athletes require higher sodium intake to compensate for these losses.



The Science Behind High Sodium Needs

1. SWEAT AND SODIUM LOSS

- During prolonged exercise, the body loses large amounts of sodium through sweat. Studies show that sweat sodium concentrations range from **500 mg/L to 2000 mg/L** depending on the individual (*Baker et al., 2016, Journal of the International Society of Sports Nutrition*).
- If not replaced adequately, sodium loss can lead to dehydration, muscle cramps, and hyponatremia—a dangerous condition caused by diluted blood sodium levels.

2. PREVENTING HYPONATREMIA

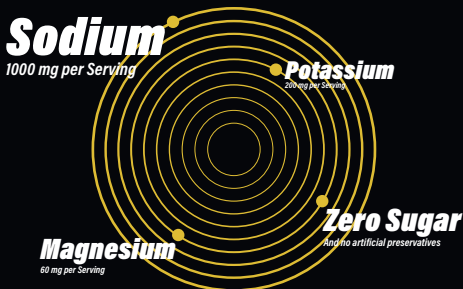
- Drinking plain water during prolonged exercise can dilute sodium levels, increasing the risk of **exercise-associated hyponatremia (EAH)**. Research suggests that consuming a sodium-rich electrolyte drink helps maintain the necessary balance (*Hew-Butler et al., 2015, British Journal of Sports Medicine*).

3. PERFORMANCE BENEFITS

- Sodium helps retain water in the body, reducing the risk of dehydration and sustaining endurance performance (*Gaulet, 2012, Sports Medicine*).
- Maintaining proper sodium levels can improve thermoregulation, ensuring better control over body temperature in hot and humid conditions.

BS+T Electrolyte Composition and Usage

BS+T High Sodium Electrolyte is formulated to provide an optimal balance of electrolytes to match the needs of endurance athletes:



How to Use BS+T High Sodium Electrolytes?

BEFORE EXERCISE:

Mix **one sachet in 500-750 mL of water** and consume 30-60 minutes before training or competition to pre-hydrate.

DURING EXERCISE:

For long workouts (90+ minutes), drink **one serving every 60 minutes** to maintain hydration and electrolyte balance.

AFTER EXERCISE:

Rehydrate with **one serving post-workout** to replace lost sodium and support recovery.

Who Needs High Sodium Electrolytes?

✦ **Endurance athletes** (Cyclists, runners, triathletes, rowers)

✦ **Outdoor workers** exposed to high temperatures

✦ **People prone to excessive sweating**

✦ **Individuals on a low-carb or ketogenic diet**, as they lose more sodium due to reduced insulin levels

How

TO CONSUME BS+T ELECTROLYTE?

- ↳ Empty a sachet into a bottle.
- ↳ Add water according to your preference.



1000 ml >
SALTY

500 ml >
SALTIER

300 ml >
SALTTEST

Frequently Asked Questions (FAQ)

Why include potassium and magnesium if sodium is the main electrolyte needed?

Sodium is lost in the highest amounts in sweat, but potassium and magnesium play critical roles in muscle function and nerve signaling. Sweat contains less potassium and magnesium than sodium, so lower amounts are sufficient to maintain balance without causing gastrointestinal discomfort.

- **Potassium** supports muscle contractions and nerve signaling and is lost at about **100-200 mg/L** in sweat (*Baker et al., 2016*).
- **Magnesium** aids muscle relaxation and energy production, but losses are lower, around **10-40 mg/L** in sweat (*Volpe, 2013, Nutrition Reviews*). Replenishing it in small amounts helps prevent muscle cramps and fatigue.

Why not include calcium, zinc, or vitamin D?

These nutrients are important for overall health but **aren't directly involved in hydration and endurance performance**. Calcium losses through sweat are minimal, and zinc is primarily needed for immune function, not hydration. Vitamin D, being fat-soluble, is best obtained through food or sunlight rather than an electrolyte mix.

Why do some competitors include extra vitamins and minerals?

Many brands add extra micronutrients as a marketing strategy, but they don't necessarily improve endurance performance. **Our formula focuses on replenishing only what is truly needed based on physiological demands.**

Why not just drink homemade salty lime juice instead of paying for BS+T Electrolyte?

While salty lime juice can provide some hydration benefits, BS+T offers accurate dosing, convenience, and better control over electrolyte intake. With BS+T, you can:

- **Precisely measure your sodium, potassium, and magnesium intake** rather than relying on estimates.
- **Lime juice with added salt lacks potassium and magnesium**, both of which play a crucial role in **hydration, muscle function, and preventing cramps**.
- **Easily carry and mix the sachets anywhere** without the need for fresh ingredients.
- **Tailor your consumption based on personal factors** like body weight, sport, intensity, and weather conditions.
- **Enhance hydration with a balanced blend of citric acid, malic acid, and stevia** for improved taste and palatability.

Why Trust BS+T?

Science-Backed Formulation

BS+T is formulated based on scientific research on **electrolyte loss, hydration, and endurance performance**, ensuring that every ingredient serves a **specific purpose** rather than being added for marketing appeal.

Transparency in Ingredients

We use only what is **necessary and effective**, with **no fillers, artificial preservatives, or unnecessary additives**. Every component is included for a reason, and we make our formulations available for scrutiny by experts.

Designed for Serious Athletes

BS+T is built for those who demand **performance, precision, and control** over their electrolyte intake. Whether you're an endurance athlete, outdoor worker, or on a low-carb diet, our product helps you maintain optimal hydration without the guesswork.

Trusted by the Community

Our customers and influencers **understand the science** behind BS+T and rely on it for their hydration needs. By choosing BS+T, you're using a product backed by people who **know hydration matters**.

