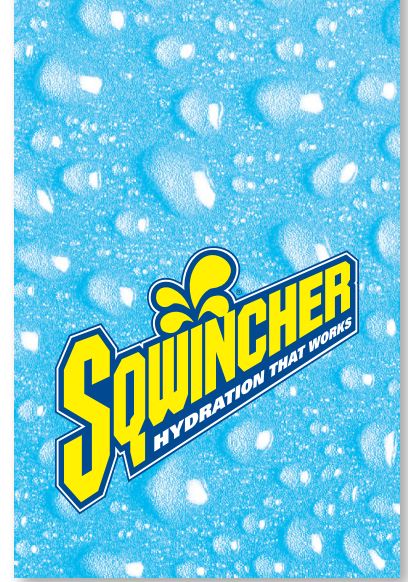


WHAT ARE THE CAUSES OF DEHYDRATION & HEAT STRESS?



The human body is comprised of over 60% water. Exposure to hot environments and/or strenuous activity, without adequate hydration may lead to dehydration and heat stress.

ENVIRONMENTAL FACTORS

- Ambient air temperature & humidity
- Radiation from hot surfaces
- Outdoor exposure
- Confined spaces
- Lack of mobility and access to cooler environments
- Isolation from other people
- Strenuous work over prolonged periods

INDIVIDUAL FACTORS

- Ineducation about effective hydration and cooling
- Involuntary dehydration
- Older adults
- Existing co-morbidities in particular cardiovascular, respiratory and renal dysfunction
- Lack of acclimatisation

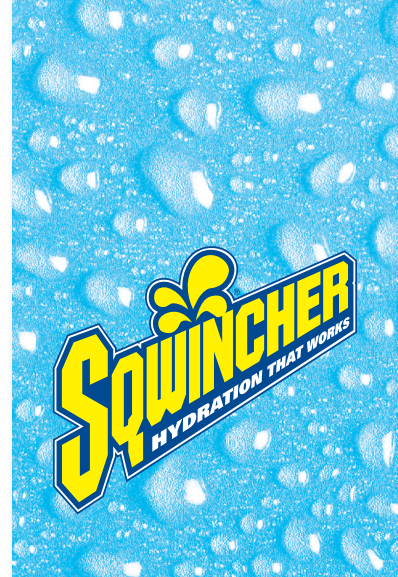


HYDRATION & COOLING

- No access to an adequate supply of water at regular intervals
- No use of electrolytes
- No access to shaded environments
- No Personal Protective Equipment that assists the body in cooling
- Unpalatability of fluids discouraging fluid consumption

Squwincher® has served Australasian workers since 1999 & is the leading industrial rehydration drink. It costs less to prevent a heat related accident or illness than it does to recover from one. Keep your workers hydrated with Squwincher® – low in sodium, great tasting, portion control packs with sugar free options. Safe. Proven. Low Cost. Effective Hydration with Squwincher® the Drink of Industry.

WHAT ARE THE EFFECTS OF DEHYDRATION & HEAT STRESS?



Performing strenuous work in hot and humid conditions can lead to dehydration and heat stress, increased risk of injury, reduced productivity and in the worst cases death.

EFFECTS OF DEHYDRATION

DEHYDRATION

Impaired skills, including reduced:

- Reaction time
- Visual motor tracking
- Coordination
- Short term memory
- Long term memory
- Attention

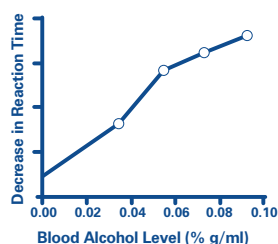
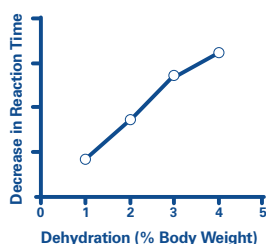


RISK OF INJURY

&

REDUCED PRODUCTIVITY

DEHYDRATION CAUSES EFFECTS SIMILAR TO INTOXICATION BY ALCOHOL



EFFECTS OF HEAT STRESS ILLNESSES

HEAT RASH

Red itchy rash appears on the face, neck, upper chest areas & groin areas.

HEAT OEDEMA

Swelling of the lower limbs, usually the ankles.

HEAT CRAMPS

Painful muscular spasms mostly in the legs, arms and abdomen.

HEAT SYNCOPE

Dizziness and brief loss of consciousness.

HEAT EXHAUSTION

Symptoms may include anxiety, fainting, weakness, intense thirst & headache.

HEAT STROKE

Confusion, hot dry skin, hypotension, nausea, stupor, coma & death.

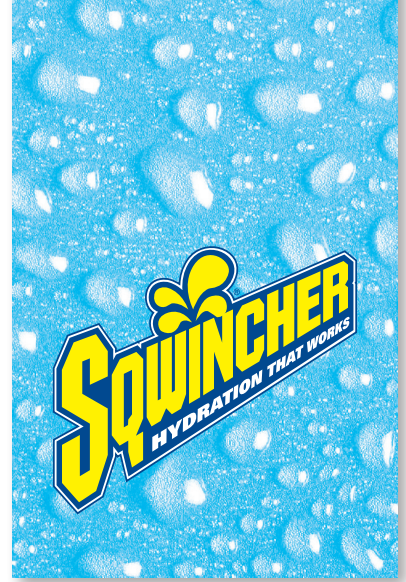


HEAT STRESS ILLNESSES REQUIRE MEDICAL ATTENTION

INCREASING SEVERITY OF SYMPTOMS

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THE SCIENCE OF ELECTROLYTES & EFFECTIVE HYDRATION



When dehydrated our bodies need more than water alone. We need to replace all the essential nutrients we lose through sweat. These nutrients are known as electrolytes. Blood pressure, fluid balance and muscle contractions are some of the key functions that electrolytes help regulate in our bodies. Having an adequate supply of electrolytes, such as Squwincher® is an important factor to consider when developing a hydration program.

EFFECTS OF ELECTROLYTE IMBALANCE

- If electrolytes lost through perspiration are not replaced, effects of electrolyte imbalance may occur.
- When perspiring, if a person's sodium levels drop too low, effects of muscle weakness, cramping and dizziness may occur.
- Similarly if a person's potassium levels drop too low effects of confusion, muscle weakness and paralysis may occur.
- If sodium is not replaced, and blood concentrations of sodium fall below a critical maximum - hyponatremia may set in. Without treatment, hyponatremia may lead to swelling of the brain, seizure and death.



HYDRATING WITHOUT THE USE OF ELECTROLYTES MAY RESULT IN LIFE THREATENING HYPONATREMIA



Squwincher® is an electrolyte enhanced beverage for effective hydration.

“SQWINCHER as a preventative therapy, tastes great, is scientifically formulated and will aid in the effects of dehydration.”

Jo-Anne Coleman, Registered Nurse

EFFECTIVE HYDRATION & ELECTROLYTES

EFFECTIVE HYDRATION

Effective hydration replaces lost electrolytes and water

SWEAT RATES DURING STRENUOUS ACTIVITY

1-2 Litres per hour in hot work environments

Amounts vary from individual to individual

LOSSES OF ELECTROLYTES THROUGH SWEAT

Sodium 863mg/L
Potassium 222mg/L

Amounts vary from individual to individual



Ingested Electrolytes



Ingested Water



EFFECTIVE HYDRATION



PERSPIRATION



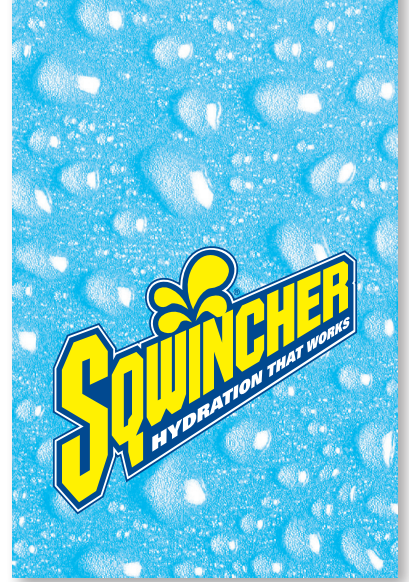
Lost Electrolytes



Lost Water

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FREQUENTLY ASKED QUESTIONS



Q: Why do I need electrolytes? Why can't I just drink water?

A: Human sweat is composed of water and essential nutrients called electrolytes. When you sweat your body loses fluid and electrolytes – both need to be replaced.

During high intensity activity and/or extreme environmental conditions the body sweats at very high rates and cannot replenish fluid and electrolytes fast enough. Under these conditions, drinking water alone can lead to an electrolyte imbalance leading to symptoms such as muscle cramps and dizziness.

Q: How much Sqwincer® should I drink?

A: Our standard recommendation is one standard serve every fifteen minutes under periods of sustained strenuous activity.

Under the Australian and New Zealand Food Standards Code (FSANZ) Sqwincer® is classified as a food, not a medicinal product and as such Sqwincer® can be consumed without a prescribed dosage.

Q: Sqwincer® has Potassium. Can I consume too much Potassium? Can it cause Kidney Stones?

A: According to the National Health and Medical Research Council, the recommended intake for Potassium for men is 3,800 mg/day and for women 2,800 mg/day. To put this in perspective, approximately 1 litre of Sqwincer® made from Sqwincer® Qwik Stik mixes to give 180mg of Potassium which is a fraction of the daily intake. In comparison one small banana can contain on average 467mg of Potassium.

Sqwincer® Qwik Stik contains potassium citrate, which according to the Mayo Clinic is actually a treatment for the removal of kidney stones resulting from a condition called renal tubular acidosis.

Q: Sqwincer® sugar –free has no sugar, can Diabetics consume it safely?

A: Sqwincer® is a food product and is formulated to provide hydration to combat fluid loss and dehydration. Sugar free Sqwincer® contains no sugar and is prepared to contain no calorific value. Diabetes however, is a medical condition and must be treated in accordance to medical advice from a qualified medical practitioner.

To find out if Sqwincer® is safe for you medically, please consult a physician. For a complete list of ingredients and nutritional panels, please refer to the back of the pack.

Q: Sqwincer® has Sodium. Can I consume too much Sodium?

A: Excessive Sodium is detrimental to health. That is why Sqwincer® has been formulated with safe levels of Sodium. According to research conducted by a leading Food Technologist, out of 52 electrolyte beverages reviewed, Sqwincer® had one of the lowest levels of Sodium recorded.

Q: Is Magnesium required for effective hydration?

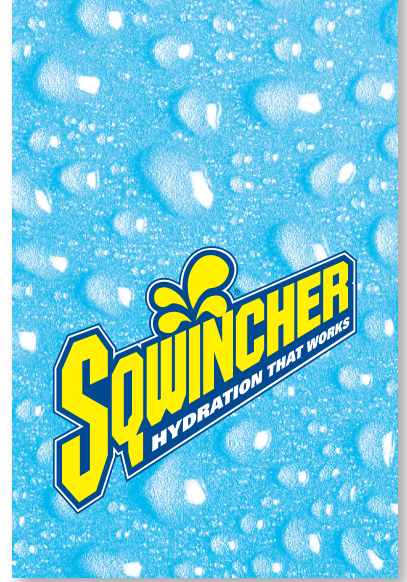
A: Research indicates that significant quantities of Magnesium are not lost whilst sweating from strenuous activity. According to the Australian Institute of Sport (AIS) it is unlikely the addition of Magnesium in an electrolyte drink will enhance hydration goals or reduce cramping.

Q: Are amino acids required for effective hydration?

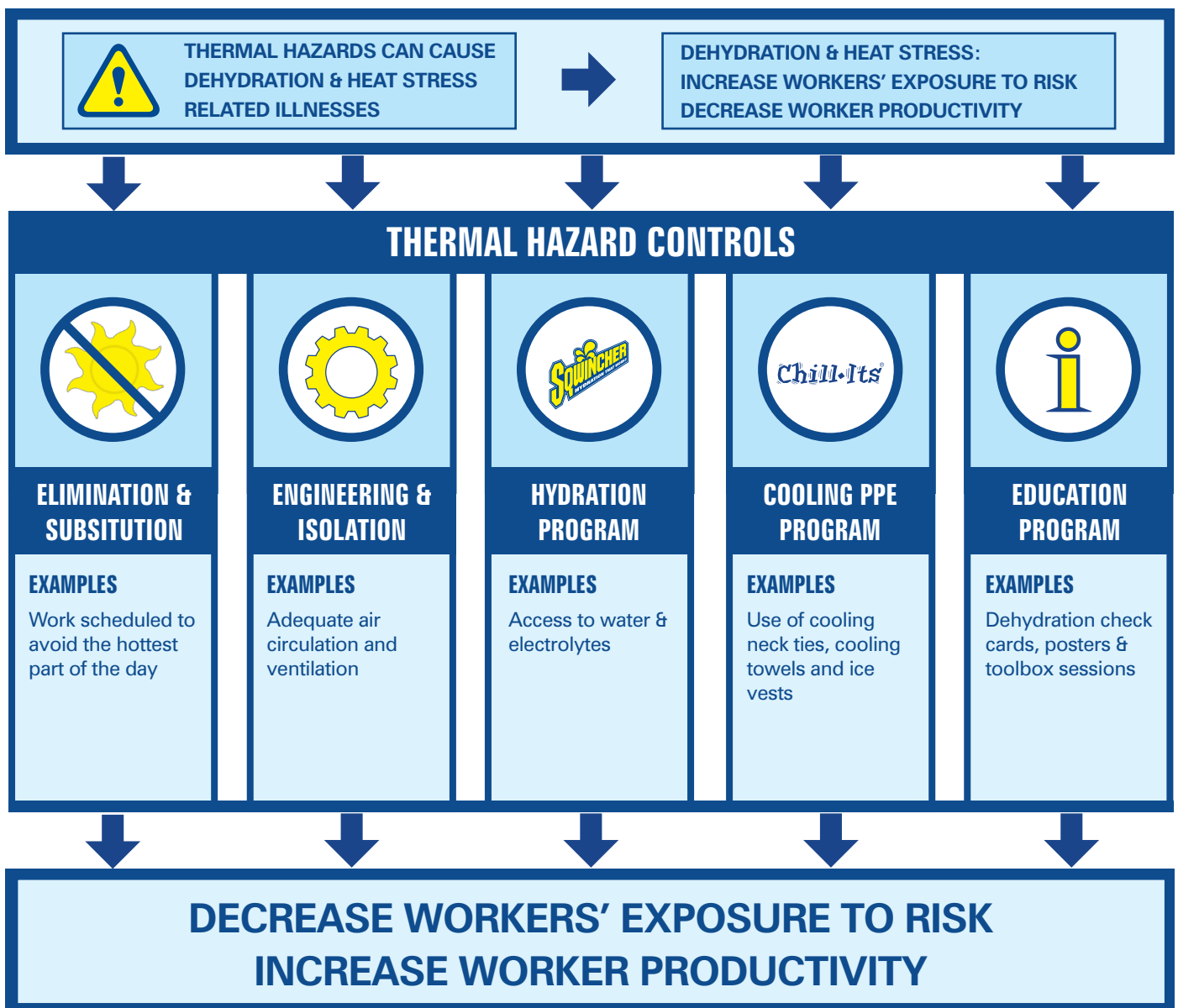
A: Amino acids collectively are also known more commonly as protein, which is found in most foods. The Australian Institute of Sport (AIS) reviewed 11 research studies into the addition of protein in electrolyte drinks. According to the AIS the benefits of consuming protein during exercise on performance, are contentious.

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THERMAL HAZARD CONTROLS

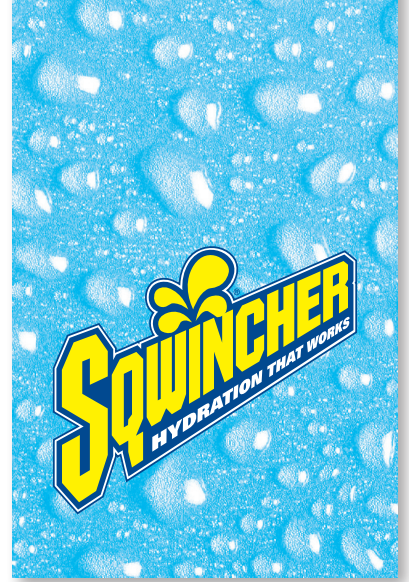


When exposed to thermal hazards workers run an increased risk of dehydration and heat stress related illnesses. Dizziness, muscle cramps, diminished attention and coordination are some of the effects that stem from dehydration and heat stress in the workplace. These symptoms if left unaddressed increase the risk of worker injury and also decrease worker productivity.



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HOW TO BUILD A HEAT STRESS MANAGEMENT PROGRAM



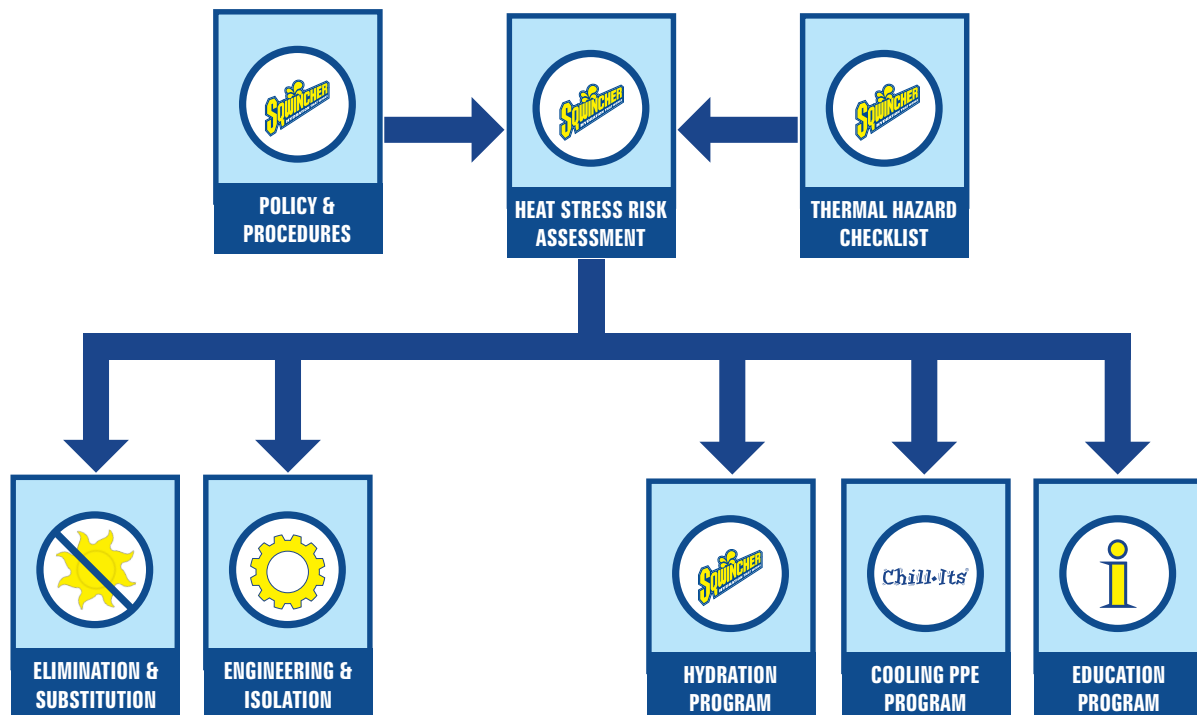
Building your own Heat Stress Management Program can help your organisation reduce risk of worker injury and increase worker productivity. Additionally, implementing an effective Heat Stress Management Program, can also help your organisation comply to new Workplace Health and Safety (2011) laws. The Squwincher Heat Stress Management Kit has all the materials you need to start your journey to building your own Heat Stress Management

STEP 1

Using your free Heat Stress Management Kit, use the templates to create your own policy and procedures, then conduct a heat stress risk assessment of your workplace¹.

**DOWNLOAD YOUR FREE HEAT STRESS
MANAGEMENT KIT FROM HERE**

www.manageheatstress.com



Notes:

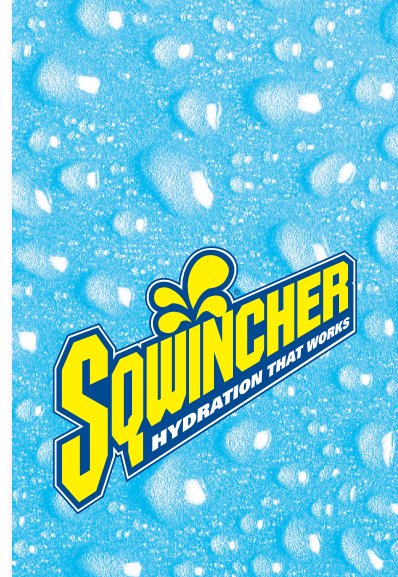
1. We recommend consulting an OH&S specialist to conduct your heat stress risk assessment.

STEP 2

Contact your authorised Squwincher® distributor, to request your Squwincher® hydration products, Chill-Its® Cooling PPE products and free educational materials.

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FIVE REASONS WHY SQWINCHER® IS THE LEADING CHOICE FOR EFFECTIVE HYDRATION

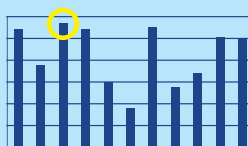


Squwincher® is Australia's and America's leading electrolyte enhanced beverage used for industrial applications. Research comparing 53 electrolyte products, independent tests with food technologists, interviews with medical professionals and sports nutrition experts have identified 5 key reasons why Squwincher® is the leading choice for effective hydration.

1

TASTE & PALATABILITY

In a blind taste test against leading brands, Squwincher® scored highest on preferred taste.



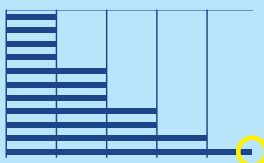
FAST FACTS

- Research has shown that increasing the palatability of water, increases fluid consumption aiding hydration.

2

DELIVERY FORMATS

In a study of 22 electrolyte brands, Squwincher® scored highest on the number of delivery formats.



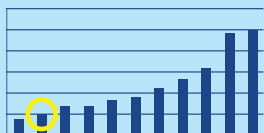
FAST FACTS

- Hydration programs should seek to make the delivery of water and electrolytes as easy as possible.

3

LOW SODIUM

Comparing 53 electrolyte products Squwincher® scored one of the lowest sodium levels.



FAST FACTS

- High intakes of salt can increase your blood pressure and your risk of cardiovascular disease.

4

SUGAR & SUGAR FREE OPTIONS

Squwincher® has both sugar and sugar free options for an end to end hydration program.



FAST FACTS

- When performing strenuous activity for over 1-2 hours it is recommended to ingest carbohydrates or sugars to aid hydration.

5

LOW COST PER SERVE

Squwincher® has both liquid concentrate and powdered formats that keep cost per serve low.

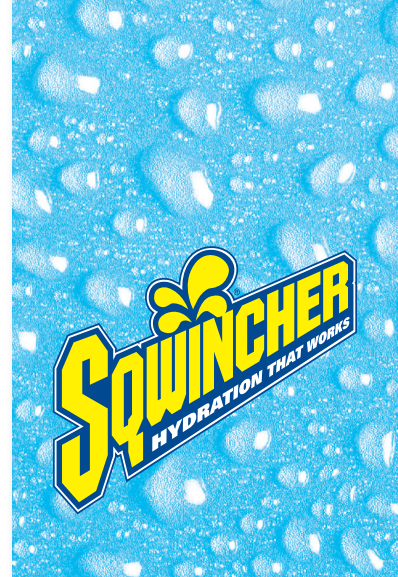


FAST FACTS

- Ready to drink electrolyte beverages are significantly more expensive per serve than liquid concentrate and powdered formats.

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WHAT THE EXPERTS SAY



"For the first two weeks I was in hospital three times. I wasn't drinking enough water; I was only consuming 600mL of water a day. I was severely dehydrated. I had cramps, headaches and I felt drained and run down. I was losing lots of salt as well, my clothes started turning white and I started getting rashes. I had to go on a saline drip when I was in hospital. I was about to head home because I wasn't surviving up there, however, I was recommended to use an electrolyte replacement drink called Sqwincher®. Sqwincher® really saved my life. It fixed everything - I no longer had headaches, cramps or nausea. Its great and I still use it today."

Stephan Thelan, Mine Site Worker,
Port Hedland, Western Australia

"Portion Pack Foods Ltd has supplied a variety of flavours of Sqwincher® electrolyte drink powder to the Australian Defence and other emergency service organisations for the last 7 years and it has been a readily accepted and well liked product."

Gillian Steel, CEO, Portion Pack Foods Ltd

"Sqwincher® as a preventative therapy, tastes great, is scientifically formulated and will aid in the effects of dehydration."

Jo-Anne Coleman, Registered Nurse

"Sqwincher as a preventative therapy, tastes great, is scientifically formulated and will aid in the effects of dehydration."

"Sqwincher® was introduced into our Steelmaking plant in mid-2000 with better than anticipated results. Since this introduction, there has not been one reported incident of heat exhaustion/fatigue, or work related collapse, remembering the conditions can be extreme during summer. Due to the varied packaging it is possible for even the most mobile of workers to have Sqwincher® on hand anytime, anywhere. The results are not only in the reported injury stats, but also in the workers. Based on these facts, Sqwincher® is an important asset on the production/maintenance lines."

Wendy Deeg, Registered Nurse

"I have struggled to drink water over the years, but realise the importance of hydrating for top performance. Sqwincher® makes hydrating a treat; not only has a great taste but has other added benefits like electrolytes, without the sugar."

Monty Betham, New Zealand Rugby League,
Professional Boxer

"I started Quartermaster Australia in 2001 to provide Food packs and Electrolyte products to the essential and emergency services market. In my search for products I came across Terry and the Sqwincher range. Sqwincher was exactly the product I required to complement the long life meal packs we were producing."

Mark Costello,
Quartermaster Australia Pty Ltd.

"An outstanding feature of the Sqwincher® range of products is that they contain some of the lowest sodium contents on a per serve basis of any product in the market. This is an important benefit for any individual who wishes to maintain good hydration whilst managing a low sodium outcome in their daily dietary regime."

Peter Skarszewski, Food Technologist,
Food for Thought Consulting.

"The small size and convenient packaging allows me to take products out during rides and runs. To any athlete who pushes their body to the limits and understands the importance of hydration and electrolyte replacement I recommend including Sqwincher® products as part of your nutritional plan."

Emma Coman-Jeffries, Triathlete,
Winner QLD Triathlon Series 2011, 2010

No one was dehydrated or had cramps even though it was extremely hot every day. One of our team members, Tiffany, who usually suffers from severe cramping was drinking the Sqwincher® Qwik Serves and didn't get a cramp for the whole nine days.

Kokoda Chicks 2012 team member Jenny Arnold comments using Sqwincher on the Kokoda Track, Papua New Guinea

"To put Sqwincher® to the test, I have been using and testing it for many months in a variety of training and working situations, as I prepare for ultra marathons. I can carry several hours worth of Sqwincher® sugar free Qwik Stiks in my pocket and as long as I have access to water, presto my electrolyte needs are taken care off. The best part is that Sqwincher® is fantastic on my stomach and remains palatable no matter what the temperature or how long it is in my bottle. Simple - Coach Jeff uses and recommends Sqwincher® Electrolyte Replacement Powder."

Coach Jeff, Ultra Marathon Runner,
Professional Sports Trainer