



FOR IMMEDIATE RELEASE

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SaltStick® Releases First Liquid Concentrated Electrolyte Add-in: Elixalyte™

MALIBU, Calif. (October 21, 2019)— Toker Engineering LLC, the maker of SaltStick® Electrolytes, announced today the launch of Elixalyte™, the first concentrated electrolyte add-in with all four major electrolytes: sodium, potassium, calcium and magnesium.

Elixalyte™ features a proprietary high-performance formulation that closely resembles the electrolyte profile lost in sweat. The first-of-its-kind product is designed to help reduce muscle cramping, reduce heat stress, boost stamina and maintain electrolyte levels. As a liquid, Elixalyte™ has a natural tart and salty flavor and allows for the fortification of water or sports drinks.

“SaltStick® is committed to providing high-quality, innovative products that equip athletes to feel their best so they can perform their best. We’re thrilled to introduce Elixalyte™, a powerful new tool for your training toolbox,” said Jonathan Toker, Ph.D., CEO of Toker Engineering and creator of SaltStick® products. “This product has been in the works for over a year, from concept through to considerable formulation and testing. After hearing feedback from athletes and customers about the need for a balanced, liquid electrolyte product on the market—as well as many iterations in the lab—Elixalyte™ was born. It pours like a liquid and disperses well within water or a sports drink.”

SaltStick® Elixalyte™ is made in the USA, free of banned substances and independently tested. All ingredients are non-GMO, gluten-free, vegan, and fat-free. The sodium contained in Elixalyte™ is derived from sodium citrate, a proven source that has the added benefit of soothing the stomach.

The formulation mirrors the electrolyte profile lost in sweat, in a form and quantity the body can absorb. Each 5 mL serving contains 210 mg of sodium, 60 mg of potassium, 16 mg of calcium and 8 mg of magnesium. Elixalyte™ is packaged in an easy-access bottle of 120 mL (4 fl oz) with a convenient flip-top for accurate measurement. Each bottle contains 24 x 5 mL servings and has an MSRP of \$19.95.

More information about SaltStick® Elixalyte™ can be found [here](#). Customers in the U.S. who are interested in purchasing SaltStick® Elixalyte™ can do so at shopsaltstick.com; international customers can find their nearest SaltStick® retailer by using our Store Locator at saltstick.com/locator.



All photos and product descriptions of SaltStick® Elixalyte™ can be downloaded [here](#).

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About Toker Engineering LLC

Founded by former professional triathlete Jonathan Toker, Ph.D., and headquartered in Malibu, Calif., Toker Engineering LLC, produces SaltStick® Electrolytes & Dispensers, which are the only electrolyte products formulated to closely resemble the electrolyte profile lost during activity: sodium, potassium, calcium and magnesium. Since its start in 2006, Toker Engineering LLC has been helping athletes and patients replace electrolytes for performance and improving quality of life.