

## No Sugar, No Fillers, No Hype: Just Pure Electrolytes

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In a market crowded with sugary sports drinks and artificial hydration mixes, PureBulk offers a refreshing and honest alternative. Tasty Clear Electrolytes, the latest innovation from this trusted supplement brand, is more than just a clean-label product. It is the result of years of customer feedback, rigorous formulation, and a strong commitment to ingredient transparency.

In an interview with NUFFOODS Spectrum, Dorothy Clay, VP of CS & Marketing, PureBulk, shares the inspiration behind this game-changing electrolyte line. She discusses how it caters to the needs of athletes, keto enthusiasts, and everyday wellness seekers, as well as how it aligns with the company's ongoing mission to provide pure, effective, and trustworthy nutrition.

**What inspired PureBulk to create Tasty Clear Electrolytes, and how does it stand apart from other hydration products on the market?**

The Tasty Clear Electrolytes line was developed by Timothy McNulty, founder and CEO of PureBulk, in response to frequent requests from dedicated customers.

Unlike any other electrolyte mix on the market, Tasty Clear Electrolytes by PureBulk are the result of extensive research, testing, and careful selection of mineral salts that dissolve quickly, completely, and clearly. This unique formulation ensures maximum bioavailability, setting PureBulk's electrolytes apart from anything that came before them.

Tasty Clear Electrolytes by PureBulk are redefining hydration by focusing on what the body truly needs—balancing electrolytes without the sugar, dyes, or fillers commonly found in mainstream sports drinks. Tasty Clear Electrolytes are lactose-free, gluten-free, Vegan, and non-GMO.

Unlike many electrolyte products that skew their ratios, Tasty Clear electrolytes deliver:

1. **1,000 mg Sodium** — Critical for fluid retention and optimal nerve function, especially for athletes, those on keto, or during illness.
2. **1,000 mg Potassium** — Supports muscle function and cardiovascular health, providing 4x more potassium than typical hydration mixes.
3. **120 mg Magnesium** — Helps prevent cramping and supports energy production.
4. **80 mg Calcium** — Aids in muscle contractions and proper enzyme function.

**Many electrolyte mixes contain fillers and artificial additives. How important was ingredient transparency in the formulation process, and how do you ensure product purity?**

As with all PureBulk products, every ingredient in our Tasty Clear Electrolytes is tested by accredited third-party laboratories in the USA for identity and potency — So you're getting exactly what the label says, nothing more, nothing less. Besides our high-quality standards and testing methods, PureBulk makes the resulting Certificate of Analysis (COA) for our products available to customers upon request.

Our product range is developed for multiple lifestyles, but integrity and transparency will always be a core value of PureBulk. Being transparent about the differences in our product range not only builds trust with our customers but also helps them make informed choices based on their lifestyle needs. The "Raw" version has no added flavours or sweeteners. The "Unflavored" version is sweetened with stevia but contains no flavour. Strawberry, Watermelon, and Pineapple are sweetened with stevia and natural flavouring. And the two unconventional flavours are sweetened with stevia, as well as natural and artificial flavours. These additional flavours reflect a thoughtful fusion approach that allows us to make fun functional again, while staying rooted in trust and transparency.

**The product seems especially suited for ketogenic lifestyles and athletes. How did you determine the optimal mineral ratios for sodium, potassium, magnesium, and calcium?**

Tasty Clear Electrolytes' formula closely mirrors the body's actual electrolyte losses, making it ideal for rehydration, not just flavour.

**You've introduced both classic and unconventional flavours like Gumball and Blue Raspberry. How did you approach flavour development while staying true to a clean-label ethos?**

Developing fun, nostalgic flavours like Gumball and Blue Raspberry while upholding PureBulk's clean-label standards was both a creative and disciplined process. We approached flavour development to balance taste, purity, and brand integrity by providing options that appeal to multiple lifestyles, such as athletes, health enthusiasts, keto followers, and busy professionals.

**Can you elaborate on how Tasty Clear Electrolytes helps address "keto flu" symptoms and supports performance recovery in active individuals?**

Combating Keto Flu with Tasty Clear Electrolytes

"Keto flu" refers to the cluster of symptoms—fatigue, headache, nausea, brain fog, muscle cramps—that often occur when transitioning into a ketogenic diet. This is largely due to electrolyte depletion, not an actual flu.

When carbs are reduced:

- Insulin levels drop, which causes the kidneys to excrete more sodium.
- This leads to a loss of sodium, potassium, and water, contributing to symptoms.

- Most people don't get enough magnesium or potassium from food alone on keto.

Tasty Clear Electrolytes directly addresses these imbalances:

- **1,000 mg of Sodium** replenishes what's rapidly lost during carb restriction and enhances water retention.
- **1,000 mg Potassium** supports nerve function and counters fatigue and muscle weakness.
- **120 mg Magnesium** helps alleviate cramps, irritability, and poor sleep.
- **80 mg Calcium** supports neuromuscular signaling and prevents twitching or tingling.

Together, this formula helps rapidly restore electrolyte balance, reducing or eliminating keto flu symptoms within hours to days of consistent use.

**As a company known for clean supplements, how does this product reflect PureBulk's broader mission or future direction in the wellness space?**

At PureBulk, Inc., our mission has always been rooted in transparency, purity, and quality — empowering customers with clean, unadulterated supplements that support personalised wellness.

The launch of Tasty Clear Electrolytes marks a natural evolution of that mission, signalling our movement into functional, ready-to-mix formulations that still honour the core values our customers trust us for.

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