



Michael W. Krzyzewski Human Performance Laboratory

“Studying the world’s most complex machine.”

Dear Coaches, Trainers, Team Physicians, and Performance Specialists:

I am excited to share with you a new technology that represents a considerable breakthrough in the ability to address the problems of electrolyte imbalance in our athletes. I refer to the introduction of *Enlyten sports strips*, an innovative delivery system that will allow your athletes to physically perform at the highest level by maintaining the proper amount of electrolytes that the body needs.

Studies have shown that hydration alone is not sufficient when training or competing. The body needs electrolyte replacement so that when fluids are consumed the electrolytes help to equilibrate the system. Our findings suggest that Enlyten sports strips deliver meaningful amounts of electrolytes to the body in a safe, fast and effective manner, avoiding the over-hydration that often accompanies excessive consumption of sports drinks. Since the electrolytes are absorbed through the lining of the cheeks, the substance enters the blood stream within 5 minutes as opposed to 30 minutes via the gastrointestinal route. Also, the concentration of a given substance is absorbed at a significantly higher level because it is not metabolized by the liver.

During the 2006 football season players under our care in the local high schools as well as athletes on the Duke University football team used the Enlyten sports strips for re-hydration during games and practices. In observing the athletes on the field, they responded favorably to the strips, experienced less fatigue and had far fewer cramps during play. The number of players requiring IV fluids for cramping was decreased by 75% from that in previous years. It is for these reasons that I feel that the Enlyten sports strips are the most effective way to deliver healthy electrolytes to the body during physical activity.

It is best to preload (4-6 strips) Enlyten sports strips before an event or exercising to ensure that the body has the proper electrolyte balance necessary to perform at its best. Keep in mind that the body still needs to be hydrated. In order to maintain optimal electrolytes in the body we recommend 1-2 strips every half hour while training or competing.

I look forward to your observations as you implement Enlyten sports strips into your team’s preparation this season. I am confident that you will see the same improvements we have noted.

Sincerely,

C.T. Moorman, III, MD
Associate Professor, Orthopaedic Surgery
Director, Sports Medicine
Duke Medical Center
Head Team Physician, Duke Athletics

CTM:ptd