



Your Water. Your Health. Our Priority. SM

Straight Talk On Hydration

*These days, consumers are constantly searching for the latest diet advice in an effort to look and feel our best. The problem is that we are constantly inundated with conflicting recommendations about what is good for us and what isn't. And while it often seems like nutritionists, doctors and other health authorities can't agree on anything, there is one practice that is promoted across the board – from Atkins and South Beach to the Grapefruit Diet and everywhere in between, the mantra is clear: **drink plenty of water!***

Counting Calories? If you are thirsty there is an almost endless supply of options to choose from, but if you are keeping track of your calories consider the following:

- A convenience store-sized 64-ounce soda (non-diet) has 600 calories.
- Water has no calories at all.
- Obesity rates have risen in tandem with the increase in soda consumption. (Soft drinks provide 10.3% of the calories consumed by overweight teenage boys, but only 7.6% of the calories consumed by other boys.)
- The National Institutes of Health recommends that people trying to lose or control their weight should drink water instead of soft drinks with sugar.

How much is enough? There is much debate about exactly how much water people should consumer daily, and while everyone is different, a good rule of thumb is to let thirst be your guide and drink when you are thirsty. If that is not specific enough, a recent report from the Institute of Medicine set general recommendations for men and woman:

- For women, approximately 2.7 liters (91 ounces) of total water a day
- For men, approximately 3.7 liters (125 ounces) of total water a day

These values are from water from all sources, not just drinking water.

Note: Prolonged physical activity and heat exposure will increase water losses and therefore raise daily fluid needs.

Let's face it. The health benefits of drinking plenty of water a day are so numerous, that we all owe it to ourselves to make this simple habit part of our daily routine.