

# RETHINK

As a certified dietitian who works with many elite athletes, Sharon Richter is used to teaching clients about nutrition. But one day, about seven years ago, the teacher became the student.

“I was in Brazil working with a top triathlete,” explains the New York-based Richter. “As we trained together, she introduced me to something she’d used for years — coconut water. I began incorporating it into my own diet, even cooking with it. And now, I use it with every athlete I work with. I’ve found it to be the best thing to use for hydration, hands down.”

Richter’s conversion to coconut water mirrors the experience of a growing number of people interested in nutrition and top performance. For thousands of years, coconut water has been part of everyday life in parts of Asia and the Americas, but now it’s gaining speed in the U.S. And professional athletes and celebrities are helping to fuel the high-profile buzz.

“Across the past year or so, coconut water has exploded onto the U.S. scene as a replacement for what a lot of people have been using for hydration,” says Bill Lange, a spokesman for ZICO, a leading coconut water brand. “Some people are looking for something more interesting than water, others want to avoid a lot of the sugars and unnecessary ingredients that sports drinks contain. For many reasons, it’s quickly becoming mainstream.”



# the SPORTS DRINK

The newest trend in hydration is 4,000 years old

ZICO (pronounced “ZEE-koh”) was launched in 2004 out of the garage of New York athlete and entrepreneur Mark Rampolla. Having worked and served as a Peace Corps volunteer in tropical countries, he saw first-hand how coconut water could be part of a healthy, active lifestyle. And today, pure, all-natural ZICO is produced from hand-harvested, young green coconuts sourced from trees around the world. It’s available nationwide on retail shelves as well as online retailers like Amazon and GNC.

Richter likes ZICO for two reasons: Its hydration qualities and the fact that it’s an all-natural product.

“I suggest it to all my clients who work out for 45 minutes or more to replenish what they burn and lose through perspiration,” she says. “The beauty of coconut water is that the right balance of sodium, potassium and other needed nutrients occurs naturally. The body absorbs it quickly and incredibly well. It contains natural sugars with only 60 calories in a 14-ounce bottle.

“And it’s real,” Richter adds. “It comes from a plant. It’s not the result of a bunch of lab experiments. From a dietitian’s point of view, it’s a no-brainer.”

ZICO is available in delicious natural and flavored varieties. And in 2010, ZICO became the only coconut water available in resealable, fully recyclable bottles convenient for active, on-the-go consumers (and their kids, who love it, too!). [Learn more about all-natural ZICO and find a complete list of retailers at \[zico.com\]\(http://zico.com\).](#)



# ZICO

I AM NATURAL.

I am true. I am pure. I believe in replenishing mind, body and spirit.  
I drink ZICO Pure Premium Coconut Water. With five essential electrolytes including more potassium than a banana.  
ZICO. The Ultimate Hydration Drink.



ZICO.COM