

PRODUCT FEATURES AND BENEFITS

POWERBAR PRODUCTS WORK BEST IN COMBINATION:
Mix and match products to meet your specific training and exercise needs.

	DESIGNED TO DELIVER BENEFITS FOR ATHLETES	PROTEIN (GRAMS)	CARBS (GRAMS)	POWERBAR® C2MAX™ DUAL SOURCE ENERGY BLEND	LOW SATURATED FAT (1 GRAM OR LESS)	0g TRANS FAT PER SERVING	NO HIGH-FRUCTOSE CORN SYRUP	NO ARTIFICIAL FLAVORS	COLLEGIATE COMPLIANT	
BEFORE & DURING EXERCISE										
		1 BEFORE	2 DURING	3 AFTER						
	PowerBar® Fruit Smoothie Energy bar	More energy/ easy to digest	6g/ bar	43g/ bar	X	X	X	X	X	X
	PowerBar® Performance Energy bar	More energy/ easy to digest	8-9g/ bar	44-46g/ bar	X	X	X	X	X	X
	PowerBar® Energy Gel	Fast energy	0g/ packet	27-28g/ packet	X	X	X	X	X	X†
	PowerBar® Energy Blasts gel filled chews	Fast energy	3g/ packet	45g/ packet	X	X	X	X	X	X†
	Ironman Perform™ sports drink	Hydration/ fast energy	0g/ 20 fl oz	42g/ 20 fl oz	X	X	X	X	X	X
	Ironman Perform™ sports drink mix	Hydration/ fast energy	0g/ 20 fl oz	42g/ 20 fl oz	X	X	X	X	X	X
	PowerBar® Energy Bites	More energy/ easy to digest	5g/ serving	26g/ serving	X	X	X	X	X	X
	PowerBar Harvest® Energy bar	Long-lasting energy	10g/ bar	42-43g/ bar		X°	X	X	X	X
	PowerBar® Pure & Simple Energy bar	Calorie smart/ long-lasting energy	5g/ bar	22-23g/ bar		X	X	X	X	X
	PowerBar® Triple Threat® Energy bar	Long-lasting energy	10-11g/ bar	30-32g/ bar			X	X	X	X
	PowerBar® Nut Naturals Energy bar	Long-lasting energy	10g/ bar	20-21g/ bar		X	X	X	X	X
	PowerBar® Pria® I10 Plus nutrition bar	Calorie smart	5g/ bar	15-17g/ bar			X	X	X	X
AFTER EXERCISE										
		1 BEFORE	2 DURING	3 AFTER						
	PowerBar® Recovery bar	Promotes muscle recovery	12g/ bar	30g/ bar			X	X	X	X
	Ironman Restore™ sports drink mix	Recovery/ rehydration	7g/ 20 fl oz	50g/ 20 fl oz		X	X	X	X	X
	PowerBar ProteinPlus® Bites	Builds muscle	20g/ serving	34g/ serving			X	X	X	X
	PowerBar ProteinPlus™ protein powder drink mix	Builds muscle	20g/ 8 fl oz	7g/ 8 fl oz		X	X	X	X	X
	PowerBar ProteinPlus® protein bar ‡	Builds muscle	23g/ bar	35-39g/ bar			X	X	X	X
	PowerBar ProteinPlus® 30g protein bar ‡	Builds muscle	30g/bar 3.5g leucine	33g/ bar			X	X	X	X
	PowerBar® High Intensity Sustained Release Beta Alanine dietary supplement	Helps enhance high-intensity performance*			• NSF Certified for Sport™ 	• Buffers muscle acids	• Steady supply of beta-alanine	• Designed for endurance, strength, and team athletes		

STRENGTH ELITE SERIES

* These statements have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
 † PowerBar® C2MAX dual source energy blend is designed to have the same blend of energy sources found in breakthrough studies to deliver 20-50% more energy than glucose alone. In another study, these energy sources improved athletes' cycling times by 8%. (This study was done with a drink containing glucose alone vs. 2:1 glucose to fructose).

‡ Some flavors contain caffeine. * Undipped variety only.
 † Have PowerBar ProteinPlus protein bars before and/or after resistance or strength training to help support muscle growth and repair.
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BEFORE EXERCISE



GOAL: Start well hydrated and fueled.

WHAT YOU NEED

HYDRATION

- 2–3 hours before exercise: Drink about 2–3 cups of water or sports drink
- 10–15 minutes before: Drink another cup — about 8 swallows/gulps

FUEL

- Eat a carb-based snack 30–60 minutes before exercise, to top off fuel stores (aim for about 40–60 grams of carbs)
- Eat a carb-rich meal 2–4 hours before exercise (aim for about 100–300 grams of carbs)

TRY

Your favorite bar or sports drink before your event.

DURING EXERCISE



GOAL: Stay hydrated and fueled.

WHAT YOU NEED

HYDRATION

- Avoid losing more than 2% of your body weight
- Do this by drinking at least 2–3 cups of water or sports drink per hour of exercise
- Drink a sports drink with sodium when exercising for more than an hour, or anytime it is hot or humid

FUEL

- Be sure to get 30–60 grams of carbs per hour (for exercise lasting 1–2 hours) or 45–90 grams of carbs per hour (for exercise lasting longer than 2 hours) to help delay fatigue and improve performance
- An improvement in performance has been seen when taking in multiple sources of carbohydrates during exercise, in a 2:1 blend of glucose to fructose*

TRY

Bars, energy bites, energy chews, gels, sports drinks — it depends on the intensity and length of your activity; the amount of sweat you lose; and, more importantly, what you enjoy most.

AFTER EXERCISE



GOAL: Replenish your body so you can bounce back and get the most out of your next workout.

WHAT YOU NEED

HYDRATION

- Have 2–3 cups of water or sports drink for every lb of body weight lost
- Continue rehydrating until urine is pale yellow like lemonade, not darker like apple juice

FUEL

- To get a head start on recovery, consume foods/fluids with carbs and protein within 30 minutes after exercise
- Aim for 40–80 grams of carbs after intense training — repeat or have a carb-based meal within 2 hours. Get in 15–25 grams of protein to help your body build and repair muscles



TRY

Try a recovery drink, protein powder drink mix, or protein-rich recovery bar as soon as possible after exercise.