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Taut: the first clean sports drink

Give your body a sporting chance

by Chris Hall published on 14 March 2007

Taut is a new sports drink which the makers are claiming is the first "clean" sports drink. They say that unlike all other sports and energy drinks, Taut contains no artificial sweeteners, flavourings, colours and preservatives and is specially engineered to give your body all the replenishment it needs, without giving it the junk that it definitely doesn't.

Made from natural ingredients and a variety of performance-enhancing vitamins and minerals including Zinc, Magnesium and Vitamin B6, you can be sure that what you're putting into your body will only improve your workout.

Taut also believe in salt when you need it and NO SALT when you don't therefore the main product, Taut, does not contain sodium (Na+). This, they claim, is because most of us take in far too much salt in our daily diet and you would have to exercise intensely for over an hour before you needed to replace lost salts. For the more hardcore athlete, there is Taut Endurance, which is aimed at the needs of serious endurance athletes and contains the optimal mix of sodium and potassium. Electrolytes like sodium and potassium drive your body's ability to absorb fluid. Taut Endurance contains 70mg sodium per 100ml and 12mg of potassium.

Some of Britain's brightest sports stars are already clued up on Taut's clean benefits - high-profile fans include Olympic sprint champion Darren Campbell, triple-jumper Aisha Hansen, Harlequins RFU, the British Triathlon Association, World Junior Triathlete champion Alistair Brownlee and four-time Olympic Gold medalist Sir Matthew Pinsent.

As Pinsent himself comments, "Taut is a revolutionary sports drink: all the benefits of an isotonic drink but in a clean form. Taut offers as good a performance as any other sports drinks



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and without any hidden 'extras', so my question to people is - why choose anything else?".

Taut's RRP is £1.50 in health clubs and £1.15 in multiples, and can be found in supermarkets and selected retailers.