ABS Coconut Water PF

**BACKGROUND**

Coconut water is tropical paradise for the skin. This preferred drink of the tropics is often drank straight from the fruit and accompanied by a mini umbrella. Not only is coconut water the new craze that fitness enthusiasts use as their “go to” drink for rehydration, but coconut water is ideal for skincare to cool and refresh the skin. America’s latest health craze has crossed over into skin care in a big way. Its high nutrient, mineral and moisture content make it perfect to rehydrate the skin. ABS Coconut Water PF can incorporate natural hydration into skincare for a refreshed look and feel.

This new “it” beverage has been dubbed Mother Nature’s tropical cocktail. Naturally hydrating, coconut water has a sweet, nutty taste. Coconut water is clear liquid from the fruit of the coconut palm, tapped from the coconut at a young age, while the fruit is still green. It contains easily digestible carbohydrates in the form of sugar and electrolytes, which is why it has seen interest as a healthier sports drink alternative. Sports drinks are popular within the recreational and fitness worlds, while most are just artificially flavored beverages. The attention has turned to coconut water, as a natural alternative to manufactured sports drinks with initial evidence indicating the ability to maintain hydration. As coconut water continues to have the reputation for being low in sugar, with only 6 grams/cup, and an electrolyte mineral rich rehydration beverage, often used as an alternative to avoid the sports drinks packed with added sugars and artificial colors. Electrolytes help maintain fluid levels within the body and are necessary to regulate muscle function.

**SCIENCE**

Coconut water has been used for centuries in tropical climates for hydration. While also having a strong history of use in medical applications, this nutrient rich water is a viable source of bio-water, packed with nutritional benefits. There are cases where coconut water has been used as an intravenous hydration fluid during World War II and in some developing countries for patients, where saline was unavailable. The electrolyte composition of coconut water resembles intracellular fluid and more closely than extracellular plasma, while also being rich in essential amino acids.

Benefits of ABS Coconut Water PF:
- Natural Electrolyte Minerals
- Intense Moisturizing Benefits
- Nutrient Rich
- Skin and Hair Care
ABS Coconut Water PF

Electrolytes help maintain fluid levels within the body and necessary to regulate muscle function. All life forms require an electrolyte balance between the intracellular and extracellular environment. Containing more Potassium than a medium banana, coconut water is packed with important electrolyte minerals. This important mineral is needed for regulating muscle cell function in the heart as well as maintaining nerve function. Sodium is just as important, as it maintains the body's fluid balance.

A low sodium level, hyponatremia, is the most common electrolyte disorder in the U.S. Another important mineral is Calcium, which plays an important role in bone formation, with a deficiency often leading to osteoporosis with increasingly weak or broken bones. Magnesium is essential to all cells of living organisms and in humans can help prevent both stroke and heart attack. While Phosphorus plays a major role in biological molecules, such as DNA and RNA, it helps form part of the structural framework of these important molecules. Zinc is an essential element, necessary for plants, animals and microorganisms. Zinc also has a role in the metabolism of RNA and DNA while also regulating apoptosis. It is also known to play a role in maintaining normal functioning of the brain and central nervous system.

**BENEFITS**

The benefits don't stop there. As mentioned, coconut water is full of essential amino acids while also containing enzymes, antioxidants and phytonutrients. Coconut water is also a natural source of cytokinins, which are plant hormones that have been known to provide anti-aging benefits. These hormones regulate growth, development and aging, as they influence the rate at which plants age. Cytokinins have been known to have an anti-aging effect on human tissues and cells. When added to the culture medium, the normal aging process slowed down. Due to these advances, cytokinins, have the reputation for being beneficial for anti-aging effects.

This health craze has crossed over into skincare with several companies incorporating coconut water into their products in order to capitalize on this skyrocketing trend. Coconut water is one of the most rapidly growing trends, with demands likely to increase. ABS Coconut Water PF is a great way to utilize this “here to stay” trend while incorporating natural hydration into skin and hair care products.

<table>
<thead>
<tr>
<th>Electrolyte Mineral</th>
<th>Unit (mg/cup)</th>
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</thead>
<tbody>
<tr>
<td>Potassium</td>
<td>600</td>
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<tr>
<td>Sodium</td>
<td>252</td>
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<tr>
<td>Calcium</td>
<td>58</td>
</tr>
<tr>
<td>Magnesium</td>
<td>60</td>
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<tr>
<td>Phosphorus</td>
<td>48</td>
</tr>
<tr>
<td>Zinc</td>
<td>0.28</td>
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</tbody>
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Figure 1. Typical electrolyte minerals found in 1 cup of coconut water.

References: