

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.

ENERGY

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

TRY

Your favourite 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.

ENERGY

- 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 important, 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 4–6 cups of water or sports drink for every kg lost (2–3 cups per lb).
- Continue rehydrating until urine is pale yellow like lemonade, not darker like apple juice.

ENERGY

- To get a head start on recovery, consume foods/fluids with carbs and protein within 30 minutes after exercise.
- Aim for about 40–80 grams of carbs along with 10–20 grams of protein after intense training; repeat — or have a high-carb meal — within 2 hours.















TRY

A specialized recovery drink or a protein-rich recovery bar as soon as possible after exercise.

POWERBAR® PRODUCTS WORK BEST IN COMBINATION:

Mix and match products to meet your specific training and exercise needs.

	DESIGNED TO DELIVER BENEFITS TO ATHLETES	PROTEIN IN GRAMS	CARBS IN GRAMS	CONTAINS POWERBAR® C2MAX™ ENERGY BLEND	LOW SATURATED FAT (1 GRAM OR LESS)	0 GRAMS TRANS FAT PER SERVING	NO HIGH-FRUCTOSE CORN SYRUP	NO ARTIFICIAL FLAVOURS		
BEFORE & DURING EXERCISE		<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">1 BEFORE</div> <div style="border: 1px solid black; padding: 2px;">2 DURING</div> <div style="border: 1px solid black; padding: 2px;">3 AFTER</div> </div>								
	PowerBar® Fruit Energize™ bar	Delivers more energy to working muscles/ Easy to digest*	6g/bar	46g/bar	X	X	X	X	X	
	PowerBar® Sport Energy™ bar	Delivers more energy to working muscles/ Easy to digest*	8-9.5g/bar	40-43g/bar	X	X	X	X	X	
	PowerBar® Energy Gel	Delivers more energy to working muscles/ Easy to digest*†	0g-0.3g/pack	27-28g/pack	X	X	X	X	X	
	PowerBar® Gel Blasts™ Energy chews	Fast energy	3g/pack	45g/pack	X	X	X	X	X	
	Ironman PERFORM™ sports drink mix	Hydration/ fast energy	0g/ 500 ml (17 fl oz)	34g/ 500 ml (17 fl oz)	X	X	X	X	X	
	PowerBar® Energy Bites™	Delivers more energy to working muscles/ Easy to digest*	11g/ pouch	58g/ pouch	X		X	X	X	
	PowerBar® Harvest Energy™ bar	Long-lasting energy°	10g/bar	34-35g/bar			X	X	X	
	PowerBar® Triple Threat Energy™ bar	Long-lasting energy	10g/bar	27-28g/bar			X	X	X	
AFTER EXERCISE		<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">1 BEFORE</div> <div style="border: 1px solid black; padding: 2px;">2 DURING</div> <div style="border: 1px solid black; padding: 2px;">3 AFTER</div> </div>								
	PowerBar® Recovery bar	Supports muscle recovery	12g/bar	30g/bar			X	X	X	
STRENGTH		Builds muscle ‡	20g/ pouch	38g/ pouch			X	X	X	
		Builds muscle ‡	24g/bar	37-39g/bar			X	X	X	
		Builds muscle ‡	20g/ serving	7g/ serving		X	X	X	X	

* PowerBar® C2MAX™ Energy blend is designed to have the same blend of energy sources found in breakthrough studies to deliver 20-55% 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 flavours contain caffeine. ° Only PowerBar® Harvest Energy™ bar double chocolate is dipped. ‡ Use PowerBar ProteinPlus® protein bars, Bites™, or protein powder before and/or after resistance or strength training, to help support muscle growth and repair.

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