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The Science of Hüma



A breakdown of all our ingredients, and our "why" for each one



Fruit Puree

100% real fruit for a 100% real flavor

Filtered Water

High water content = smooth consistency



Evaporated Cane Juice + Brown Rice Syrup

Glucose to Fructose ratio increases carbohydrate absorption

Bartels (1987); el-Mougi (1996); Brouns (1995)

Contains NO maltodextrin

Quezada-Calvillo (2008); Haub (2003); Rehrer (1989); Olano-Martin (2000); Gisolfi (2001); Fluckiger-Isler (1994); Wagenmakers (1993); Gisolfi (1992); Nickerson (2012)



Ground Chia Seeds

Fiber content modulates carbohydrate absorption = no sugar spike + steady release of energy

Razzaq (2011); Lairon (2007); Sands (2009); Savory (1992)

Ideal amount of all 9 Essential Amino Acids in an easily digestible form

Sandoval-Oliveros (2013); Bernard (2011)



Sea Salt

Sodium to Potassium ratio comparable to major electrolyte formulations

McRae (2012)

Citric Acid

Reduces physiological stress and attenuates physical fatigue

Sugino (2007)

