Hydration by the stick.

A private-label concept for Sprouts Farmers Market

Orange electrolytes and Tropical molecular hydrogen + electrolytes.



Packaging concepts

Well Beyond Possible



THE SPROUTS ASSORTMENT

Two choices on one shelf.

Sprouts already lists Ultima Replenisher electrolyte powder packets and H2tab unflavored molecular hydration tablets. The first gives shoppers a familiar way to mix electrolytes. The second introduces molecular hydrogen in a tablet.

THE PROPOSED PRIVATE-LABEL LINE

Sprouts leads on both pouches, with ICHOR as the formula partner. Orange identifies sugar-free electrolytes. Teal identifies hydrogen with electrolytes. Each stick carries its pouch’s color, fruit illustration and brand marks, so the two stay easy to tell apart in a lunch bag.

Sprouts online assortment Ultima Replenisher packets H2tab molecular hydration tablets

Electrolyte Hydration

A citrus-flavored powder stick with sodium, potassium and magnesium.



PER 6 G STICK

0 g
sugar

5 calories

Sodium	**230 mg**
Potassium	**360 mg**
Magnesium	**40 mg**

15 sticks per pouch
Final label pending

TASTING SELECTION

Orange

Raspberry is a second flavor option.

Pack format 15 individually wrapped sticks per single-flavor pouch.

Hydrogen + Hydration

One flavored powder stick brings molecular hydrogen and electrolytes to water.

PROTOTYPE RESULT

3.93 mg

of dissolved molecular hydrogen measured in a Tropical prototype.

H2 Analytics tested approximately 6.25 g in 500 mL of water. Each finished 6 g flavor needs its own verification.

TASTING SELECTION

Tropical

Lemon and Mixed Berry are additional flavor options.

H2 Analytics · H2AR-250607-1
June 7, 2025



Pack format 15 individually wrapped sticks per single-flavor pouch.

Start with a tasting.

Which sample would you like ICHOR to prepare for review?

Orange	Sugar-free Electrolyte Hydration
Tropical	Hydrogen + Hydration with electrolytes

MEG can advance either formula on its own or taste both side by side.

TO PREPARE A RETAIL QUOTE

Share the target shelf price, anticipated opening volume and Sprouts ingredient-review requirements. ICHOR can then return the selected formula specifications and a quote for that pouch.

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