

cure

HYDRATION®



CUREHYDRATION.COM

Supercharge your water.

Functional drink mixes that feel as good as they taste.



75% of Americans are chronically dehydrated

But water alone is not enough. You lose electrolytes through daily life including travel, exercise, temporary or chronic illness, pregnancy/breastfeeding, common medications, and alcohol.

Replacing electrolytes is the key to proper hydration.

1% loss in water can lead to severe dehydration

Long term effects of chronic dehydration can lead to increased cholesterol, premature aging, kidney failure, Alzheimer's and more.

We believe that proper hydration is the foundation of health.

Current Solutions Fall Short



WATER

Water is not enough on its own and doesn't replace essential electrolytes lost from travel, exercise, illness, alcohol, and many medical conditions or medications.



ELECTROLYTE WATER

"Electrolyte water" has a negligible amount of electrolytes that aren't even enough to make it onto the nutritional label.



SPORTS DRINKS

Sports drinks are loaded with added sugar and artificial ingredients. The average sports drink has 36g of added sugar which can actually be dehydrating.



OTHER ELECTROLYTE MIXES

Other electrolyte mixes are made with added sugar and synthetic ingredients and often aren't backed by science.

Cure is the only Oral Rehydration Solution (ORS) made with plant-based, non-GMO ingredients like coconut water.



SCIENCE
BACKED



PLANT
BASED



NON-GMO



NO ADDED
SUGAR



VEGAN



GLUTEN
FREE

Cure Hydration

Cure is a premium hydration brand with a science-backed formula, plant-based ingredients, and no added sugar or artificial sweeteners. Each serving of Cure is packed with the perfect blend of sodium, potassium and glucose that your body needs to hydrate most effectively. These essential electrolytes and ingredients come from natural sources like coconut water, pink Himalayan salt, and fruit juice powders, eschewing harmful ingredients like cane sugar, dextrose, erythritol, and more, so that you don't have to compromise between health and taste.

Cure delivers hydrating electrolyte drink mixes that stands out in today's market: effective, safe, and irresistibly refreshing. We use only clean, natural ingredients, ensuring every sip meets our uncompromising standards for quality, efficacy, and taste.

We will create effective, plant-based, and delicious products that provide the ultimate foundation for health and well-being.

Overview

Unique Selling Proposition

Mission



cure[®]

1 Science Backed Hydration

- Based on the World Health Organization’s formula for Oral Rehydration Solution (ORS)
- The ORS formula has 50+ years of research behind it and is proven to hydrate as effectively as an IV drip
- FSA & HSA Eligible

2 Plant-Based Ingredients

- Cure is the only ORS made with plant-based, non-GMO ingredients like coconut water
- No added sugar, artificial sweeteners, or sugar alcohols

3 Better Values

- For every purchase made, we donate a serving of Cure to someone in need
- Female-founded and led



Us vs. Them

			
25 calories	45 calories	25 calories	5 calories
0g added sugar	11g added sugar	6g added sugar	1g sugar
\$1.64 per serving	\$1.64 per serving	\$1.25 per serving	\$1.66 per serving
Well-balanced electrolytes and plant- based ingredients	Synthetic ingredients and added sugars	Synthetic ingredients and added sugars	Unbalanced and synthetic electrolytes that lead to further dehydration
FSA/HSA Eligible	FSA/HSA Not Eligible	FSA/HSA Not Eligible	FSA/HSA Not Eligible

BASED ON A 16OZ SERVING

INTRODUCING

cure[®] HYDRATION

KIDS



We took our same effective formulas and made them in delicious, kid-friendly flavors.

Kid-Friendly Scientific Formula

- Pediatrician approved
- Based on the World Health Organization's formula for Oral Rehydration Solution (ORS)
- The ORS formula has 50+ years of research behind it and is proven to hydrate as effectively as an IV drip
- FSA/HSA eligible

Better Ingredients

- Kid-approved taste, formula parents can trust
- Certified Non-GMO, Gluten-Free & Kosher
- Free of: added sugar, sugar alcohols, milk, egg, soy, peanut, sesame, wheat, fish & shellfish allergens
- No artificial or synthetic: flavors, sweeteners, preservatives, colors & dyes

Plant-Based Formula

- Made with 100% plant-based ingredients like coconut water
- Uses real ingredients like fruits and vegetables to create great-tasting flavors
- Vegan



ADVANCED
HYDRATION



PEDIATRICIAN
FORMULATED



0G ADDED
SUGAR



PLANT
BASED



Cure is now live in 13,000+ stores

E-COMM

cure

amazon

THRIVE
- MARKET -

Grove[®]
COLLABORATIVE

The Feed.

VITACOST

GROCERY

SPROUTS[™]
FARMERS MARKET

Albertsons[®]

Kroger

Central Market[®]
H-E-B

PC[®]
COMMUNITY
MARKETS

EREWHON

PHARM + HEALTH

CVS pharmacy[®]

Walgreens

FSA store[®]

kindbody

QueensCare
HEALTH CENTERS

TRAVEL + WELLNESS

jetBlue



Auberge Resorts Collection

THE WELL

MIRAVAL.

Saks Fifth Avenue

CIBO EXPRESS[™]
GOURMET MARKETS

Supporting Customer Trends

Consumers are demanding products that use better ingredients, have functional benefits, and a lower carbon footprint



QUALITY + VALUE

- Quality product at value prices
- Non-GMO, plant-based ingredients
- Pricing competitive to market

CATEGORY GROWTH

- The electrolyte drink mix category grew 173% over the last 52 weeks
- 65% of consumers look for function in what they eat and drink
- 75% of consumers will pay more for clean-label ingredients

SUSTAINABILITY

- 95% less packaging than a ready-to-drink
- 5% of the weight of a ready-to drink leading to fewer carbon emissions
- Plastic Neutral Certified as of April 2023
- FSC certified material for display boxes
- Implementing EcoCart on our DTC site allowing customers to purchase carbon offsets
- Submitted B Corp application in 2024

PHILANTHROPY

- In 2023, we partnered with QueensCare Health Centers (QHC), a quality primary healthcare provider in Los Angeles County offering services to any patient in need regardless of ability to pay, to donate a serving of Cure for every purchase made across all of our channels
- We have donated over 190,000 servings of Cure to individuals in need

Our Customer

DEMOGRAPHICS

- 65% Female, 35% Male
- Aged 25-55
- Active, health conscious

USE CASES

- Travel / On the go
- Pre and post workout
- Short term and chronic health conditions
- Before / After drinking alcohol

WHY THEY LOVE US

- Clean ingredients, no added sugar
- Science-backed and effective
- FSA/HSA Eligible
- Women-owned



HIGH ALTITUDES



HEALTH CONDITIONS



NEW MOMS



BEFORE/AFTER WORKOUT



TRAVEL



What they're saying...

HELLO!

"Gwyneth Paltrow's miracle health hack – an electrolyte powder that prevents dehydration without the added sugars of a sports drink."

martha stewart

"Cure really is the best—their beverages meet the criteria of thirst-quenching and healthy and, as an ORS, they are scientifically proven to hydrate at a cellular level."

Women'sHealth

2022 Women's Health Fitness Awards Winner – Named Best Hydrating Drink Mix

P O P S U G A R .

"Whether you need a refreshing boost of hydration or need to handle a hangover, Cure has got your back."

TC TechCrunch

"Now, more than ever, consumers are prioritizing health in their daily lives and looking for products that are not only effective but better-for-you."

Parade

"The only women-owned powder electrolyte brand is led by Peruvian Lauren Picasso."

PureWow.

"These water additives are meant for all of us, everyday people who are potentially among the estimated 75% of Americans suffering from dehydration."

FORTUNE

"Cure is effective hydration without the added sugar and artificial ingredients that most sports drinks have," says Andy Roddick.

Meet The Team

Our Core Team

Our core leadership team has deep experience in retail, e-commerce, and consumer packaged goods.



Lauren Picasso
FOUNDER/CEO



Laura Kendrick
CHIEF MARKETING OFFICER



Chrissy Allen
VP OF SALES



Morgan Massat
VP OF OPERATIONS

Our Medical Advisory Board

All-female medical advisory board with expertise in hydration & nutrition



Dr. Dana Cohen



**Brooke Alpert, MS,
RD, CDN**



Dr. Roshini Raj

cure[®]

THANK YOU

CONTACT

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