

<https://anuga-brazil.com.br/release/100-natural-refix-fornece-ate-78-eletrolitos-com-agua-do-mar/>

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Aqui está a tradução para o inglês corporativo, com foco em **inovação de produto, saúde e bem-estar** (*health & wellness*) e **sustentabilidade**.

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## 100% Natural Hydration: Refix Delivers 78 Electrolytes via Purified Seawater Technology

Refix utilizes seawater sourced from Spain's Costa da Morte (Galicia) to produce a premium beverage designed for rapid rehydration and mineral replenishment. Positioned as a clean-label alternative to traditional sports drinks, the product supports athletic recovery and daily metabolic balance.

The brand stands out for its high-tech purification process, ensuring a functional and sustainable product profile.

*"We extract seawater through a rigorous filtration process that eliminates microplastics and viruses while preserving essential minerals. By blending this with organic ingredients, we've achieved a mineral composition similar to human blood plasma—all without high sugar content, artificial dyes, or preservatives,"* explains **Lourival Barreto**, CCO of Refix.

### Strategic Market Positioning and Benefits

Currently distributed in 12 countries, Refix prioritizes **eco-friendly packaging**, utilizing only glass and Tetra Pak. The product line includes four flavor profiles: Pineapple & Coconut, Apple & Coconut, Lemon, and Orange—each containing a **20% seawater concentration**.

#### Key Value Propositions:

- **Athletic Performance:** The only 100% natural isotonic drink specifically engineered for high-performance recovery.
  - **Holistic Wellness:** High vitamin and mineral content aids digestion, combats fatigue, regulates blood pressure, and supports bone health.
  - **Clean Label Innovation:** A functional beverage that fulfills the demand for "better-for-you" products with zero chemical additives.
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### Event & Organization Overview

#### Service Details:

- **Event:** Anuga Select Brazil

- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

**About Anuga Select Brazil** Organized by **Koelnmesse Brazil**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, serving as a vital hub for **business development** and technological industry breakthroughs.

**About Koelnmesse – Global Competence in Food and FoodTec** Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in key emerging markets—including Brazil, China, India, and the UAE—to ensure a sustainable and influential international business network.

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**Digital Presence:**

- **Official Website:** [anuga-brazil.com.br](https://anuga-brazil.com.br)
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