

Ghost Hydration Now in Sour Patch Kids Stick Packs

written by Mike Roberto | May 25, 2022



The Ghost Hydration Sour Patch Kids collab is here, and the two flavors (Redberry and Blue Raspberry) come in bags of convenient *stick packs*

On March 9, 2022, **Ghost** launched *Ghost Hydration*, the next major piece of their legendary sports nutrition puzzle. This *well-balanced* electrolyte and cellular hydration supplement had been teased a year before, and was well worth the wait.

Just a couple of months later, they're back with a couple of new flavors – but not just *any* new flavors:

Ghost Hydration now in Sour Patch Kids Flavors!

Once again, it's time for consumers to pick a team – *Red* or *Blue* – because **Ghost Hydration Sour Patch Kids Redberry and Blue Raspberry** are out!

Compared to the original Hydration tubs released in March, these two incredible flavors* are different in a couple of major ways:

- **They come in a bag of *stick packs*.**

Hydration supplements sell very well in on-the-go stick packs – so they can be cut and put into any water bottle.



The bag is more *supermarket-friendly*, which will help Ghost take on more competition. These bright yellow bags are *impossible* to miss. They also have *24 sticks*, which is more than the grocery store competition and at a better deal!

- **They're sweetened with *sucralose*.**

Ghost did a *phenomenal* job naturally flavoring the original *Lemon Crush* and *Kiwi Strawberry Hydration* tubs, only needing *stevia* to sweeten them. However, to achieve the high “*sour then sweet*” standards of the *Sour Patch Kids*, Ghost had to level up that sweetness with *sucralose*.

**Yes, we tried them early when we stole a few we found at Ghost HQ in our recent trip for the Ghost x TMNT launch and Podcast #066 with Dan Lourenco and Ryan Hughes. Sorrynotsorry!*

Let's check on PricePLOW's coupon-powered prices and then briefly recap the ingredients and backstory on Sour Patch x GHOST:

Ghost Hydration – Deals and Price Drop Alerts

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The Ghost Hydration Ingredients – Going big on *potassium*

In our main article titled “*Ghost HYDRATION: Electrolytes Done Right – With Potassium!*”, we focused on Ghost formulating this one *properly* – with a phenomenal **2.5:1 potassium:sodium ratio**. Too many hydration supplements ignore potassium, which is often the biggest *shortfall electrolyte* in diets.

Ghost Hydration Supplement Facts

	Amount Per Serving	%DV**
Calories	5	
Total Carbohydrate	2 g	1%
Dietary Fiber	1 g	4%
Total Sugars	0 g	†
Includes 0g Added Sugars		0%
Vitamin C (as PureWay-C™)	135 mg	150%
Calcium	60 mg	5%
Magnesium	83 mg	20%
Chloride	117 mg	5%
Sodium	150 mg	3%
Potassium	375 mg	8%
GHOST™ HYDRATION		
Taurine	1500 mg	†
Potassium Citrate	1034 mg	†
Magnesium Citrate	545 mg	†
Aquamin™ (trace minerals derived from Red Marine Algae)	500 mg	†
Sodium Citrate	323 mg	†
PureWay-C™ (Ascorbic Acid and Citrus Bioflavonoids)	196 mg	†
Himalayan Pink Sea Salt	192 mg	†
Senactiv® (Plant polyphenol extract and Asca casina fruit extracts)	50 mg	†

** Percent Daily Values (DV) are based on a 2,000 calorie diet.
† Daily Value not established.

OTHER INGREDIENTS: Natural and Artificial Flavor, Malic Acid, Tartaric Acid, Gum Acacia, Citric Acid, Sucralose, Silicon Dioxide, Calcium Silicate, FD&C Red #40.

VEGAN FRIENDLY **GLUTEN FREE** **SOY FREE** **SUGAR FREE**

SENACTIV PUREWAY

Senactiv®: Royal Sciences USA, Inc. Aquamin™ is a trademark of Melal Ltd.
PureWay-C™ is a registered trademark of Innovative Laboratories, Inc. and is available under license. U.S. and International patents pending.

- **Calories: 5**
- **Total Carbohydrate: 2 g**
 - **Sugar: 0**
 - **Fiber: 1 g**
- **Vitamin C (as PureWay-C) – 135 mg (150% DV)**
- **Calcium – 60 mg (5% DV)**
- **Magnesium – 83 mg (20% DV)**

- Chloride – 117 mg (5% DV)
- Sodium – 150 mg (7% DV)
- Potassium – 375 mg – (8% DV)

Quite frankly, this much potassium is tougher to flavor. But Ghost had nailed it... with *stevia*. These sucralose-sweetened Sour Patch variations taste even sweeter.

Ghost Hydration Ingredients

In each 9 gram stick pack of Ghost Hydration, you'll get the following blend:

- Taurine – 1500 mg – an *osmolyte* that promotes water retention in cells and protects the mitochondria (cell powerhouses) from stress to support overall energy production.
- Potassium Citrate – 1036 mg (yielding 375 mg / 8% DV) – a key “*shortfall nutrient*” that supports cardiovascular health, but is often neglected by other brand formulators.



- Magnesium Citrate – 565 mg (yielding 83

mg / 20% DV) – a key metabolism-supporting mineral that’s become barren in foods due to “modern” agriculture practices.

- **Aquamin – 500 mg** (yielding ~60 mg calcium / 5% DV) – sourced from Red Marine Algae, Aquamin provides high amounts of calcium for bone and joint support.
- **Sodium Citrate – 323 mg** (yielding 150 mg / 7% DV) – the popular electrolyte that helps maintain intracellular and extracellular fluid balance and supports muscle contractions.
- **PureWay-C – 195 mg** (yielding 135 mg Vitamin C / 150% DV) – A trademarked blend of ascorbic acid and citrus bioflavonoids that’s been shown to yield better vitamin C uptake and retention.
- **Himalayan Pink Sea Salt – 192 mg** – alongside sodium citrate, this is another sodium source that also provides some small trace amounts of other minerals.
- **Senactiv – 50 mg** – Extracted from Panax Notoginseng and Rosa canina extracts, this *senolytic* ingredient from NuLiv Science helps clear out dying old cells for fresh new ones, leading to improved glycogen replenishment and V02 max.

Again, you can read the full analysis in our main **Ghost Hydration** article, where we go very hard on the potassium ratio.

All flavors available

Stick packs sound good, but looking for the other options in stevia-sweetened tubs? See below:

Watch Ghost discuss and “dome” the Sour Patch Kids Hydration packs:

In Ghost’s *Building the Brand* YouTube Series, they announce the Sour Patch Kids Hydration launch in S8:E30 launch titled “Stick by Stick”:

[SUBSCRIBE ON YouTube](#)

With regards to the Hydration launch, Ghost has been teasing it for over a year, so there’s plenty of video footage in our main Hydration article linked above.



Ghost Hydration set to take on the world

It's been a wild ride with Ghost, and the Sour Patch Kids collaboration was one of the major leveling-up moments for them all the way back in 2018. That's when they announced *Project X*, Ghost's collaboration with *Sour Patch Kids* and *Swedish Fish*.

The collab originally dropped in Ghost BCAA, but since then, we've seen Sour Patch Kids in *Ghost Energy Drink*, *Ghost Gamer*, and *Ghost Legend* pre-workout.

With Ghost Hydration, the flavor hits *perfectly* – the electrolyte salts help add that *melted gummy* texture, so these flavor systems are perfect for the job. All the better that they'll get tons of attention on grocery shelves, where the competition is... lacking.

So what'll it be for you, team red or team blue?

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