

Ghost HYDRATION: Electrolytes Done Right – With Potassium!

written by Mike Roberto | March 9, 2022



In early 2021, Ghost Lifestyle announced a major piece of their athletic puzzle: **Ghost Hydration**. The announcement came in their seventh season of their hit *Building the Brand* YouTube series.

Originally introduced in “*Our First Greens Collab*” (S7:E4), founder and CEO Dan Lourenco and his team covered several major items, including the announcement of a new Hydration supplement. At the time, we were told that the flavor had “*Kiwi in the front, berry in the back*” and would have *Senactiv*, part of Dan’s pre-hockey stack back when it was known as *ActiGin*.

On March 9, 2022, it’s finally live, celebrated a year later in *S8:E20* titled “*We’re Hydrating the Globe*”. You can see the Ghost Hydration reveal at the 9:58 marker:

Hydrating the Globe with *Ghost Hydration*