

Drinking Your Vitamin Essentials Helpful Or Harmful?

Charleston, SC - It's flying off store shelves faster than it can be re-stocked and many of you are letting it re-fill your daily water intake. We're talking about vitamin and fruit flavored waters. Some say They're a healthy escape from caffeine and calorie packed drinks, but some nutritionist say you still need to watch what you're drinking. It's the latest craze, packed in plastic, cramming store shelves. Take your pick. Raspberries promising to renew, or a cran grapefruit offering a balance. Vitamins plus water claiming to be all you need and as quick as it's stored, it's sells. "People are more fitness oriented and health conscious, looking for products that can help them maintain their well being and their health level," says Pam Fishette of Whole Foods. There may be more to the levels than you might think. You might want to check the label a little closer than before. Whole Foods representatives say they've created a cleaner version than some of the products pledging to be o so nutrient friendly. "For instance we don't have high fructose corn syrup in our waters. We have organic evaporated cane juice, cane sugar, we don't have any gums in our water and we also have the most updated nutrients in our water," says Fishette. Nutrients like the goji berry, the aserola cherry and the guarrana fruit, which acts as a chemical equivalent to caffeine. "There may be some very good advantages to choosing these kinds of flavored waters and fruit like beverages that are not as intense as pure fruit juice," says Nutritionist Marti Chitwood. Maybe a good alternative to heavily carbonated and caffeinated beverages, but the healthier promotion may mislead consumers to pack in more calories than they need. Popular choices like Vitaminwater often contain about 125 calories per bottle. Less than sugary soft drinks, but certainly more than plain water. Bottom line, watch your serving sizes and you may also want to watch your wallet. The nutrient-fortified waters can cost almost double the price of regular soda or plain water. Though, experts say the extra pennies could be well spent depending on what you eat. "Our food supply is not as abundant due to many reasons, soil depletion, influenzas like radiation can deplete B vitamins in the food," says Chitwood. Sipping on Vitaminwater's "endurance" flavor will give you close to the same amount of vitamin E as eating two apples. Also, the folic acid in some of the enhanced drinks can add up to a couple cups of broccoli. Chitwood says those liquid A, B and C's could be good news to your health. "So in fact a person may feel some benefit in getting a boost of nutrients that the body is really lacking in," says Chitwood. A boost, but still not the same benefit as eating fresh fruits and vegetables containing hundreds of healthy compounds. Coca-cola acquired Vitaminwater maker Glaceau after buying Energy Brands Inc. for more than \$4 billion in May. Whole Foods Market developed it's private line just this month.n

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About the Author

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