



Oral Rehydration Solution (ORS) for the Traveler

CeraLyte is a patented, homogeneous blend of natural rice and electrolytes. It meets the standards set by the World Health Organization for electrolyte replacement therapy, also known as “ORS” or “ORT”. The key to CeraLyte superiority is its **DUAL ACTION**. It works fast to rehydrate you, *while also reducing diarrhea fluid losses*. Most studies show a **20 to 50% reduction in fluid losses** and at least **one day less of diarrheal illness**.

There are two important characteristics that give CeraLyte this superior performance as compared to standard glucose ORS:

(1) Cera’s patented enzymatic process maintains all the qualities of rice. Each liter of CeraLyte has 40 grams of rice-base, as compared to only 20 grams of glucose in solutions like “Pedialyte”, or 13.5 grams in the new “low osmolar” World Health Organization “ORS” packets. This difference is important because sugar and sodium are both required for the body’s water absorption mechanism to work effectively.

(2) CeraLyte has low osmolarity (<250 osm). Osmolarity controls how fast something empties from your stomach, and how fast it is absorbed through the intestinal cells into your blood stream. Drinks with osmolarity higher than 300 (most sports drinks, juices, soft drinks and colas - some as high as 800 osm), sit in your stomach longer, making you feel bloated or nauseous, and may actually increase diarrheal fluid losses because their high simple sugar content can draw even more water out of your thirsty tissues into your intestines.

The bottom line is that only CeraLyte has the dual action of reducing fluid loss and rehydrating.

TYPICAL QUESTIONS FROM THE TRAVELER:

Q: Why do I need to take an oral electrolyte solution (ORS) with me?

A: While vaccinations protect you from *specific* diseases, they do not protect you from *all* diseases. Fifty percent (50%) of travelers get some type of diarrhea while on their trip. One of the more serious complications of diarrhea is dehydration. Water, juice, and soft drinks do not restore the electrolytes you lose with diarrhea, and may even make the diarrhea worse. CeraLyte has been scientifically formulated to correctly replace the electrolytes as well as the fluids people lose when they have diarrhea.

Q: Why can’t I just take an antidiarrheal product like Kaopectate or Immodium?

A: Antidiarrheal drugs can decrease how often you need to use the bathroom, but do nothing to treat or prevent the dehydration and electrolyte loss of diarrhea. This is because they work either by thickening the stool or by decreasing intestinal motion. The fluid and electrolyte loss is still happening. It’s just masked now! CeraLyte decreases the amount of stool through enhancing reabsorption of fluid from the intestines back into the blood stream, while it safely replaces lost fluids, and restores the body’s proper electrolyte balances

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advanced oral hydration products

Q: Why can't I just get the ORS wherever I am?

A: The last thing you want to be doing when diarrhea hits, is searching around a foreign place looking for ORS (and public bathrooms). Also, it may be difficult to find an effective ORS at a local pharmacy. Most available ORS only treats dehydration. CeraLyte, a rice-based ORS, has the added advantage of reducing the amount of fluid loss and shortening the diarrheal episode. Using CeraLyte instead of a glucose-based ORS can help bring you back to good health faster, so you can enjoy the rest of your trip.

Q: Why start it immediately - can't I wait a day or two to see what happens?

A: You will feel better faster, and are likely to recover faster, if you start using CeraLyte as soon as you have two loose stools. One of the reasons people feel fatigued when they have diarrhea is dehydration. If you let yourself get dehydrated, you could end up in a hospital (or worse). Diarrhea can be caused by many things including salmonella, *E.coli*, or it can be simple traveler's diarrhea. It can also be cholera, or shigellosis, which can be life threatening. Using ORS at the start of the illness can avert or reduce the dehydration that is a serious consequence of these serious diarrheal diseases.

Note: If there is blood in the stool, a high fever, or if you feel very weak and shaky, or if someone with you (especially a child or an older person) has these symptoms, additional treatment, such as an antibiotic may be necessary. Call a doctor or go to a clinic right away, and keep sipping CeraLyte. If you have an antibiotic, use that first and then call for appropriate medical help.

Q: How do I mix CeraLyte when I am traveling?

A: If you are at a hotel, ask the hotel to send a carafe of boiling water and/or bottled water up to your room, along with a clean teacup or mug. You can mix it into cold or hot water (preferably clean bottled drinking water, or water that has been boiled seven (7) minutes or more). CeraLyte comes in several sweet and savory flavors, and unflavored CeraLyte tastes similar to oriental noodle soup mix broth when mixed in hot water.

Q: How much do I drink? How do I know when to stop?

A: For adults, drink a cup after every episode. For children, one-fourth to one-half cup after each episode. Continue drinking CeraLyte until the diarrhea stops. If your hands or feet get puffy, you may also need to cut back on the amount you're drinking. Each 10 gram packet makes 7 ounces of CeraLyte. It is best to drink or sip slowly, especially if you feel nauseous.

Q: What if the illness includes vomiting?

A: Sip CeraLyte from a teaspoon until the vomiting stops. CeraLyte empties from the stomach very quickly - so fast, that some is absorbed even if vomiting continues. This will help minimize the amount of dehydration, and help you recover faster.

Q: Can we eat or drink anything besides CeraLyte when we have diarrhea?

A: Yes, eating the right foods even though you have diarrhea can help people recover. You can eat anything you want, except sweet things. Most diarrheal disease experts recommend eating complex carbohydrates such as rice, potato, noodles, as well as easy to digest foods, such as lean meat, chicken, fish, or eggs, and hot cereals or bread, toast, rolls, or crackers. You can drink water, tea, or other non-sugary drinks (diet drinks are okay). Resuming a normal diet as soon as possible will help you recover faster because protein helps the body repair itself