

By The Case Load

Mineral enhanced

CELEBRITY endorsed K.O. Fitness Recovery Drink from World Black Belt Inc is the latest entry in the billion dollar bottled water business. The new designer drink is fortified with colloidal minerals that will knock out your thirst fast and replace sweat lost through exercise. K.O. is claimed to be the world's healthiest fitness recovery drink.

The water is a certified spring water; super charged with a proprietary blend of essential colloidal minerals, which include calcium, magnesium, copper, selenium, potassium and zinc. This formula was developed in conjunction with martial arts expert Bob Wall, who is a legend in American karate. Together with action film and television star Chuck



Chuck Norris and Bob Wall.

Norris and karate and kickboxing legend Joe Lewis these three make up what is probably the most famous trio in the history of karate on film.

According to Wall, proper hydration during training or competition will enhance performance and prevent possible injury associated with dehydration and sweat loss. K.O. may be the best beverage to drink because plain water does not replace the electrolytes that the body loses through sweating. K.O. replaces both water and electrolytes and more.

The drink is being marketed and distributed by Nutritional Products International Inc (NPI). Its Vice President of Sales and Marketing, Mitch Gould, said: "Every drop of K.O. Fitness Recovery Drink contains the perfect balance of minerals for a truly healthy drink and NPI is excited to bring this innovative new product to market. We are always looking for new products to react to global market trends."

Film inspired

A HOLLYWOOD, California, company inspired by the cult classic movie 'Up in smoke' is literally rolling its own energy drink. Called 420, it is designed to give consumers four hours and 20 minutes of pure unadulterated energy. Empty a couple cans at noon and you should be relaxed by the time 4:20 in the afternoon rolls around, when this street legal jolt of caffeine wears off. The Zig-Zag style labels were originally hand rolled on each 8.4 oz. can, but are

Richard Davis sweats over a fitness drink, discovers a timed energy drink and learns of Playboy's role in soft drinks.



now done by a high speed machine

Like other popular high energy drinks, 420 gets its kick from caffeine, the most widely consumed drug in existence. But what exactly is so stimulating about 3,7-dihydro-1,3,7-trimethyl-1H-purine-2,6-dione; 1,3,7-trimethylxanthine; 1,3,7-trimethyl-2,6-dioxapurine?

Well, caffeine is a central nervous sys-



tem and metabolic stimulant, and is used both recreationally and medically to reduce physical fatigue and restore mental alertness when excessive sleepiness or drowsiness occurs. Although it stimulates the central nervous system, caffeine's principal mode of action is as an antagonist of adenosine receptors in the brain, blocking the chemicals that send you into dreamland.

Sexy energy

PLAYBOY Enterprises Inc is creating a line of stimulating 'bunny' beverages under the Playboy and rabbit head logo. The company is known for its magazine *Playboy* with the bunny logo and centre-folds, and for lavish parties at founder Hugh Hefner's Beverly Hills mansion.

Hefner is renowned for his private harem of glamorous girlfriends or Playboy bunnies as they are known. 'The quintessential Viagra poster boy' may be going horn to horn



with Red Bull, with a new sexier version called Playboy Energy Drink.

The Playboy Energy Drink will have some stiff competition from Red Bull's founder and CEO, Dietrich Mateschitz, who, with his Thai business partner, created the European taurine-based energy drink, Red Bull. The brand is promoted using cheeky cartoon line advertising and extreme sports sponsorships. A Taurus (the zodiac sign of the bull), Mateschitz owns 49% of the \$2.5 billion dollar company.

Playboy's energy drink is like a soft drink on steroids, in its sexy sleek chic, 250 ml slim-style aluminium can and flirty packaging. Playboy Enterprises is a brand-driven, international multimedia entertainment company that publishes editions of *Playboy* magazine around the world. It operates television networks and distributes programming globally, owns Playboy.com, a leading men's lifestyle and entertainment web site, and licenses the Playboy trademark internationally for a range of consumer products and services.

The first copy of *Playboy* was published in 1953. Hefner turned a \$600 dollar investment and racy photos of Marilyn Monroe into one of the most successful publishing empires ever.

