



Cure Hydration Podcast Ad Brief

[Cure Website](#)

1. Provide your own Cure testimony and share your opinion and personal experience
2. Are there any particular products you like and would recommend to friends, family or your community?
3. Describe your hydration routine – do you use Cure in the morning to replenish electrolytes lost in sleep, are you drinking to help with recovery after working out, are you incorporating it into your day to day to help with hydration? What made you interested in hydration and how did you incorporate it into your life?

Step 1: Intro

🌟 **Host Note: Choose one of the following, or add your own**

- Shocked Tone - Did you know that dehydration is the leading cause of daytime fatigue? I was shocked to learn that even mild dehydration can cause headaches, muscle weakness, and brain fog. But luckily, there's a solution: Cure.
- Nutritional Tone - As someone who tries to live a healthy lifestyle, I know how important it is to stay hydrated. But not all hydration solutions are created equal. That's why I was excited to discover Cure - a plant-based, vegan, and no sugar added electrolyte packet that hydrates as effectively as an IV drip.
- Fitness Tone - If you're an athlete, you know that proper hydration is key to peak performance. But plain water can be boring, and sports drinks can be filled with artificial ingredients and added sugars. That's why I love Cure - it's a clean and effective way to stay hydrated and perform at your best.

Step 2: Talking Points

🌟 **Host Note: Give your audience important information about the product. Mention at least 1 talking point from the options below.**

Hydration is not just about drinking water

- Cure Hydration is an oral rehydration solution (ORS) that contains the perfect balance of electrolytes and glucose to help your body absorb water and rehydrate quickly.
- The formula is made with all-natural ingredients like coconut water powder and pink Himalayan salt, and is free from artificial flavors, sweeteners, and preservatives.
- Cure Hydration is vegan, gluten-free, and non-GMO, making it a great option for anyone with dietary restrictions or preferences.
- The packets are convenient and easy to use - just mix with water and drink! They're perfect for on-the-go, travel, or anytime you need a quick and effective hydration boost.

Brand Belief/Story

- Hydration is more than just drinking water. That's what Lauren Picasso, a lifelong endurance athlete, discovered as she struggled to stay hydrated no matter how much



water she drank. Lauren founded Cure, a science-backed electrolyte drink mix, to make hydration easy for everyone.

- Driven by a desire to offer a better alternative than sugar laden sports drinks, Lauren collaborated with medical experts to develop a plant-based, vegan, and no sugar added electrolyte powder that hydrates as effectively as an IV drip since it is an ORS (oral rehydration solution). The product is designed to provide a healthier and more natural hydration solution for athletes, travelers, and busy individuals who are constantly on-the-go.
- Today, Cure is on a mission to help people stay hydrated and feel their best, without compromising on quality, taste, or sustainability.

Ingredient Philosophy

- Cure believes that hydration should be simple and effective, but also clean and natural. That's why they use only the highest quality plant-based ingredients and avoid any artificial or harmful additives.
- They're committed to transparency and honesty - all of their ingredients are clearly listed on their website and packaging, and they're always happy to answer any questions or concerns.

Step 3: Call to Action

⚡***Host Note: End with a call to action or personal recommendation for the product.***

Ready to combat dehydration? Try Cure today and feel the difference for yourself! Use code **(YOUR OFFER CODE)** for 20% off your order.

Step 4: Show Notes

⚡***Host Note: Post the following in your show notes as-is***

Try Cure today and feel the difference for yourself! Use my special link **(YOUR OFFER LINK)** for 20% off your order, coupon activated at checkout!

If you have any questions, please contact creatornetwork@zencastr.com