

**For Immediate Release**

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**New Survey Shows Underhydration in Children  
Is A Bigger Concern Than Parents May Realize**

Cary, N.C., SEPTEMBER 30, 2020 – A new nationwide survey conducted in August, 2020 by the new *Creative Roots* kids beverage brand and North Carolina-based Sampling Store™ reveals parents are not as concerned as they should be about their children being dehydrated.

The nationwide survey focused on parents who received samples of *Creative Roots*, a plant-based flavored water with 1 gram of sugar, and opted-in to provide feedback on the product. The samples were distributed to approximately 700 U.S. pediatric offices.

The survey revealed that more than 51 percent of parent respondents were not at all concerned (19.7 percent) or only somewhat concerned (31.4 percent) that their children could be dehydrated. These results may partially explain why more than 1 in 2 children or adolescents are underhydrated, according to a study in the American Journal of Public Health.<sup>i</sup>

“Like most things we want our children to learn, it often starts at home,” said Edward Patterson M.D. a board-certified pediatrician with Patterson Pediatric Gastroenterology in Phoenix.

“Staying hydrated is really important not just physically but mentally. There are studies that suggest that underhydration can impact cognitive development and performance in school.”<sup>ii</sup>

As kids get back to school, engage in more physical activities and busy days become even busier, finding ways for your child to stay hydrated may be even more difficult.

“You can lead a child to water, but how much of it will they drink or want to drink?” said Dr. Patterson. “The way taste buds develop, children are more likely to gravitate to the sugar-filled options that surround them. While those options are okay on occasion, there’s really nothing better than water to stay hydrated for most day-to-day activities.”

One answer may be an emerging category – flavored waters specifically for children. Not only are the flavors geared to the likes of kids, the packaging also appeals to them.

According to Rachel Drof, marketing director of *Creative Roots* “Our goal was to address parents’ needs to help keep their children hydrated by creating a better-for-you kids beverage that they would actually drink.”

“We recently agreed to distribute samples of *Creative Roots* flavored water to parents in our pediatric office,” said Dr. Patterson. “We made the decision because we were pleased with the ingredients, particularly that it used a plant-based sweetener and contained 1 gram of sugar per a one-bottle serving. And, it tasted great when we tried it ourselves.”

Approximately 92 percent of parents who took the sample and answered the survey said their children tried the product with nearly 100 percent kid approval. Of the 97 percent who responded positively, nearly 79 percent said their children had a very good or excellent experience.

“By the time you feel thirsty you are already underhydrated,” said Dr. Patterson. “And while there are general guidelines for water intake there are other factors to consider such as weather and activity level. One great way to check is the color of pee, the darker the shade of yellow, the more liquid you need.”

According to the Academy of Nutrition and Dietetics, <https://www.eatright.org/fitness/sports-and-performance/hydrate-right/water-go-with-the-flow>, here are recommended amounts of water intake by age<sup>iv</sup>:

<b><u>Age Range</u></b>	<b><u>Gender</u></b>	<b><u>Total Water (Cups/Day)</u></b>
4 to 8 years	Girls and Boys	7
9 to 13 years	Girls	9
	Boys	10
14 to 18 years	Girls	10
	Boys	14

A follow-up to survey respondents in September, 2020 revealed that nearly 82 percent of parents said that their awareness and concern about dehydration in children was higher after being part of the *Creative Roots* sampling program. To help parents and kids learn more about the importance of hydration, *Creative Roots* developed a pee scale that’s available at <https://www.drinkcreativeroots.com/hydration>.

### About CoOptions' Sampling Store™ Survey

CoOptions' Sampling Store™ is a Cary, NC-based marketing agency, specializing in the sampling of consumer lifestyle brands. As part of the sampling program, 188 parents opted-in to conduct online research to provide feedback on kids' hydration, the product and program, with 142 participants fully completing all questions to the survey. A longitudinal follow-up survey invitation was sent to 113 initial survey respondents at the time of the invitation, with 44 households responding. The agency used accepted consumer research practices, including the 11-point Juster scale for purchase intent. The Juster scale, is widely recognized as the most consistent in accurately predicting actual purchase rates<sup>iii</sup>. A summary of key survey results can be found at <http://bit.ly/CRsurveyresults>.

### About Dr. Edward L. Patterson Jr., F.A.A.P. of *Patterson Pediatric Gastroenterology* in Phoenix

Edward Patterson, Jr. M.D., F.A.A.P., is a board-certified pediatrician in Phoenix, with a fellowship in Pediatric Gastroenterology from Children's Hospital in Michigan. He has more than 20 years' experience and has practiced in Phoenix-area since 1993. Dr. Patterson graduated from high school in Germany at Berlin American High School. After enlisting in the Air Force for four years, he went on to receive his undergraduate degree from Northern Arizona University in Flagstaff, AZ. and his medical degree from the University of Arizona in Tucson. He completed his internship and residency at Henry Ford Hospital in Detroit. To contact Dr. Patterson, please reach out to his office managers Dulce or Julia, at 602-283-3165.

### About *Creative Roots*

*Creative Roots* is available in four kid-approved delicious flavors, including Watermelon Lemonade, Peach Mango, Orange Pineapple and Mixed Berry. The product sells in singles and four-packs with a nationwide suggested retail price of \$1.29 for singles and \$3.99 for a four pack. Each variety contains 15 calories per 8.5 fluid ounces to help kids get closer to their recommended daily fluid intake. *Creative Roots* contains naturally occurring sugar from coconut water. For more information about *Creative Roots*, the Sploots and more, please visit [www.drinkcreativeroots.com](http://www.drinkcreativeroots.com) or follow along on [Facebook](#), [Twitter](#) or [Instagram](#).

### About the Korey Stringer Institute

The Korey Stringer Institute (KSI) is housed in the Department of Kinesiology within the College of Agriculture, Health and Natural Resources at the University of Connecticut (UConn). UConn's Department of Kinesiology has a strong tradition and reputation as one of the leading institutions studying health and safety issues for athletes and the physically active. The mission of KSI is to provide research, education, advocacy and consultation to maximize performance, optimize safety and prevent sudden death for the athlete, warfighter and laborer. For more information, visit: [www.ksi.uconn.edu](http://www.ksi.uconn.edu).

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<sup>i</sup>Kenney EL, et al. Prevalence of Inadequate Hydration among US Children and Disparities by Gender and Race/Ethnicity: National Health and Nutrition Examination Survey, 2009-2012. *American Journal of Public Health*. 2015; 105: e113-e118.

<sup>ii</sup>The hydration-focused research study, "*Nutrition, Urinary Markers and Sleep Habits in Children*," conducted by the Korey Stringer Institute (KSI) at the University Connecticut and led by Dr. Douglas J. Casa. Dr. Casa, hydration researcher for more than 25 years, is CEO of KSI.

<sup>iii</sup><https://www.forethought.com.au/wp-content/uploads/2018/09/Forethought-Client-Briefing-The-Juster-11-point-Probability-Scale-1.pdf>

<sup>iv</sup>Institute of Medicine 2005. Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate. Washington, DC: The National Academies Press. <https://doi.org/10.17226/10925>.