

With the introduction of its complete hydration ecosystem, FluidLogic empowers military members and others to easily stay hydrated

Developed in the harsh conditions of NASCAR, IndyCar and off-road racing, the high-tech solutions deliver proper hydration to positively impact performance and reaction time

RENO, Nevada — (Aug. 18, 2023) — FluidLogic, a cutting-edge technology company in the hydration space of health and wellness, today introduced its first general-purpose hydration pack and tactical vehicle hydration systems for commercial sales. Designed after extensive consultation and feedback from the military community, these solutions have undergone rigorous lab and field testing to provide the same cutting-edge hydration technology and connectivity as the company's other high-performance products.

“We are carefully developing products that form a complete hydration ecosystem to give warfighters water at the press of a button delivered right to their lips,” said Kevin Mantovani, FluidLogic's senior vice president of federal programs. “Having spent 25 years on active duty in the U.S. Air Force, I understand the challenge of staying hydrated from firsthand experience. I saw the consequences of young men and women — with unlimited access and no access to water — dropping from heat exhaustion.”

FluidLogic's tactical product ecosystem includes the following Active Hydration™ solutions:

- An intelligent hydration backpack equipped with a 50-ounce fluid container that syncs to an intelligent smartphone app, empowering users with personalized hydration recommendations during physical activities.
- A tactical vehicle hydration system that easily mounts to the frame of the vehicle, delivering on-demand small doses of water to keep convoys actively hydrated throughout their journeys.

According to the lay press, [75% of Americans are chronically dehydrated](#). While the projections for how this number translates to the military vary, proper hydration is a significant concern as troops are expected to perform at their peak — both cognitively and physically — under the harshest of conditions. Both over- and underhydrating can have negative consequences. When an individual intakes too much water, they can experience cloudy thinking, nausea and vomiting, muscle weakness, spasms or cramps and headaches. Conversely, adverse affects of dehydration include headache, dizziness or lightheadedness, sleepiness, dry mouth and low blood pressure.

Only FluidLogic products predict a user's hydration needs through a proprietary programmable mobile app that factors in the user's activity, physical condition and other variables prior to activity. Once active, the hydration system alerts the user when it's time to drink. A precise, personally prescribed small dose of water is then delivered directly to the user's mouth at the push of a button. This water-delivering cycle repeats in short increments (generally every 90 to 180 seconds) throughout the user's activity. Following this regime allows the user to physically and mentally function at their peak, absorbing nearly all the water consumed directly into their system with little need to urinate.

For more information about the FluidLogic tactical ecosystem of products and the company's other Active Hydration™ solutions, please visit fluidlogic.com.

About FluidLogic

FluidLogic, headquartered in El Segundo, California, is a growing startup at the intersection of performance hydration and wearable technology. A technology company built out of necessity, FluidLogic develops wearable technology products for the motor sports, health care, military and manufacturing sectors. In addition to the FluidLogic product line, the company's leading products include MagLock and MedLock. Each utilizes smartly designed magnetic couplings for state-of-the-art fluid and air delivery. For more information about how FluidLogic takes hydration to the next level, visit FluidLogic.com.