made right GUMMIES

THE ELECTROLYTE THE WHOLE FAMILY CAN ENJOY.

Next to the drink mixes and sports drinks you already sell: **no water bottle, no stevia, no artificial dyes, and a sodium dose sized for a kid, not a marathon. You keep 50%.**

PER SERVING	 **Made Right Gummies** 1 packet	 **Liquid I.V.** 1 stick	 **LMNT** 1 stick	 **Gatorade** 20 oz bottle	 **Jelly Belly Sport Beans** 1 oz pack	 **Skittles** 2.17 oz pack
No bottle needed	**Tear and chew ✓**	Mix into a 16 oz bottle ✕	Mix into water ✕	20 oz bottle to carry	Chew	Chew
Sodium, sized for kids too*	**180 mg · 12% ✓**	500 mg · 33% ✕	1,000 mg · 67% ✕	270 mg · 18%	90 mg · half of ours ✕	10 mg · barely any ✕
Sweetened with	**Cane sugar · 10 g ✓**	Cane sugar, dextrose + stevia · 11 g ✕	Stevia ✕	Sugar + dextrose · 34 g ✕	Cane sugar · 19 g ✕	Sugar + corn syrup · 45 g ✕
Organic flavors	**Made with organic fruit extract ✓**	Natural flavors, not organic ✕	Natural flavors, not organic ✕	Natural flavor, not organic ✕	Natural flavor, not organic ✕	Natural + artificial flavors ✕
No artificial dyes	**None. Color from fruit + veg juice ✓**	None	None	Red 40 ✕	None	Red 40, Yellow 5 + 6, Blue 1 + 2 ✕
Salt source	**Salt from the Great Salt Lake ✓**	Salt + sodium citrate	Salt	Salt + sodium citrate	Sodium citrate + lactate	Sodium citrate
60+ trace minerals	**Yes, from that salt ✓**	Not listed	Not listed	Not listed	Not listed	Not listed
Vegan-friendly	**Yes. Pectin, not gelatin ✓**	Yes	Yes	Not claimed	No: beeswax + shellac ✕	Gelatin-free
Non-GMO	**Made with non-GMO ingredients ✓**	Yes, verified	Not claimed	Not claimed	Per retailers	Bioengineered ✕
Same packet for kids and adults	**Yes ✓**	Sells a separate kids line ✕	Marketed to adults ✕	Sports drink	Sold as workout fuel ✕	Candy
Ready to go	**$2.50, nothing else needed ✓**	$1.56 + a bottle of water ✕	$1.50 + a bottle of water ✕	$2.19–2.49 a bottle	$1.39–1.48 a pack	$1.99 a pack
Your margin	**50% ✓**	Not published	Not published	Not published	Not published	Not published

NO BOTTLE, NO SHAKE

LMNT and Liquid I.V. need water to work. Made Right is tear and chew: at the register, in the car, on the sideline.

ONE PACKET FOR THE WHOLE FAMILY

180 mg of sodium is 12% of a 4 to 8 year old's daily limit. One Liquid I.V. stick is 33%, one LMNT is 67%. Liquid I.V. sells a separate kids line. We don't need one.

BUILT BETTER THAN THE SNACK OR THE DRINK

Against Skittles: 18x the sodium, under a quarter of the sugar, no dyes. Against Gatorade: about the same price, under a third of the sugar, no Red 40, nothing to carry.

#1

Gummies are the top-selling supplement format in the U.S., with 24.6% of all supplement sales.

Nutrition Business Journal, 2025 data

72%

of U.S. adults are at least somewhat concerned about synthetic dyes in food.

Consumer Reports survey, Mar 2026

50%

You keep 50% on every packet. For comparison, c-store candy earns about 51%.

NACS State of the Industry, 2025

SHELVE IT WITH THE ELECTROLYTES.

You know the drink. You know the powder. Meet the gummy. It sits next to LMNT and Liquid I.V. as the one shoppers chew and kids actually reach for.

Different job: LMNT and Liquid I.V. are drink mixes built for a full water bottle and an adult who's sweating hard. Made Right is the electrolyte you can hand a kid at the register.

*Kid daily sodium limit: the National Academies of Sciences, Engineering, and Medicine (2019) set the Chronic Disease Risk Reduction intake for sodium at 1,500 mg/day for ages 4 to 8 (1,800 mg for ages 9 to 13). Percentages are per serving, ages 4 to 8. Competitor facts are from each brand's own site or label, or a major retailer, checked Oct 23, 2026 (Sport Beans nutrition Oct 9, 2026). Gatorade price is a single 20 oz bottle at Walgreens/Target. Sport Beans price is a single 1 oz pack at Walmart/Running Warehouse; Skittles is a single 2.17 oz pack at CVS; both checked Oct 30, 2026. Brand names belong to their owners and are shown for comparison only. Vegan + non-GMO per brand and retailer pages, Nov 5, 2026.

We win when it sells: reorder stickers on every case, 10 free demo packs every reorder, no slotting fees. Order at maderightgummies.com/order · Ian Thompson, Founder · 810-360-9363 · hello@maderightgummies.com