NEWS | BEVERAGES

# Kenvue introduces ready-to-drink WHO ORS

Makers of ORSL expand their Ready-to-Drink (RTD) rehydration portfolio with the launch of the ORS – W.H.O approved formula targeted for patients with diarrhoea-led dehydration

By **Shraddha Warde** | January 20, 2025

FROM THE MAKERS OF

ORSL

# ORS

## READY TO DRINK

APPLE FLAVOUR



W.H.O. RECOMMENDED FORMULA

**Restores Fluids & Electrolytes Lost During Dehydration Due To Diarrhoea**

NOT FOR INJECTION

Net Contents: 200 ml

> WordPress post #34487

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Kenvue, the world's largest pure-play consumer health company by revenue and the makers of ORSL (□□□□ ) electrolyte drinks launched WHO ORS, in ready-to-drink (RTD) format for patients with diarrhoea-led dehydration.

Backed by science and recommended by experts, ORSL, India's No.1 Ready-to-Drink electrolyte drink brand with its scientifically formulated portfolio pioneered the ready-to-drink electrolyte category in India. Over the last 20+ years, ORSL has been advancing the science of fluids, electrolytes and energy (FE&E) with its advanced hydration formulations to help support recovery in non-diarrheal conditions as an adjuvant.

Building on this legacy, makers of ORSL expand their Ready-to-Drink (RTD) rehydration portfolio with the launch of the ORS – W.H.O approved formula targeted for patients with diarrhoea-led dehydration.

According to the WHO, diarrhoea continues to be a major global health challenge with nearly 1.7 billion cases of childhood diarrheal disease every year. In India, diarrhoea remains the third leading cause of death in children, especially those under 5 years. Oral rehydration salts (ORS) recommended by the World Health Organization (W.H.O.) are the gold standard in the treatment of diarrhoea, yet they remain under-prescribed. As per National Family Health Survey-5 2019-21), ORS coverage amongst children under 5 years while improving continues to be low (60.6%)

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Read online: https://nuffoodsspectrum.in/news/15/21932/kenvue-introduces-ready-to-drink-who-ors.html
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