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Kenvue launches ORSL and eRZL for complete hydration

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By **Sanjiv Das** | January 23, 2026



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Kenvue announced a dual brand strategy with two brands—ORSL TM and eRZL TM for complete hydration. With its “Double Power for Complete Hydration” brand strategy, the company is set to provide consumers two scientifically backed hydration brands-ORSL and eRZL.

· ORSLTM (□□□□): ORSLTM will now become the brand name of the company’s ORS portfolio based on World Health Organization (W.H.O) formula to address diarrhoeal dehydration. It is available in Ready-to-Drink and Powder formats.

· eRZLTM (□□□□□□□): Effective January 2026, eRZLTM is the new brand name of its science-backed electrolyte drink portfolio (erstwhile ORSL electrolyte drinks portfolio) for everyday hydration and recovery for tiredness and exhaustion.

eRZL TM provides faster hydration compared to water with 1.4X more electrolytes and 8X less sugar compared to the previous composition and acts as an adjuvant when feeling depleted during mild to moderate dehydration in conditions such as heat exhaustion, muscle cramps etc or feeling low due to tiredness and weakness. Designed for everyday hydration, eRZL TM Electrolyte Drink combines three vital electrolytes (Sodium, Potassium, Chloride) and Vitamin C along with real fruit juice offering hydration that is tasty and guilt free.

Manish Anandani, Managing Director-India, Kenvue, stated, “For years, we have been at the forefront of the hydration category, driven by a deep understanding of consumer needs and a strong scientific foundation. As dehydration emerges as an important health concern, we have been innovating and expanding our hydration portfolio to address these needs. Taking another step, we are delighted to launch our distinct two-brand strategy-ORSL and eRZL to address diarrheal and everyday hydration needs and to capitalise on the immense potential of India's electrolyte drink category which is growing at a rapid pace. We remain committed to strengthening awareness around hydration across both illness and everyday care with superior hydration products, while complementing broader public health efforts.”

Prashant Shinde, Business Unit Head – Self Care, Kenvue in India said, “In recent years, the health and wellness trend has accelerated. Consumers are increasingly seeking low sugar, low

calorie options as well as tailored hydration solutions beyond water when they are feeling ill or depleted. The all new eRZL TM with its improved composition provides consumers with a healthy hydration option for such occasions to feel better faster.”

Dr Nikhil Bangale, Head of Medical & Safety Sciences, Kenvue India highlighted, “While diarrheal dehydration is well recognized, non-diarrheal or everyday dehydration often lacks awareness and remains under-addressed, particularly in the context of rising heat, humidity, and physical stress. Rehydration today has evolved beyond water and home remedies with enhanced scientific solutions. There is an urgent need to strengthen awareness about hydration solutions for illnesses as well as for everyday hydration. Choice of electrolyte drinks should be based on the optimal concentration of electrolytes, key nutrients and energy to facilitate faster hydration.”

Read online: https://nuffoodsspectrum.in/news/15/23069/kenvue-launches-orsl-and-erzl-for-complete-hydration.html
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