
SYNERGY®
HYDRATION EVOLVED.
CAN YOUR FLAVOUR KEEP UP?
Salt Masker by Synergy makes functional hydration taste as good as it performs.
It enhances great flavour while delivering the hydration consumers look for, before, during and after what moves them.
The functional beverage market in Europe is now valued at
€1.8 BILLION
with a +15% CAGR from 2022-2025.
Great taste. Real function. That's the Synergy advantage.

REAL HYDRATION. BETTER BALANCE.

Great flavour starts with balance. Too much salt can throw it off. **Synergy Salt Masker** reduces the perception of salt in the taste profile, so drinks stay refreshing, enjoyable and easy to love.

MADE FOR MORE OF WHAT YOU CREATE

- **Hydration Powders**
- **Electrolyte Drinks**
- **Functional Beverages**
- **Sports Nutrition**

BALANCE THAT DRIVES PERFORMANCE

Modern consumers expect more from their drinks. They want them to be:

REFRESHING
Light, clean and easy to drink.

BALANCED
Less salty perception, more flavour harmony.

HIGHLY DRINKABLE
Great taste that keeps people coming back.

Synergy Salt Masker enables better hydration experiences without common water cost compromise.



READY TO RAISE THE BAR?

Let's build drinks people choose, sip and recommend.

Get in touch with the Synergy team.