

WTRMLN WTR is healthy for skin hair and pop up is open through end of summer Like 0

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May 13, 2015
5:21 AM MST



It doesn't matter what we put on our skin, if we don't also put something healthy "in" us as well. Watermelon is also great for skin and hair, because it contains vitamins A, C and is very hydrating. So, come on and stop by the **WTRMLN WTR Pop Up** store in NYC now through the end of summer in Soho, NYC on 187 Spring Street! With spring here and summer around the corner, everyone is engaging in fun outdoor activities and working out, so definitely treat yourself to something refreshing, sweet, yummy and healthy.

Here are some reasons why watermelons are healthy for us, making us looking and feeling beautiful and energized.

- **It's super hydrating:** Watermelon is incredibly hydrating, thanks to it being over 90% water and just one cup of watermelon is a low 40 calories. It's rich in vitamins including C and A, as well as high in phytonutrients, carotenoids and other compounds that make it a great choice for both antioxidant and anti-inflammatory support. The phytonutrient lycopene, usually associated with tomatoes but is actually found in higher concentrations in watermelons, is a well-documented inhibitor of inflammatory properties. It's also known and researched for both cardiovascular support and bone health, two things important to all adults, and especially athletes.
- **It's the best post-workout replenishment:** A new scientific study published in 2013 by the American Chemical Study reported that the juice from watermelon is rich in the amino acid L-citrulline, which can relieve post-exercise muscle soreness. Choline is a very important and versatile nutrient in watermelon that aids our bodies in sleep, muscle movement, learning and memory. Choline also helps to maintain the structure of cellular membranes, aids in the transmission of nerve impulses, assists in the absorption of fat and reduces chronic inflammation. You're also getting water and electrolytes, all of which are critical after exerting yourself in that summer heat.
- **Beautiful skin and hair:** Watermelon is also great for your skin because it contains vitamin A, a nutrient required for sebum production that keeps hair moisturized. Vitamin A is also necessary for the growth of all bodily tissues, including skin and hair. Adequate intake of vitamin C (one cup of watermelon provides 21% of daily needs) is also needed for the building and maintenance of collagen, which provides structure to skin and hair. Watermelon also contributes to overall hydration, which is vital for having healthy looking skin and hair.

While there are plenty of ways to enjoy watermelon, the purest and tastiest way to do so, other than popping a straw in the fruit itself, is to grab a bottle of **WTRMLN WTR**. With no added anything – just the fruit, water and a squeeze of lemon – **WTRMLN WTR** is an incredible way to get all the above mentioned benefits in your life in just a few tasty sips.

WTRMLN WTR is now available (and selling off shelves) nationwide at Whole Foods (and many other stores).

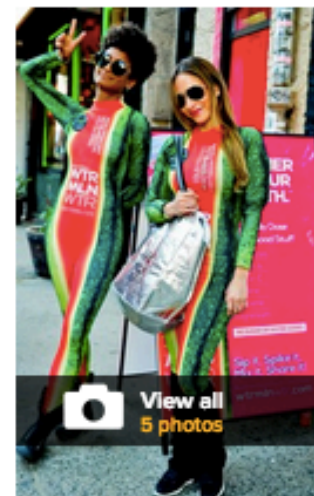


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