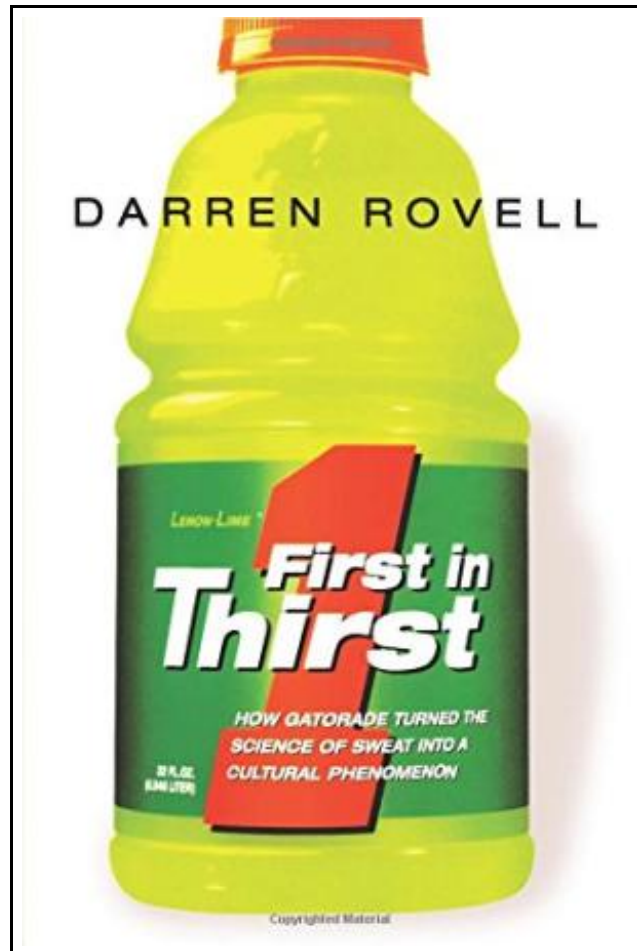


First in Thirst: How Gatorade Turned the Science of Sweat Into a Cultural Phenomenon



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