





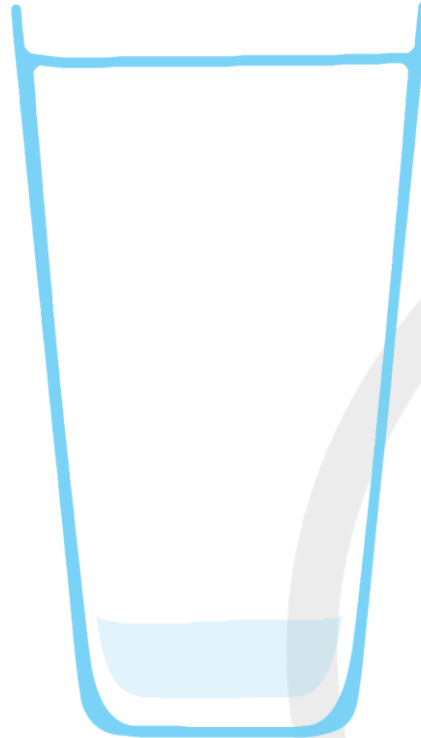
Dehydration is a big problem

After grandma was hospitalized with dehydration I looked into the issue further and found unfortunately her situation wasn't uncommon.

1 in 5

older adults in residential care has low-intake dehydration at any one time

Diane K. Bunn 2019



Impact of inadequate hydration

- Reductions in cognitive ability
- Poor oral health
- Two fold increase in death rate in stroke patients
- Constipation
- Pressure ulcers and sore dry skin
- Dizziness increasing the risk of falls
- Low blood pressure increasing the risk of falls
- Increased urinary tract infections, Incontinence
- Acute Kidney Injury
- Increased risk of drug interactions and side effects
- Increased risk of clots and heart attacks
- Two fold increase in death rate in stroke patients

NHS Hydration Toolkit

Why is this happening?

I spoke with dementia psychologists to understand why many with dementia struggle to drink.

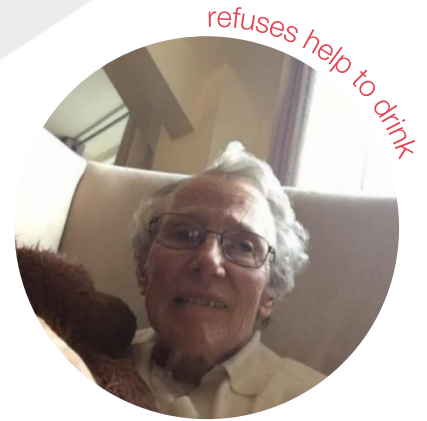
Many people with dementia:

1. No longer feel thirst
2. Don't realise drinking will quenching thirst
3. Don't recognise cups for what they are
4. Struggle to pick up cups



Drinking is a challenge

After living in my grandma's care home for a month I observed many behaviors that made drinking difficult - especially the refusal to drink with support.



Eating is intuitive

Especially finger foods! Removal of cutlery results in fewer distractions. Eating is also more social. Even still, it can sometimes be difficult to encourage people living with dementia to engage with their food.. that is however unless you offer people a treat!





Jelly Drops water sweets

With those insights I teamed up with industry leading food scientists to create a solid form of hydration in the format of a treat!



300ml
water
in each tray

Original
Tray

New
Pots



Vitamins

95% water

Added electrolytes

Sugar free (laxative free)

Vegan

Natural flavours

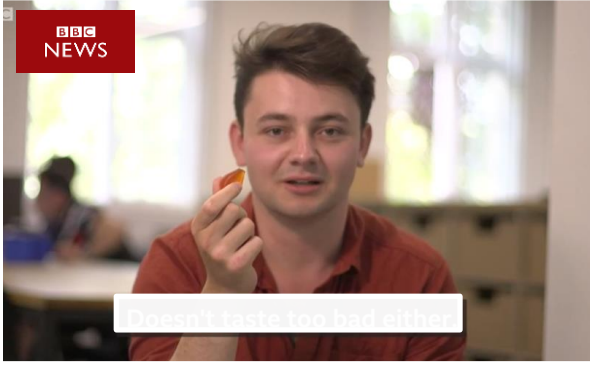
6 month ambient shelf life

Solid texture



Jelly Drops story viewed around the world

100m
views!



Enjoyed by over 50,000 people living with dementia



Jelly Drops

Reviews 48 • Excellent



4.7

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Stories From Our Community

It seems like behind every tray of Jelly Drops, there is a story - and when it comes to stories about Jelly Drops, our incredible community says it better than we ever could! That's why we wanted to share some of these amazing stories with you.

Want to share your story with us? Tag your post with #JellyDropStories and we'll feature some of our favourites every week.

These sweets are the perfect answer

“ He can be reluctant to drink and these sweets are the perfect answer. They are pleasant to take and far easier to give than numerous glasses of water during the night. ”

[VIEW](#)



Thanks for bringing cheeky laughter back from my mum

“ WOW!! My mum loves the bright colours, the smell and the texture, her water intake has increased and she looks forward to getting them, when she sees the packet, she says "oh I will be having one of those sweeties then" and laughs which is just a joy to see! ”





Thank You!