

FOR IMMEDIATE RELEASE

Jelly Drops: Student's 'Sweet' Solution To Help His Grandma Avoid Dehydration, Now In Canada



MULTI AWARD- WINNING SMART CANDIES DESIGNED TO HELP PEOPLE LIVING WITH DEMENTIA AND THEIR CARERS

95% WATER WITH ADDED ELECTROLYTES, (SUGAR-FREE AND VEGAN)

Jelly Drops - the award-winning water candies, which empower people living with dementia and other cognitive challenges to top up their water intake, are now available in Canada.

Initially developed by a then 24 year old British engineering student Lewis Hornby, to help his Grandma, who lived with dementia, to avoid dehydration, the mission-led startup had to figure out ways to meet global demand after an early video clip of Grandma Pat trialing the product went viral, leading to an outpouring of positive sentiment and tens of thousands of caregivers on the waiting lists.

After a £100k grant from Alzheimer Society UK's Innovation programme enabled them to launch publicly in the UK in 2020, the Canadian launch follows Jelly Drops launch to the USA last year.

"It's been a long journey since the first messages asking when Jelly Drops would be available in Canada, and I'm very proud they are now available to Canadian families and professional carers! It's a real 'pinch me' moment to know that a product I developed with my grandma in her care home in the UK is going to be available across North America."

(Lewis Hornby, founder and CEO of Jelly Drops)

There are over 600,000 people living with dementia in Canada and dehydration is a common challenge for those living with the condition, who can forget to drink enough water, may not equate drinking with quenching thirst, or may refuse help to drink, often worsening their existing condition to a point where they need to be hospitalized.

With an eye-catching colorful design and shape, the tasty bite-sized treats have a solid, yet smooth, texture that encourages independent hydration in those who may otherwise require assistance to drink. Jelly Drops, which come in six fruity flavors (orange, lemon, blackcurrant, strawberry, raspberry and peach) shift the conversation for caregivers from “will you drink more water” to the individual supporting their own hydration, a game changer in promoting more joyful interactions between caregivers, families and residents.

“Innovation is critical to support people now, as well as continued investment in research for a cure. Jelly Drops can keep people out of hospitals for longer and improve both quality of life and time spent attending to hydration levels within care and hospital settings”
(Simon Lord - Head of Innovation, Alzheimer’s Society UK)



Jelly Drops Founder Lewis Hornby and his late Grandma Pat, who inspired Jelly Drops

CREDIT:

Jelly Drops make a great gift for loved ones that find it hard to drink enough water

Available to order from: www.jellydrops.ca

1% profit on every Canadian purchase in the run up to Christmas will go to Alzheimer’s Society Canada whose mission is to alleviate the personal and social consequences of Alzheimer’s disease and other dementias and to promote the search for causes, treatments and a cure.

IN SUPPORT OF
Alzheimer Society
CANADA

Editor's notes

Hi RES IMAGES AND VIDEO [HERE](#)

Jelly Drops are not recommended for those with swallowing difficulties or suspected swallowing difficulties. Consult a speech & language therapist if you have any concerns before use.

Pricing

21x pack// \$69.30 + P&P

42x pack // \$119.70 + P&P (also available via subscription, cancellable at any time)

About Jelly Drops

Jelly Drops' mission is to improve the health and wellbeing for millions of people living with cognitive challenges, one drop at a time. Designing joyful and inclusive food products that support healthy nutrition and hydration, the award-winning sweet has supported over 50,000 people living with cognitive challenges and frailty to top up their water intake independently, while promoting positive social interactions between carers, families and residents.

Lewis Hornby

After a clip of Lewis trialing the product in his grandma's care home went viral, attracting the backing of various grants and over 15 awards, Hornby spent 18 months researching and developing the product before making Jelly Drops available to the public in the UK in 2020. Lewis is an expert on designing for dementia and inclusive design, and continues to tell his Grandma's story and highlight the risks of dehydration for elderly and those living with dementia on global platforms such as the [TEDx Stage](#) and BBC news.

Nutritional information:

Jelly Drops contain 10 calories per serving, are vegan, sugar-free and gluten-free

Water (95%), Maltodextrin, Gellan Gum, Xanthan Gum, Locust Bean Gum, Acacia Gum, Agar-Agar, Lactic Acid, Citric Acid, Malic Acid, Potassium Sorbate (to maintain freshness), Natural Flavors, Turmeric (color), Black Carrot Juice (color), Sodium Benzoate (to maintain freshness), Salt, Potassium Chloride, Trisodium Citrate, Sucralose.

**In Canada, over 600,000 people are living with dementia. By the year 2050, more than 1.7 million Canadians are expected to be living with dementia, with an average of 685 individuals being diagnosed each day. (Alzheimer's Society of Canada, [Landmark Study Report, 2022](#))*

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