

BODYARMOR®

FLASH I.V.

- ▶ Rapid rehydration, scientifically formulated for recovery
- ▶ The better-for-you choice for battling dehydration from heat, illness, hangover, or intense activity



2290mg Electrolytes

Natural Flavors and Sweeteners

Zinc and Vitamins B & C for immune support.

RAPID REHYDRATION:
8% of Sports Drinks Sales
29%
of Growth¹

Target Consumer: Anyone seeking better-for-you rapid rehydration from illness, hangover, or intense activity.

Primary Flavors:



Primary SKUs: (Availability varies by flavor, package, and channel)



Competitive Comparison:

BODYARMOR FLASH I.V.

- ✔ Immune Support
- ✔ Natural Flavors, Sweeteners
- ✔ Coconut Water

Total Electrolyte: 2,122mg
Potassium: 700mg

Potassium: 700mg
Sodium: 500mg

Gatorlyte

- ✘ Immune Support
- ✘ Natural Flavors, Sweeteners
- ✘ Coconut Water

Total Electrolyte: 2,105mg
Potassium: 350mg

Potassium: 350mg
Sodium: 490mg

Electrolit

- ✘ Immune Support
- ✘ Natural Flavors, Sweeteners
- ✘ Coconut Water

Total Electrolyte: 2,090mg
Potassium: 490mg

Potassium: 490mg
Sodium: 490mg