

INTRODUCING BODYARMOR FLASH I.V. ZERO

- ❖ Introducing Zero Sugar offerings to our Flash I.V. platform
- ❖ Unique flavors that are grounded in competitive performance

- + 2,290MG OF ELECTROLYTES
- + ZERO SUGAR
- + Zinc + Vitamins B & C for Immune Support



FLASH I.V. TM
HAS ALREADY ACHIEVED A
10 SHARE
OF THE RAPID REHYDRATION
SUB-CATEGORY¹

HIGHLY INCREMENTAL TO
THE BODYARMOR TM
with 63% of our buyers
being entirely new and 17%
of consumers coming from increased
consumption²

Connects with a
YOUNGER, DIVERSE
and low-income shopper³

**BODYARMOR
FLASH I.V.**

AVAILABLE

- + First Ship December 2024
- + Available January 2025

FLAVORS

- + Lemon Lime

PACKAGES

- + 20oz

PRICE

Line priced with
FLASH I.V. base

CHANNELS (NATIONAL)

- + Large Store
- + Small Store
- + FSOP

AVAILABLE
JANUARY '25



LEMONLIME
#1 Gatorlyte Zero
flavor growing
+520%



TALE
OF THE
TAPE



BODYARMOR
FLASH I.V. ZERO



ELECTROLIT
ZERO



GATORLYTE
ZERO

Potassium	720mg	350mg	487mg
Sodium	530mg	490mg	430mg
Chloride	880mg	1,040MG	80mg
TOTAL BLEND	2,290mg*	210mg	997mg
Immune Support	Zinc: 100% DV Vitamins B & C	—	—
No Artificial Flavors	✓	✓	✓
No Artificial Sweeteners	✓	—	✓
No Colors From Artificial Sources	✓	—	—
Calories	20	0	0
Sugar	0g	0g	0g

Sources: (1) Nielsen: L4 04/16/24

BODYARMOR
FLASH I.V.