

# BODYARMOR FLASH I.V.

**NEW!**

## WE'RE DOUBLING DOWN ON OUR LARGEST INNOVATION

### THE FASTEST-GROWING SEGMENT IN SPORTS DRINKS

**\$1.1B**

Total Rapid Rehydration category is \$1.1B growing over 30% v YA.

**\$104MM**

BODYARMOR FLASH I.V. RTD became a \$104M brand in 1 year.

**\$19B**

Energy is the largest functional attribute across all RTD beverage categories, totaling \$19B this past year.

**NEW**

BODYARMOR FLASH I.V. ZERO SUGAR + CAFFEINE will be the first in the category to boost hydration as well as focus & alertness.

**1<sup>ST</sup>**  
MOVER IN THE  
RAPID  
REHYDRATION +  
ENERGY SPACE!



**FPO**

2290 mg of electrolytes + 95mg of natural caffeine for enhanced alertness. Added benefits for immunity from Vitamins B & C.

BODYARMOR  
FLASH I.V. ZERO  
SUGAR CAFFEINE

#### FLAVORS

- + Watermelon Punch
- + Pineapple Passionfruit

#### PACKAGES

- + 20oz

#### PRICING

- + Line priced with existing Flash I.V. RTD singles

#### TIMING

NATIONAL LAUNCH:  
January 5, 2026