

BODYARMOR
FLASH I.V.

DOUBLING DOWN ON INNOVATION

NEW!

THE FASTEST-GROWING SEGMENT IN SPORTS DRINKS

NEW

BODYARMOR FLASH I.V. Caffeine Zero Sugar builds on the trusted hydration performance of the FLASH I.V. portfolio, becoming the first in the rapid rehydration category to combine caffeine with 2,290 mg of electrolytes and zero sugar—for guilt-free, long-lasting hydration.

\$1.1B

Total Rapid Rehydration category is \$1.1B growing over 19.1% v YA.

\$115.6M

BODYARMOR FLASH I.V. RTD is \$115.6M YTD and growing!

\$16.3B

Energy is the largest functional attribute across all RTD beverage categories, totaling \$16.3B & growing 13.2% v YA.



Scientifically Formulated for Longer-Lasting Hydration
95MG of Caffeine derived from Green Coffee Beans

1ST

MOVER IN THE
RAPID REHYDRATION
+ ENERGY SPACE!

- ✓ **95MG CAFFEINE**
- ✓ **2290MG ELECTROLYTES**
- ✓ **ZERO SUGAR**
- ✓ **NO ARTIFICIAL SWEETENERS**
- ✓ **NATURAL FLAVORS**
- ✓ **ENHANCED ALERTNESS**
- ✓ **IMMUNE SUPPORT FROM ZINC + VITAMINS B&C**

**BODYARMOR
FLASH I.V.
CAFFEINE
ZERO SUGAR**

FLAVORS

+ Watermelon Punch
+ Pineapple
Passionfruit

PACKAGES

+ 20oz

PRICING

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

TIMING

NATIONAL LAUNCH:
January 5, 2026