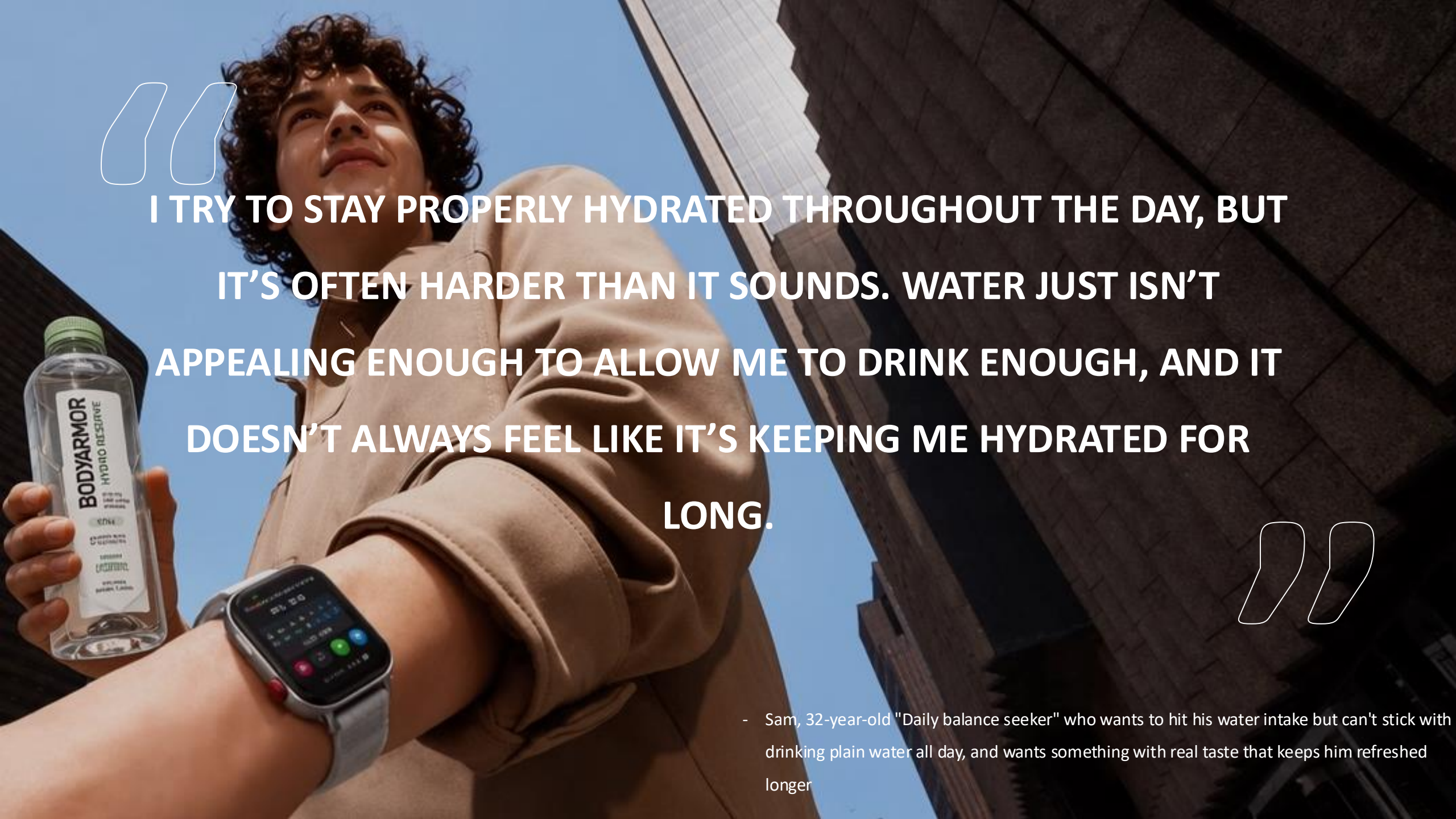




**I TRY TO STAY PROPERLY HYDRATED THROUGHOUT THE DAY, BUT
IT'S OFTEN HARDER THAN IT SOUNDS. WATER JUST ISN'T
APPEALING ENOUGH TO ALLOW ME TO DRINK ENOUGH, AND IT
DOESN'T ALWAYS FEEL LIKE IT'S KEEPING ME HYDRATED FOR
LONG.**



- Sam, 32-year-old "Daily balance seeker" who wants to hit his water intake but can't stick with drinking plain water all day, and wants something with real taste that keeps him refreshed longer





BODYARMOR

HYDRO RESERVE

BODYARMOR HYDRO RESERVE

TARGET

"Daily balance seekers" who want to hit their water intake but can't stick with drinking plain water all day, and want something with real taste that keeps them refreshed longer

EDGE

Delicious hydration that lasts longer and tastes better than water. Achieved through a carefully balanced blend of electrolytes. Future claim: Hydration that lasts 5X longer than water (Clinical trial needed)

REASON TO BELIEVE

Carefully formulated blend of electrolytes, sodium, potassium, magnesium proven to support hydration.

INGREDIENTS

- Electrolyte blend of Sodium, Potassium and Magnesium
- Blood Orange & Ginger
- Lemon & Sage
- Cucumber, Mint & Lemon
- Blackcurrant & Lavender with Magnesium, Chamomile and zero caffeine for your evenings
- Low Sugar

No artificial colorants. No artificial flavors.
BodyArmor. Choose better.



BODYARMOR
HYDRO RESERVE



**COMMUTING
IS THIRSTY WORK**



Rehydrate with **BODYARMOR**
HYDRO RESERVE



GRAB & GO

**SHOPPING
IS THIRSTY
WORK**



**REHYDRATE
WITH
BODYARMOR
HYDRO RESERVE**



\$1.47



\$0.30



\$0.47



\$0.80



\$6.40



\$1.13



\$2.40



\$2.60



EREMMHON



angelica_says
Barcelona, Spain



2,847 likes

patrick_saez DANCING IS #THIRSTYWORK
Rehydrate with BodyArmor Hydro Reserve.



BodyArmor Hydro Reserve

NEXT GEN HYDRATION



CONCEPT

Target Audience:

25–45-year-old health-minded consumers. 'Daily balance seekers' looking for long-lasting hydration.

Insight:

"I try to stay properly hydrated throughout the day, but it's often harder than it sounds. Water just isn't appealing enough to drink enough, and it doesn't always feel like it's keeping me hydrated for long."

No artificial colorants. No artificial flavors. Bodyarmor. Choose better.



EDGE

A refreshing and delicious hydration hydration that lasts longer and tastes better than water — a carefully balanced electrolyte blend.

Future claim (with testing): hydration that lasts 5X longer than water.



BENEFITS

Longer-lasting, effective hydration versus water alone, plus a delicious clean taste that makes it easy to drink enough — answering the tension that water isn't appealing and doesn't keep you hydrated long enough.



INGREDIENTS

- Electrolyte blend of Sodium, Potassium and Magnesium · **Zero sugar**
- Blood Orange & Ginger · Lemon & Sage
- Cucumber, Mint & Lemon — **also in sparkling**
- Blackcurrant & Lavender with Magnesium, Chamomile & zero caffeine for evenings



FEASIBILITY AND DESIRABILITY

- Square bottle → capex investment or co-pack evaluation
- Watch-out on high pH will restrict use of standard aseptic line.
- Sparkling: ultra-clean line required and low pH



CLAIM

Today

Long-Lasting Refreshment
Subject to consumer sensory test validation

Tomorrow

5x longer-lasting hydration
Subject to clinical trial results and EFSA approval – 3+ years



OCCASION X CHANNEL X PACKAGES

OTG refreshment, breaks, commuting x Launch to commuter & urban areas with grab-and-go metro rollout x 575ml PET square iconic bottle.



**I TRY TO LEAD AN ACTIVE LIFESTYLE AND STAY PROPERLY
STAY PROPERLY HYDRATED THROUGHOUT THE DAY, BUT
THE DAY, BUT IT WOULD BE GREAT IF MY HYDRATION
HYDRATION COULD ALSO HELP ME SUPPORT MY
MY METABOLISM**



BODYARMOR

FIT
SPARKLING
SPORTS DRINK

290 mg ELECTROLYTES
60 mg CAFFEINE
ZERO SUGAR
SUPPORTS CALORIE BURN
& METABOLISM*

WATERMELON LIME
FLAVORED WITH OTHER NATURAL FLAVORS

12 FL OZ (355 mL)

BODYARMOR

FIT
SPARKLING
SPORTS DRINK

290 mg ELECTROLYTES
60 mg CAFFEINE
ZERO SUGAR
SUPPORTS CALORIE BURN
& METABOLISM*

ORANGE MANGO
FLAVORED WITH OTHER NATURAL FLAVORS

12 FL OZ (355 mL)

BODYARMOR

FIT
SPARKLING
SPORTS DRINK

290 mg ELECTROLYTES
60 mg CAFFEINE
ZERO SUGAR
SUPPORTS CALORIE BURN
& METABOLISM*

MIXED BERRY
FLAVORED WITH OTHER NATURAL FLAVORS

12 FL OZ (355 mL)

BODYARMOR

FIT
SPARKLING
SPORTS DRINK

290 mg ELECTROLYTES
60 mg CAFFEINE
ZERO SUGAR
SUPPORTS CALORIE BURN
& METABOLISM*

TROPICAL PASSIONFRUIT
FLAVORED WITH OTHER NATURAL FLAVORS

12 FL OZ (355 mL)

BODYARMOR

FIT
SPARKLING
SPORTS DRINK

290 mg ELECTROLYTES
60 mg CAFFEINE
ZERO SUGAR
SUPPORTS CALORIE BURN
& METABOLISM*

CITRUS GRAPEFRUIT
FLAVORED WITH OTHER NATURAL FLAVORS

12 FL OZ (355 mL)

BODYARMOR FIT

TARGET

25–40-year-old health-minded consumers who want to combine an active lifestyle with hydration that also supports their metabolism and weight management.

EDGE

Modern hydration with electrolytes and zero sugar, formulated to support calorie burn and metabolism with Green Tea Extract (EGCG), Caffeine and Choline. No artificial flavors, sweeteners or dyes.

REASON TO BELIEVE

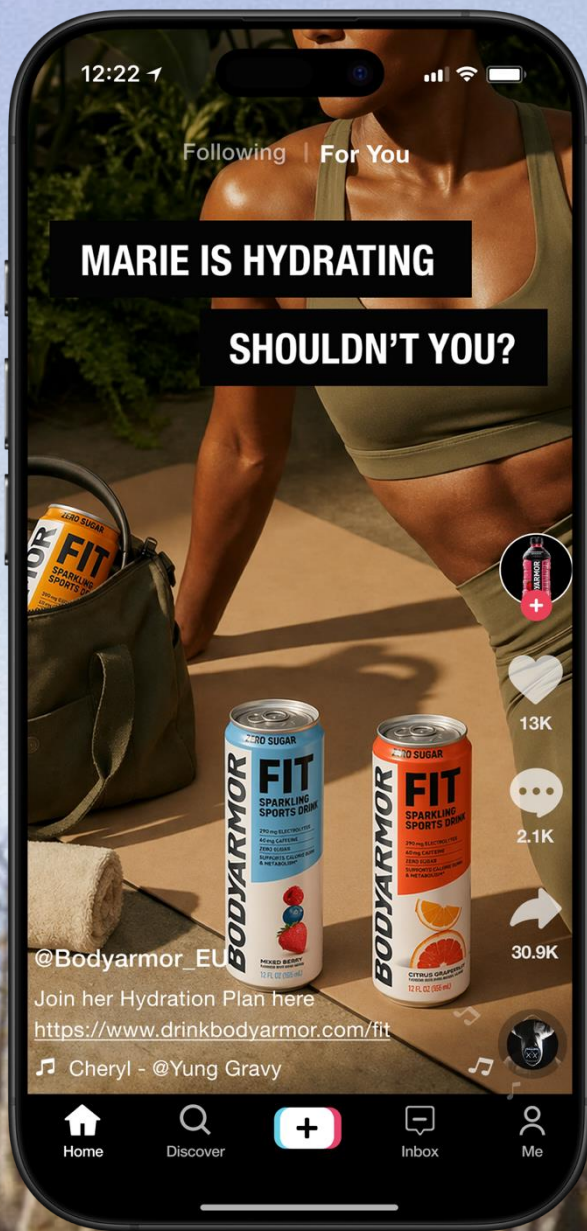
Refreshing hydration with electrolytes & caffeine that fits your lifestyle and helps your metabolism.

INGREDIENTS

- Electrolytes
- 60mg Caffeine, Green Tea Extract (EGCG) and Choline
- **Zero Sugar**
- 5 flavours: Orange Mango, Mixed Berry, Tropical Passionfruit, Citrus Grapefruit, Watermelon Lime

No artificial colorants. No artificial flavors.
Bodyarmor. Choose better.





BODYARMOR FIT

ZERO SUGAR.



BodyArmor Fit

NEXT GEN HYDRATION



CONCEPT

Target Audience:

25–40-year-old health-minded consumers who want to combine an active lifestyle with hydration that also supports their metabolism and weight management.

Insight:

“ I try to lead an active lifestyle and stay properly hydrated throughout the day, but it would be great if my hydration could also help me further in my efforts.”

No artificial colorants. No artificial flavors. Bodyarmor. Choose better.



EDGE

Modern hydration with electrolytes and zero sugar, formulated to support calorie burn and metabolism with Green Tea Extract (EGCG), Caffeine and Choline.

No artificial flavors, sweeteners or dyes.



BENEFITS

Refreshing hydration with electrolytes & caffeine that fits your lifestyle and helps your metabolism.



INGREDIENTS

- Electrolytes
- 60mg Caffeine, Green Tea Extract (EGCG) and Choline
- **Zero Sugar**
- 5 flavours: Orange Mango, Mixed Berry, Tropical Passionfruit, Citrus Grapefruit, Watermelon Lime



FEASIBILITY AND DESIRABILITY

- Watch out can compatibility and use of electrolytes
- Can pasteurization



CLAIM

- Zero Sugar
- With Electrolytes Hydration With Caffeine & Green Tea Extract



OCCASION X CHANNEL X PACKAGES

Commute, breaks x OTG, retail, drug stores, lifestyle outlets x 330ml can



WHEN I NEED HYDRATION TO WORK FAST, THE OPTIONS
ARE LIMITED. I'M OFTEN STUCK CHOOSING HYDRATION
THAT I AM NOT TRUSTING TO WORK QUICKLY.

- Jack, 27-year-old fast-paced hydration seeker whose unpredictable days leave no room for slow-acting hydration, and wants something fast, reliable, and sugar-free





BODYARMOR FLASH I.V.

TARGET

Adults 40+ seeking fast-acting hydration for moments like commuting, festivals, nights out, heat-waves and busy days.

EDGE

Highly refreshing + delicious, rapid and longer-lasting hydration, also available with zero sugar — take care of your body without compromise.

REASON TO BELIEVE

Removes the trade-off between hydration that works and feeling good about what you drink — effective hydration, clean crisp taste, also available in zero sugar.

INGREDIENTS

- Scientifically-balanced electrolyte blend of Sodium, Potassium and Magnesium with Vitamin B6
- **3 low cal variants:** Watermelon, Coconut Lemon, Citrus
- **Also in zero sugar:** Natural Cucumber, Mint and a hint of Lemon

No artificial colorants. No artificial flavors.
BodyArmor. Choose better.



Sunday

11:23

Copenhagen

22°

Mostly Sunny

**ABOVE 25°C?
YOUR HYDRATION
GOT 25% CHEAPER.**

BODYARMOR



CITY
SPEED
LIMIT
25
ΠΙΣΤΟΤ
ΕΥΡΩΠΕΑΙ

BODYARMOR REFRESHMENT BREAK

BODYARMOR

REFRESHMENT BREAK

BODYARMOR



REFRESHMENT
BREAK



BODYARMOR

BodyArmor Flash I.V.

NEXT GEN HYDRATION



CONCEPT

Target Audience:

<45 year-olds seeking fast-acting hydration for moments like commuting, festivals, nights out, heat-waves and busy days.

Insight:

"When I need hydration to actually work fast, the options are limited. I'm often stuck choosing hydration I don't trust to work quickly. And very often there's no option without sugar that works."

No artificial colorants. No artificial flavors. Bodyarmor. Choose better.

EDGE

Highly refreshing + delicious, rapid and longer-lasting hydration, also available with zero sugar —take care of your body without compromise.

BENEFITS

Removes the trade-off between hydration that works and feeling good about what you drink — effective hydration, clean crisp taste, also available in zero sugar.

INGREDIENTS

- Scientifically-balanced electrolyte blend of Sodium, Potassium and Magnesium with Vitamin B6
- **3 low cal variants:** Watermelon, Coconut Lemon, Citrus (more from US bank)
- **Also in zero sugar:** Natural Cucumber, Mint and a hint of Lemon

FEASIBILITY AND DESIRABILITY

- Square bottle > capex investment or co-pack evaluation
- Watch-out on high pH will restrict use of standard aseptic line.

CLAIM

- **Rapid Hydration**
- Low Cal
- (or Zero Sugar)

OCCASION X CHANNEL X PACKAGES

Festivals, commute, after party, hangover moments x Mass market, on-the-go urban areas
1 x Iconic square 575ml PET bottle

BodyArmor Elixir

VITAL DEFENSE



CONCEPT

Target :

time-strapped, health-optimizing adults (late 20s to 40s) already deep enough into supplements to feel overwhelmed with powders, gummies and pills for immunity, gut, beauty and energy. They want to swap it with one simple daily habit and are comfortable paying a premium.

Insight:

"Trying to stay on top of my health feels overwhelming — I'm constantly mixing, stacking and second-guessing what I need, and I just want one simple solution that covers it all."

No artificial colorants. No artificial flavors. Bodyarmor. Choose better.



EDGE

All-in-one total daily support that tastes amazing — 15+ functional ingredients across four benefit blends in a single bottle, replacing the hassle of mixing and stacking.



BENEFITS

Feeling balanced, energised and fully taken care of across defence, gut, beauty and energy — one simple solution instead of overwhelming stacking.



INGREDIENTS

- 15+ functional ingredients, no added sugar, **low cal**, natural flavours (Mango Pineapple Citrus)
- Defence — Vitamins C & D, Zinc, Selenium
- Gut — Chicory Inulin & Calcium
- Beauty — collagen, biotin, Vitamin E
- Energy — Magnesium and B vitamins



FEASIBILITY AND DESIRABILITY

- Square bottle → capex investment or co-pack evaluation
- Full sleeve and sustainability requirements
- Standard aseptic lines



CLAIM

- A complete wellness solution that supports immune health, digestive function, healthy skin and hair, antioxidant protection, and everyday energy to help reduce tiredness and fatigue.
- Low Cal



OCCASION X CHANNEL X PACKAGES

Start the Day x 330ml bottle x D2C Subscription, Pharmacies & Specialized Nutri Stores