



## **FMI Associate Member Search Results**

This search was performed on 04/03/2025 at 12:12 PM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

FMI  
2345 Crystal Drive, Suite 800  
Arlington, VA 22202  
Phone: 202.452.8444 | Fax: 202.429.4519

**BODYARMOR | POWERADE**

Address: 17-20 Whitestone Expy  
Ste 402  
Whitestone, NY 11357-3000

The logo for BODYARMOR, featuring the word "BODYARMOR" in white, uppercase, sans-serif font on a red rectangular background.

Tel: 718-357-7402

Website: <https://www.drinkbodyarmor.com/>

Email: [jserventi@drinkbodyarmor.com](mailto:jserventi@drinkbodyarmor.com)

Products / Services: Beverages

Company Description: BODYARMOR is a premium, sports drink that provides superior hydration. Created in 2011 by Mike Repole, BODYARMOR is packed with electrolytes, coconut water and antioxidants. Low in sodium and high in potassium, BODYARMOR contains natural flavors and sweeteners and no colors or dyes from artificial sources. In 2017, BODYARMOR launched BODYARMOR LYTE, which has all the same nutrients as BODYARMOR Sports Drink but has no sugar added and only 20 calories per bottle; and BODYARMOR SportWater, a premium sport water created for those with an active lifestyle with a performance pH 9+ and electrolytes for sport.

Primary Contact: Mr. Federico Muyshondt  
Chief Executive Officer

Brands: BODYARMOR SportsDrink, BODYARMOR LYTE, BODYARMOR EDGE, BODYARMOR SportWater

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