

NO ARTIFICIAL FLAVOURS COLOURS OR SWEETENERS



DRINK SMART BODY™
ARMOUR 

RECOVERY + PERFORMANCE



PRODUCT GUIDE 2025.v2

BODY ARMOUR PTY LTD



Established in 2017, Body Armour is an Australian company born from the shared vision of four friends, offering the perfect balance of 33 years of collective experience in the mining industry, manufacturing expertise, and technical nutrition knowledge. Recognising that proper nutrition plays the most important role in ensuring optimal physical and mental performance – enhanced focus, reduced fatigue and improved safety – our mission is to provide healthy, effective recovery and performance solutions based on modern science.

We specialise in the manufacturing of premium recovery formulas that are proven to support and improve the body's recovery process, leading to enhanced performance.

At Body Armour, our promise is our commitment to delivering only the highest quality. Our products feature natural formulas, with NO artificial colours, sweeteners, or flavours. We harness the power of advanced clinical research, carefully selecting ingredients backed by data to create products that deliver genuine, tangible health and performance results.

GROUNDING IN **SCIENCE** & DRIVEN BY **PASSION**

Body Armour delivers innovative solutions that optimise performance and enhance recovery, making a genuine impact on health and well-being. We stand as true partners with all individuals and groups who are set on a quest for peak performance and sustained vitality.

WHY BODY ARMOUR?



QUALITY INGREDIENTS AND FORMULATION

Formulated with our consumers' needs at its core, our products undergo extensive scientific research and development to achieve optimal hydration, performance, and recovery using quality ingredients.



RESULTS YOU CAN TRUST

Our products are tried and tested, with thousands of happy customers all around Australia telling us they not only feel the difference but are the best tasting on the market.



MANUFACTURED IN AUSTRALIA

Manufactured in GMP certified facilities in Australia, we are there every step of the way and oversee the entire supply chain, working directly with our manufacturing partners to ensure we are 100% happy with our product.

EFFECTIVE HYDRATION AND SLEEP

Maintaining peak performance and health starts with effective hydration and quality sleep. Discover how these fundamental elements can enhance your well-being and boost productivity.

Health & Safety

Effective hydration and quality sleep are fundamental to maintaining peak physical condition. High-quality and more importantly, effective hydration solutions are crucial in managing heat stress. While hydration alone won't prevent heat-related incidents, this simple and cost-effective administrative control, when combined with other controls, significantly reduces the risks. The key is to make certain that quality and effective hydration solutions are used to ensure a genuine impact on performance and health.



Operational Excellence

Both hydration and sleep directly correlate with improved cognitive function and overall enhanced performance & productivity. The evidence is conclusive, individuals who are well hydrated and have had quality sleep, particularly through the 'REM' and 'Deep Sleep' stages, exhibit higher levels of focus, alertness, and mental acuity. With advancements in research, we now have alternative options to support quality sleep in a cost-effective manner and without relying on chemically-based solutions.



Culture & Engagement

As recent scientific research becomes more accessible, people are becoming more aware of quality nutritional solutions. Providing top-tier recovery and performance products demonstrates our commitment to the well-being of our workforce. It fosters a sense of care and appreciation. It is common knowledge that individuals who feel valued are more dedicated and loyal to their work and organisation, leading to higher morale, increased productivity, and overall job satisfaction.



"We are on a mission to challenge the large brands who currently provide hydration and recovery solutions. For too long we've been exposed to products filled with hidden toxins, harmful chemicals, and false promises masked in clever marketing.

Integrating effective and quality hydration products into our site's facilities would be a game changer, the data is clear! It is not just a choice, but a strategic move towards ensuring a safe, healthier and more productive environment".



Toni McQuinn
Body Armour Director



Body Armour Head Office
Mobile: +61 (0)432 090 636

General Enquiries: info@bodyarmour.com.au
Orders : order@bodyarmour.com.au

**PREMIUM RECOVERY AND
PERFORMANCE SOLUTIONS
SPECIFICALLY DESIGNED
FOR HEAVY INDUSTRY**



PRODUCT OVERVIEW

Body Armour Hypotonic Sachets

- ◆ Single serve 5g sachet - 3 flavours
- ◆ No added sugar - Natural colours + flavours + sweeteners
- ◆ Electrolytes & Vitamins & Minerals

Body Armour ICY Poles

- ◆ Single 90g Icy poles - 6 flavours
- ◆ Zero Sugar - Natural colours + flavours + sweeteners
- ◆ Electrolytes & Vitamins & Nootropics

Body Armour 2L Concentrate

- ◆ 66 Servings per bottle
- ◆ Zero Sugar - Natural colours + flavours + sweeteners
- ◆ Electrolytes & Vitamins & Nootropics

Body Armour Sleep Liquid (single serve)

- ◆ 80ml Pharmaceutical grade custom aluminium bottle
- ◆ Natural flavours and sweeteners
- ◆ Natural sedative compounds & neurotransmitters

Body Armour Sleep Powder 30 servings

- ◆ 240g Black Tub - Powder solution
- ◆ Natural flavours and sweeteners
- ◆ Contains 9 active ingredients
- ◆ Improved REM and Deep Sleep

Body Armour Hydrate & Energy 330ml Cans

Hydrate flavour - Lemon + Lime - non-caffeinated
Energy Flavour - Passionfruit/Orange

- ◆ 330ml Aluminium cans
- ◆ Hydrate can - 1485mg Creatine
- ◆ Energy can - 100mg Natural caffeine
- ◆ High in electrolytes, BCAA's
- ◆ Vitamin complex & Nootropics

Body Armour Liver Support

- ◆ 120ml Pharmaceutical grade aluminium bottle
- ◆ Liquid solution with 16 active ingredients
- ◆ Supports healthy liver function and nutrient replenishment



HYPOTONIC SACHETS

HYDRATE⁺

Delivering Optimal Recovery & Performance



OVERVIEW

Contains the full spectrum of key electrolytes including sodium, potassium, magnesium, calcium and chloride.

A convenient, on-the-go hypotonic formula for rapid and optimal hydration and electrolyte replenishment.

Includes specialised ingredients such as B-vitamins, vitamin C, L-Theanine and Glutamine to support cognition, energy, muscle health and recovery.

Rip, Tip & Sip: Mix with 600ml water

Body Armour Hydrate+ is a next generation, scientifically researched and premium hydration formula containing the full spectrum of electrolytes with added synergistic ingredients in a hypotonic formula for optimal hydration and recovery. Formulated and manufactured in Australia using high quality raw materials and third party testing to verify potency and purity.

Some natural minerals will not fully dissolve, resulting in a residue settling at the bottom. Simply give it a thorough shake and enjoy.

50 Sachets per pouch - 5g serving

Pineapple | Lemon + Lime | Blackcurrant





COMPARISON TABLE

POWDER SACHET SINGLE SERVING

Basic hydration relies on both sodium and potassium to power the sodium-potassium pump, which moves sodium out of cells and potassium in. However, optimal hydration and recovery requires all five key electrolytes. These ensure proper fluid distribution, help prevent dehydration, cramps and fatigue, crucial for workers in the heavy industry

Studies have shown that regular consumption of these artificial chemicals may negatively impact hormone regulation, brain function, and overall health. Several artificial additives are classified as carcinogens, potentially increasing the risk of chronic diseases, including cancer. Avoiding these chemical and synthetic substances is highly recommended for safeguarding long-term health.

Modern diets are already surpassing the World Health Organisation's recommended daily sugar intake—no more than 50g, and ideally 25g. Given the high volume of hydration solutions typically consumed by workers in physically demanding roles, it's important to consider the compounding effect of sugar intake.

These nutrients have been shown to support muscle recovery, immune function, and overall well-being by aiding muscle repair, digestive health, and provide antioxidants to fight oxidative stress whilst boosting energy metabolism, reduce fatigue, and enhance recovery after physical exertion. These elements offer a more comprehensive solution that addresses the diverse needs of workers exposed to physically demanding activities under challenging conditions.

The information provided in this comparison table is based on publicly available ingredient lists of the respective products as of the date of publication. All efforts have been made to ensure accuracy; however, ingredient formulations may change over time. This table is intended for informational purposes only and does not constitute an endorsement, recommendation, or disparagement of any product or brand. While the data is presented to facilitate comparison, it should not be construed as a claim of superiority or inferiority of any product. The reader is encouraged to verify all information independently and consult with relevant experts or authorities before making any purchasing decisions. - Jan 2025

Serving size	5g	3g	3g	12.5g	20g	4g	4.9g	4g
5 KEY ELECTROLYTES								
Sodium	150mg	138mg	217mg	70mg	99mg	0.2mg	210mg	236mg
Potassium	120mg	114mg	99mg	30mg	-	0.3mg	160mg	104mg
Magnesium	60mg	-	39mg	-	-	225mg	-	36mg
Chloride	362mg	-	Unspecified	Unspecified	-	-	315mg	Unspecified
Calcium	71mg	-	-	-	-	-	-	36mg
ARTIFICIAL INGREDIENTS								
Artificial Colours	NO	YES	YES	YES	NO	NO	NO	YES
Artificial Flavours	NO	YES	YES	YES	NO	YES	NO	YES
Artificial Sweeteners	NO	YES	YES	NO	YES	YES	YES	YES
- Sweetener used	Thaumatococcus	Sucralose	Sucralose	Sucrose,Glucose	Sucralose	AP - 950	Glucose / Sucralose	Sucralose
NUTRITIONAL INFO								
Carbohydrates	0.28g	<1g	0.8g	9.3g	19.1g	<1g	2.91g	1.8g
- Sugar	0.04g	<1g	0.2g	9.3g	4.18g	<1g	2.91g	0.4g
ADDITIONAL INGREDIENTS								
Glutamine	150mg	-	37.5mg	-	-	-	-	-
Sea Buckthorn	10mg	-	-	-	-	-	-	-
Vitamin C	10mg	-	40mg	-	-	80mg	-	38mg
Vitamin B Complex	YES	-	SOME	-	-	-	-	-
(B1,B2,B3,B5,B6,B7,B9,B12)	ALL	-	B1,B3,B6,B12	-	B2	B1,B6,B9,B12	-	B6,B12
Zinc	-	-	6mg	-	-	-	-	5mg
L-Carnitine	-	-	15mg	-	-	-	-	-
Glycine	234mg	-	-	-	-	-	-	-

RECOMMENDED DAILY INTAKE

Based on Males 31-50 years old

Sources: www.eatforhealth.gov.au
www.healthdirect.gov.au
www.who.int

Sodium 2000 mg/day
Potassium 3,800 mg/day
Magnesium 420mg/day
Chloride 2300 mg/day
Calcium 1,000mg/day
Sugar 50g/day

RDIs are based on the nutritional needs of a healthy individual leading a typical, low-to-moderate activity lifestyle. It's important to note that industrial athletes working in extreme conditions may require higher amounts of nutrients, including calories, protein, and electrolytes, to support the increased physical demands and environmental stress they face.

THE FORMULA

PER 5g SERVING



Sodium	150mg
Potassium	120mg
Calcium	71mg
Magnesium	60mg
Chloride	362mg
Vitamin C	10mg
Vitamin B1	80µg
Vitamin B2	90µg
Vitamin B3	1mg
Vitamin B5	0.5mg
Vitamin B6	0.1mg
Vitamin B7	20µg
Vitamin B9	10µg
Vitamin B12	0.3µg
Glutamine	167mg
L-Theanine	1mg
Energy	62kJ
Protein	3g
Fat, total	0.0g
- Saturated	0.0g
Carbohydrates	0.28g
- Sugars	0.04g

Ingredients: Glycine, Mineral salts (Sodium Chloride, Potassium Chloride, Calcium Lactate Monohydrate, Magnesium Glycinate), Rice Maltodextrin, Natural Flavours, Citric Acid, Glutamine, Malic Acid, Silica Sipernat, Thaumatin, Sea Buckthorn, Natural Colours (Curcumin, Blue Spirulina) Panmol B, L-Theanine.



- ✓ No Artificial Colours or Flavours
- ✓ Dissolves Easily and Highly Absorbable
- ✓ L-Theanine and B Vitamins for Energy
- ✓ Manufactured in a GMP Certified Facility
- ✓ 3 Delicious Flavours
- ✓ Gluten + Dairy Free
- ✓ Low Sugar (No Added Sugar)

WHY 'NO ADDED SUGAR'?

Our sachets contain a small amount of natural sugars derived from Sea Buckthorn, a nutrient-rich berry included for its exceptional health benefits. These natural sugars are minimal and come alongside a host of vitamins, antioxidants, and essential nutrients that support overall well-being.



THE SCIENCE

NATURAL VS SYNTHETIC SWEETENERS

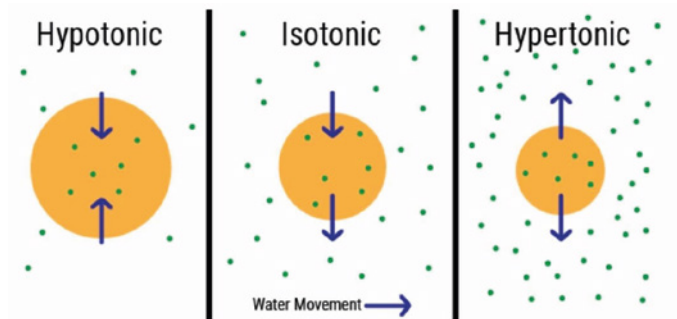
Discover the natural sweetness of thaumatin, a superior alternative to artificial sweeteners. Sourced from the Katemfe fruit, thaumatin is an entirely natural, protein-based sweetener that delivers an intense, pure sweetness without the chemical aftertaste associated with artificial sweeteners. Additionally, thaumatin not only sweetens but also enhances flavors, ensuring a richer taste experience. Thaumatin is used in all Body Armour Hydration and Sleep Formulas.

WHAT IS THE RESIDUE?

Have you noticed a white residue in our electrolyte formula? Rest assured, this is completely normal and stems from the natural ingredients we use. Some components, like minerals and certain vitamins, may not fully dissolve in water, leaving behind a harmless residue. This is a sign of the high concentration and purity of our ingredients. Simply give your bottle a good shake before use to ensure you enjoy all the benefits of our premium electrolyte blend.

WHY HYPOTONIC?

A hypotonic formula has a lower concentration (osmolality) of solutes compared to the body's fluids, making it more similar to the composition of bodily fluids. Hypotonic hydration solutions facilitates faster fluid absorption across cell membranes in the intestines, to rapidly replace fluids lost during high intensity activities, to prevent dehydration. They are typically well tolerated from a digestive perspective, causing less gastrointestinal discomfort or bloating than other formulas.



Our Hydrate+ formula contains several minerals which although are highly absorbable, some may naturally settle at the bottom of a vessel once mixed. There is no concern around efficacy or quality of our formula and we suggest shaking the formula well once mixed with water and between drinking.



**Did You
Know?**

Natural colours and flavours are gaining popularity due to consumer demand for healthier ingredients. Unlike synthetic colours, which are chemically derived and raise concerns about potential health risks, natural colours are typically sourced from plants, fruits, and minerals. For example Body Armours blackcurrant colour comes from blue spirulina and our pineapple yellow from turmeric.



HYPOTONIC ICY POLES

HYDRATE⁺

Delivering Optimal Recovery & Performance



OVERVIEW

Contains key electrolytes including sodium, potassium, magnesium and chloride in a highly absorbable form.

To reduce the incidence of heat related illness with electrolyte replenishment and cooling the body.

Includes specialised ingredients such as B-vitamins, vitamin C, vitamin D and L-Theanine to support cognition, energy and recovery.

90 ml serving | 12 serves per Pouch

Tropical | Lemon + Lime | Mixed Berry

Raspberry | Watermelon | Orange

Body Armour Hydrate+ is a next generation, scientifically researched and premium hydration formula containing a broad range of electrolytes with added synergistic ingredients in a hypotonic formula for optimal hydration and recovery. Formulated and manufactured in Australia using high quality raw materials and third party testing to verify potency and purity.





Serving size	90ml	89ml	89ml	90ml	62.5ml	70ml
--------------	------	------	------	------	--------	------

5 KEY ELECTROLYTES

Sodium	55mg	20mg	20mg	22mg	77mg	14mg
Potassium	36mg	19mg	14mg	17mg	54mg	-
Magnesium	24mg	-	-	1.4mg	-	-
Chloride	105mg	-	-	33mg	-	-
Calcium	-	-	-	-	-	-

ARTIFICIAL INGREDIENTS

Artificial Colours	NO	YES	YES	YES	YES	YES
Artificial Flavours	NO	YES	YES	YES	YES	YES
Artificial Sweeteners	NO	NO	YES	NO	YES	YES
- Sweetener used	Thaumatococcus	Sugar, Dextrose	Sucralose	Sucrose, Dextrose, Fructose	Sugars, Sucralose	Sugars, Sucralose

NUTRITIONAL INFO

Carbohydrates	0.4g	12g	5g	5.5g	-	11.3g
- Sugar	0g	12g	0g	4.5g	-	11.1g
			(3g Sugar Alcohol)			

ADDITIONAL INGREDIENTS

Vitamin C	5mg	-	-	-	-	-
Vitamin B12	0.6ug	-	-	-	-	-
Vitamin B6	0.6mg	-	-	-	-	-
Vitamin B5	0.6mg	-	-	-	-	-
Vitamin D	0.4ug	-	-	-	-	-
L-Theanine	25mg	-	-	-	-	-

RECOMMENDED DAILY INTAKE

Based on Males 31-50 years old

Sources: www.eatforhealth.gov.au
www.healthdirect.gov.au
www.who.int

Sodium	2000 mg/day
Potassium	3,800 mg/day
Magnesium	420mg/day
Chloride	2300 mg/day
Calcium	1,000mg/day
Sugar	50g/day

RDIs are based on the nutritional needs of a healthy individual leading a typical, low-to-moderate activity lifestyle. It's important to note that industrial athletes working in extreme conditions may require higher amounts of nutrients, including calories, protein, and electrolytes, to support the increased physical demands and environmental stress they face.

COMPARISON TABLE

ICY POLES SINGLE SERVING

Basic hydration relies on both sodium and potassium to power the sodium-potassium pump, which moves sodium out of cells and potassium in. However, optimal hydration and recovery requires all five key electrolytes. These ensure proper fluid distribution, help prevent dehydration, cramps and fatigue, crucial for workers in the heavy industry

Studies have shown that regular consumption of these artificial chemicals may negatively impact hormone regulation, brain function, and overall health. Several artificial additives are classified as carcinogens, potentially increasing the risk of chronic diseases, including cancer. Avoiding these chemical and synthetic substances is highly recommended for safeguarding long-term health.

Modern diets are already surpassing the World Health Organisation's recommended daily sugar intake—no more than 50g, and ideally 25g. Given the high volume of hydration solutions typically consumed by workers in physically demanding roles, it's important to consider the compounding effect of sugar intake.

These nutrients have been shown to support muscle recovery, immune function, and overall well-being by aiding muscle repair, digestive health, and provide antioxidants to fight oxidative stress whilst boosting energy metabolism, reduce fatigue, and enhance recovery after physical exertion. These elements offer a more comprehensive solution that addresses the diverse needs of workers exposed to physically demanding activities under challenging conditions.

The information provided in this comparison table is based on publicly available ingredient lists of the respective products as of the date of publication. All efforts have been made to ensure accuracy; however, ingredient formulations may change over time. This table is intended for informational purposes only and does not constitute an endorsement, recommendation, or disparagement of any product or brand. While the data is presented to facilitate comparison, it should not be construed as a claim of superiority or inferiority of any product. The reader is encouraged to verify all information independently and consult with relevant experts or authorities before making any purchasing decisions. - Jan 2025

THE FORMULA



PER 90ml SERVING

Sodium	55mg
Potassium	36mg
Magnesium	24mg
Vitamin B5	60µg
Vitamin B6	60µg
Vitamin B12	0.6µg
Vitamin D	0.45µg
Vitamin C	5mg
L-Theanine	25g
Energy	125kJ
Protein	0g
Fat, total	0g
- Saturated	0g
Carbohydrates	0.4g
- Sugars	0g

Ingredients: Glycerine, Natural Flavours, Vitamins (Vitamin C, Vitamin B12, Vitamin B6, Vitamin B5, Vitamin D), L-Theanine, Minerals (Magnesium Citrate, Sodium Chloride, Potassium Chloride), Citric Acid, Natural Sweetener (Thaumatococcus), Natural Colours (Beta Carotene, Carmine, Carthamus extract, Spirulina Extract), Potassium Sorbate, Sodium Benzoate.

- ✓ Zero Sugar
- ✓ 3 Delicious Flavours
- ✓ No Artificial Colours or Flavours
- ✓ Cooling and highly Absorbable
- ✓ L-Theanine and B Vitamins for Energy
- ✓ Manufactured in a GMP Certified Facility

Sugar consumption in Australia is at an all time high, contributing to obesity, heart disease and diabetes risk. The World Health Organisation (WHO) recommends that an adult's daily intake of sugar should be less than 10% of their total daily energy intake or about 50 grams of sugar per day. Current industry offerings are providing almost a quarter of the daily sugar recommendation in one serve! (12g = 24% of your RDI)

Are sugar laden drinks really helping with hydration?

When a person has a blood sugar spike e.g. drinking a sugary drink, the body "borrows" water from other areas to balance out the volume in the cells, which negatively impacts cellular hydration and can further exacerbate dehydration, brain fog and fatigue. Increased blood sugar also causes excess urination to get rid of the excess sugar, excreting key electrolytes and being counter productive to the goal of hydrating the body

THE SCIENCE



**Did You
Know?**

Many Icy Poles available on the market are laden with artificial colours and flavours, linked to potential and unknown health risks when ingested long term.

Body Armour Icy Poles have all natural colours and flavours in a zero sugar, naturally sweetened formula that doesn't compromise on taste nor efficacy.

THERMOREGULATION

Minimising heat stress with Icy Poles

Body Armour Icy Poles have been carefully formulated with nothing nasty and are an effective strategy to not only ensure adequate electrolyte consumption, but have an added benefit of helping to lower core body temperature and reduce the incidence of heat related illness (such as heat stroke).

Ingestion of ice has been studied as a cooling mechanism to reduce the rise in core body temperature and support thermoregulatory mechanisms in the body. This is due to the heat transfer (could be as much as 1°C) that occurs between the ice/cold beverage and gastrointestinal tract, subsequent absorption of excess heat which results in cooling the body rapidly.

Research has suggested 5g of crushed ice per kg of body mass over a 10-15 minute period for adequate cooling (we would recommend up to 4 Icy Poles if necessary).

*Reference - Crushed ice ingestion - A practical strategy for lowering core body temperature, October 2012, Journal of Military and Veterans' Health 20(2):25-30.

Dehydration Levels (fluid loss as % of body weight)



Trouble focussing, impaired ability to regulate body temperature, mild thirst.



Impaired memory and cognitive performance, decreased reaction times, dry mouth, loss of appetite.



20-30% reduction in work capacity (ie physical performance)



Difficulty concentrating, headache, sleepiness.



HYPOTONIC LIQUID CONCENTRATE

HYDRATE⁺



Delivering Optimal Recovery & Performance

OVERVIEW

Contains key electrolytes including sodium, potassium, magnesium and chloride in a highly absorbable form.

A hypotonic formula that readily mixes into water, for rapid and optimal hydration and electrolyte replenishment.

Includes specialised ingredients such as B-vitamins, vitamin C, vitamin D and L-Theanine to support cognition, energy and recovery.

2L Liquid Concentrate | 30 ml serving | 66 serves

Orange | Raspberry | Pineapple

Watermelon | Lemon + Lime | Wild Berry

Serving suggestion: Mix 30 mL with 300ml water (ratio 1:9). Shake Well before consuming to ensure uniform distribution of minerals throughout the solution.

Body Armour Hydrate+ is a next generation, scientifically researched and premium hydration formula containing a broad range of electrolytes with added synergistic ingredients in a hypotonic formula for optimal hydration and recovery. Formulated and manufactured in Australia using high quality raw materials and third party testing to verify potency and purity.





Serving size	30ml	18ml	60ml	600ml	600ml
				RTD	RTD
5 KEY ELECTROLYTES					
Sodium	153mg	41mg	217mg	306mg	168mg
Potassium	112mg	34mg	99mg	135mg	198mg
Magnesium	46mg	0.4mg	38mg	-	35mg
Chloride	341mg	Unspecified	Unspecified	-	Unspecified
Calcium	-	0.4mg	-	-	88mg
ARTIFICIAL INGREDIENTS					
Artificial Colours	NO	YES	YES	YES	YES
Artificial Flavours	NO	YES	YES	YES	YES
Artificial Sweeteners	NO	NO	YES	NO	NO
- Sweetener used	Thaumatococcus	Dextrose	Sucralose	Sucrose	Sucrose
NUTRITIONAL INFO					
Carbohydrates	0.08g	13g	11.3g	36g	34.8g
- Sugar	0g	13g	10.7g	36g	34.8g
		(26% of your RDI)	(21% of your RDI)	(72% of your RDI)	(69% of your RDI)
ADDITIONAL INGREDIENTS					
Zinc	-	-	6.1mg	-	-
Vitamin C	10mg	-		-	-
Vitamin B12	1.2ug	-		-	-
Vitamin B6	1.2mg	-		-	-
Vitamin B5	1.1mg	-		-	-
Vitamin D	0.7ug	-		-	-
L-Theanine	48mg				

*RTD - Ready to drink

COMPARISON TABLE

CONCENTRATE / RTD* SINGLE SERVING

*RTD - Ready to drink

Basic hydration relies on both sodium and potassium to power the sodium-potassium pump, which moves sodium out of cells and potassium in. However, optimal hydration and recovery requires all five key electrolytes. These ensure proper fluid distribution, help prevent dehydration, cramps and fatigue, crucial for workers in the heavy industry

Studies have shown that regular consumption of these artificial chemicals may negatively impact hormone regulation, brain function, and overall health. Several artificial additives are classified as carcinogens, potentially increasing the risk of chronic diseases, including cancer. Avoiding these chemical and synthetic substances is highly recommended for safeguarding long-term health.

Modern diets are already surpassing the World Health Organisation's recommended daily sugar intake—no more than 50g, and ideally 25g. Given the high volume of hydration solutions typically consumed by workers in physically demanding roles, it's important to consider the compounding effect of sugar intake.

These nutrients have been shown to support muscle recovery, immune function, and overall well-being by aiding muscle repair, digestive health, and provide antioxidants to fight oxidative stress whilst boosting energy metabolism, reduce fatigue, and enhance recovery after physical exertion. These elements offer a more comprehensive solution that addresses the diverse needs of workers exposed to physically demanding activities under challenging conditions.

The information provided in this comparison table is based on publicly available ingredient lists of the respective products as of the date of publication. All efforts have been made to ensure accuracy; however, ingredient formulations may change over time. This table is intended for informational purposes only and does not constitute an endorsement, recommendation, or disparagement of any product or brand. While the data is presented to facilitate comparison, it should not be construed as a claim of superiority or inferiority of any product. The reader is encouraged to verify all information independently and consult with relevant experts or authorities before making any purchasing decisions. - Jan 2025

RECOMMENDED DAILY INTAKE

Based on Males 31-50 years old

Sources: www.eatforhealth.gov.au
www.healthdirect.gov.au
www.who.int

Sodium 2000 mg/day
Potassium 3,800 mg/day
Magnesium 420mg/day
Chloride 2300 mg/day
Calcium 1,000mg/day
Sugar 50g/day

RDIs are based on the nutritional needs of a healthy individual leading a typical, low-to-moderate activity lifestyle. It's important to note that industrial athletes working in extreme conditions may require higher amounts of nutrients, including calories, protein, and electrolytes, to support the increased physical demands and environmental stress they face.

THE FORMULA



PER 30ml SERVING

Sodium	149mg
Potassium	104mg
Magnesium	71mg
Vitamin B5	2.2mg
Vitamin B6	2.2mg
Vitamin B12	2.3µg
Vitamin D	1.4µg
Vitamin C	15mg
L-Theanine	84mg
Energy	103kJ
Protein	0g
Fat, total	0g
- Saturated	0g
Carbohydrates	1g
- Sugars	0g

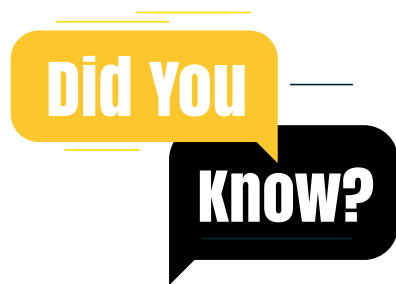
Ingredients: Water, Glycerine, Natural Flavours, Vitamins (Vitamin C, Vitamin B12, Vitamin B6, Vitamin B5, Vitamin D), L-Theanine, Citrus Pectin, Minerals (Magnesium Citrate, Sodium Chloride, Potassium Chloride), Citric Acid, Natural Sweetner (Thaumatococcus), Natural Colour (Carmine, Beta Carotene, Carmine, Carthamus extract, Spirulina Extract), Potassium Sorbate, Sodium Benzoate.



- ✓ Zero Sugar
- ✓ 6 Delicious Flavours
- ✓ No Artificial Colours or Flavours
- ✓ Easy to Mix and Highly Absorbable
- ✓ L-Theanine and B vitamins for Energy
- ✓ Manufactured in a GMP Certified Facility

THE SCIENCE

A large number of Australians are chronically dehydrated, with more than half of heavy industry workers dehydrated before even beginning their shift. When we sweat, we lose water and electrolytes and when not adequately replaced, it impacts the ability to focus on tasks, mood and short-term memory and may result in an increased risk of workplace injuries.



Typical hydration drinks have a whopping 35g of sugar per serve! This is about 70% of your recommended daily sugar intake.

Body Armour Concentrate is a zero sugar, naturally sweetened formula that doesn't compromise on taste nor efficacy.



PROPER HYDRATION IS ESSENTIAL

- ✓ Enhances Productivity
- ✓ Reduced Risk of Incidents
- ✓ Improves Employee Health
- ✓ Enhances Cognitive Function and Focus
- ✓ Better Physical Performance and Recovery

HYDRATION IS ONLY HALF OF THE EQUATION

One in three Australians are not consuming adequate magnesium, and increased physical exertion (with losses through sweating) raises the body's magnesium requirements by 10-20%. Artificial colours can disrupt the nervous and immune systems, leading to concentration issues and potentially affecting focus and productivity. Essential minerals like calcium and magnesium, along with vitamin C, B vitamins, and glutamine, all support immune health. Proper electrolyte balance is crucial for muscle function, nerve transmission, and overall cellular processes. As we age, changes in kidney function requires additional electrolytes, such as potassium, magnesium, and calcium, to aid muscle recovery and maintain bone health. Ensuring you consume adequate amounts of these elements can help enhance physical performance, reduce the risk of deficiencies, and promote overall well-being.

HYDRATION FORMULATION INDEX

ELECTROLYTES

Sodium

A vital mineral to maintain muscle and nerve function. One of its most important roles is its ability to regulate water and fluid balance in cells, which is essential for the stimulation of muscle and nerve cells. The average sodium lost through sweating during exertion is approximately 1-3 grams per hour (equivalent to 40-120 mmol/L of sweat).

Potassium

Involved in hundreds of bodily functions including nerve impulse transmission, skeletal muscle contractility, blood pressure and cellular fluid balance making it essential for hydration support. The sodium-potassium adenosine triphosphates pump (Na-K ATP Pump) regulates homeostasis between sodium and potassium, allowing movement in and out of cells to ensure cellular hydration and prevent excessive water intake. Hydrate+ is formulated with the ideal ratio of consumption of sodium to potassium (1:1) to infer better outcomes for cardiovascular and blood pressure health.

Magnesium

Plays a pivotal role in over 300 enzymatic reactions in the body, an essential mineral and electrolyte that supports muscle function, neurological health, energy metabolism and neurotransmitter synthesis. Over 1 in 3 Australians are not meeting their recommended daily needs of magnesium. A magnesium deficit often manifests as muscular cramps and pain, as well as fatigue and weakness. Magnesium is required for potassium intra/extracellular balance. Depletion of magnesium is associated with increased potassium efflux from cells and subsequent renal excretion. Therefore, magnesium will help with ensuring potassium maintenance in the body (essential for adequate hydration).

Calcium

Calcium, the most abundant mineral in our body, plays a significant physiological role in assisting in the mineralisation of strong bones, contraction of muscles, transmission of nerve impulses, and secretion of hormones. Hydrate+ uses calcium citrate which is one of the most well absorbed forms of calcium. Calcium and magnesium work synergistically for smooth muscle contraction and relaxation. Hydrate+ has considered the optimal ratio of higher calcium to magnesium to account for an increased requirement of calcium in the body.

Chloride

The principal inorganic anion in the extracellular fluid compartment, and is essential in maintaining fluid and electrolyte balance. The body loses between 2g - 3g during long periods of sweating and without chloride, many of the other electrolytes would be unable to move through the cells. Hydrate+ uses chloride bound minerals to help maintain the osmotic balance of cells including the movement of water and solutes between fluid compartments in cells, and acid-alkaline balance.



SYNERGISTIC INGREDIENTS

B Vitamins

Naturally derived from quinoa sprouts, B vitamins support brain function, energy production, DNA synthesis & repair and neurotransmitter signalling. Particular B group vitamins help optimise recovery and performance as well as alleviate muscle fatigue.

L-Glutamine

The most abundant amino acid in skeletal muscle tissue, and while the body produces enough to function, during times of stress and physical activity, the body's requirement for L-Glutamine increases. L-Glutamine contributes to increased muscle development and maintenance and may assist with some aspects of recovery.

L-Theanine - Nootropic

An amino acid derived from green tea and is commonly used to help with focus, productivity, and be a co-factor to several other important neurotransmitters. L-Theanine has strong antioxidant properties to help prevent cell damage, promote deep muscle relaxation, and increase focus and cognition through alpha-brain wave activity.

Sea Buckthorn

A shrub that is a natural source of carotenoids, polyphenols, fatty acids, phytosterols, and vitamin C, E, A, B12, B6, B3, B2, B5. The active constituents have antioxidant, anti-inflammatory and neuroprotective actions, supportive of optimal muscle recovery and reduced cellular damage.

Vitamin C

An antioxidant and essential cofactor for the synthesis of collagen, proteoglycans and other components of the intracellular matrix of tissues (such as skin, bones and teeth) as well as supporting immune health.

Vitamin D

Supports a healthy immune system and promotes absorption and utilisation of calcium in the body.

Hypotonic - A formula that has a lower concentration (osmolality) of solutes compared to the body's fluids, making it more similar to the composition of bodily fluids. Hypotonic hydration solutions facilitates faster fluid absorption across cell membranes in the intestines, to rapidly replace fluids lost during high intensity activities, to prevent dehydration. They are typically well tolerated from a digestive perspective, causing less gastrointestinal discomfort or bloating than other formulas.





CALM A RESTLESS MIND

SLEEP

Delivering Optimal Recovery & Performance



OVERVIEW

Carefully and meticulously crafted by chemists and naturopaths, Body Armour Sleep is an advanced formulation containing 9 key ingredients, with herbs and nutrients designed to help you fall asleep faster, stay asleep longer and experience quality deep sleep.

It is estimated that 4 out of 10 of Australian adults have sleep issues, resulting in long term detrimental benefits to health and workplace performance.

PROPER SLEEP IS ESSENTIAL

- ✓ Improves Decision-Making
- ✓ Reduced Risk of Incidents
- ✓ Reinforced Physical Health
- ✓ Emotional Mood Stabilisation
- ✓ Long-term Health & Well-being

240g Tub | 30 servings | Blackcurrant Flavour

80ml Pharmaceutical Grade Aluminium Bottle | Single serving | Blackcurrant Flavour

Directions for use: For best results simply drink 60 mins before bed.



THE FORMULA



PER 8g SERVING

Passionflower	250mg
Ashwagandha	300mg
Ziziphus	150mg
California Poppy	250mg
GABA	400mg
Glycine	3000mg
Magnesium	180mg
Zinc	25mg
Vitamin D3	12.5µg
Energy	91.99kJ
Protein	3.34g
Fat, total	0.0g
- Saturated	0.0g
Carbohydrates	0.95g
- Sugars	0.24g
Sodium	2.14mg
Dietary Fibre	0.15mg
Potassium	0.90mg
Flavours + Colours	Natural
Naturally Sweetened	YES
Australian Made	YES

Ingredients: Magnesium Glycinate Dihydrate, Zinc Citrate Dihydrate, Vitamin D3, Passionflower Herb, Ziziphus Jujube Mill Seed, Withania (KSM) Lactose Free, California Poppy, Glycine, Silica Andydrous, Blackcurrant Natural Flavour, Citric Acid, Malic Acid, Thaumatin.

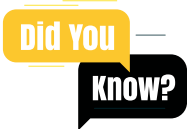
Please consult with your healthcare professional if you are on any medications or experiencing any underlying medical conditions that may deem this product unsuitable for you.



- ✓ No added sugar
- ✓ Science backed
- ✓ 9 Key ingredients
- ✓ Gluten free and dairy free
- ✓ No fillers or other nasties
- ✓ No artificial colours or flavours

THE SCIENCE

Achieving a restful night's sleep can sometimes seem impossible and it's not always an easy fix. Due to our modern lifestyles, we are more overstimulated than ever with both environmental and endogenous stressors contributing to poor sleep. Sleep can be impacted by psychological stress, a restless/racing mind and an overactive central nervous system which causes hormonal disturbances (cortisol disruption) and wreaks havoc on normal sleep architecture and sleep-wake cycles. Furthermore, individuals who are particularly active require deep rest for recovery and optimal performance.



Those who get fewer than 7 hours sleep, even just for one night, experience mood disturbances and increased concentration difficulties compared to individuals who achieve 7-9 hours sleep.

FORMULATION

We have carefully crafted our formulation with 9 key ingredients, to help address various contributing factors to poor sleep:

Ashwagandha - A traditionally adaptogenic herb to reduce stress induced sleep disturbance (melatonin disruption), modulate cortisol levels and supports a restorative sleep.

Gamma Amino Butyric Acid (GABA) is an inhibitory neurotransmitter, which together with glutamate (excitatory), helps to dictate the sleep-wake cycle. GABA reduces brain excitation, and enhances sleep hormones. Extreme stress can affect GABA production, resulting in sleep dysregulation.

California Poppy - A herb traditionally used for centuries as a natural sedative, promotes relaxation by binding to the GABA receptor and eases excess nervous energy.

Zizyphus - May help to modulate excitatory neurotransmitters (Glutamate) and support GABA production, as an anxiolytic to help induce sleep. Has been shown to increase sleep duration and reduce sleep disruption.

Magnesium Glycinate - A well absorbed form of magnesium. Magnesium supports muscle relaxation, cramps and spasms and helps decrease evening cortisol levels. Insufficiency may contribute to sleep disturbance.

Glycine - An amino acid that crosses the blood brain barrier and improves sleep quality through N-methyl-d-aspartate (NMDA) receptor activation, influencing the master circadian pacemaker in the brain, through lowering core body temperature and vasodilation.

Oral administration of 3 g of glycine (vs placebo) before bed has been clinically shown to improve sleep quality and reduce the time it takes to get to sleep.

It's important to foster good sleep hygiene alongside supplementation for helping to switch off and promote optimal sleep patterns. Choose Body Armour SLEEP for nights filled with serenity and mornings bursting with vitality.

Recharge your body
and experience the
difference of waking up
after quality sleep.



Passionflower - Alleviates feelings of anxiety and promotes relaxation through GABAergic action in the brain, eases a restless mind.

A 12-week study involving 154 participants showed that the dried extract significantly improved sleep disturbances and had positive effects on sleep quality and maintenance.

Vitamin D3 insufficiency may contribute to sleep disorders. It plays an important role in the production of melatonin which helps regulate your circadian rhythm and assists your body to fall asleep.

Zinc Citrate is a form of zinc that is easily absorbed and gentle on the stomach and has been shown to improve sleep quality.





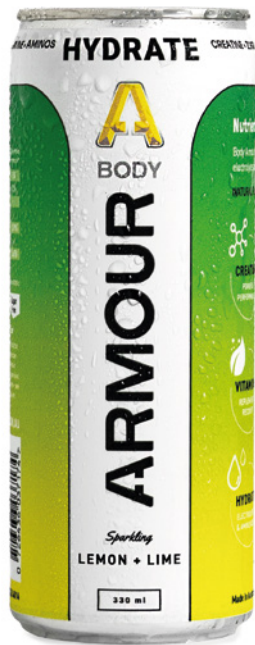
ZERO SUGAR CANS

HYDRATE⁺

Delivering Optimal Recovery & Performance

Body Armour Hydrate+ Cans, a premium solution enriched with electrolytes, vitamins, and minerals finely tuned for optimal absorption. One providing a clean natural caffeine boost and the other boasting 1485mg of creatine for enhanced performance and recovery.

Nutrient Enhanced Sparkling Beverages



CREATINE
POWER & PERFORMANCE



VITAMINS
REPLENISH & RECOVER



HYDRATE
ELECTROLYTES & AMINO ACIDS

ACTIVE INGREDIENTS PER 330ML

Creatine	1485mg	% RDI**
Vitamin B5	1.75mg	35%
Vitamin B6	1.6mg	100%
Vitamin B9	0.2mg	100%
Vitamin B12	2µg	100%
Vitamin D	1.25µg	12%
Vitamin C	16mg	40%
Magnesium	96mg	30%
Amino Acids		
L-Theanine	99mg	
L-Glutamine	1600mg	
Leucine	490mg	
Isoleucine	240mg	
Valine	240mg	

** percentage recommended daily intakes

HYDRATE +

Lemon + Lime - 330ml Can

Body Armour Hydrate+ is a Functional recovery drink that replenishes electrolytes and vitamins to supercharge your performance. Plus 1485mg of Creatine which boosts strength, and accelerates muscle recovery.



1485mg of Creatine



Zero Sugar



Caffeine Free



Gluten Free



No Artificial Flavours or Colours



Nootropics

ENERGY +

PassionFruit + Orange Flavour - 330ml Aluminium Can

Body Armour Energy+ is a Functional performance drink that provides a clean boost and replenishes lost nutrients without the hard crash or nasty additives - 100mg Natural Caffeine, Vitamin Complex, Electrolytes & Nootropics.



100mg Natural Caffeine



Zero Sugar



Dairy Free



Gluten Free



No Artificial Flavours or Colours



SAFETY REVIEW OF ARTIFICIAL COLOURS






A LOOK INTO THE POTENTIAL HAZARDS OF ARTIFICIAL COLOURS IN SPORTS AND FOOD SUPPLEMENTS.

Synthetic or artificial food dyes have been widely used in food products for decades and are generally perceived as safe. However, recent research, including a comprehensive 2023 evaluation by the Center for Science in the Public Interest, has highlighted significant data gaps regarding the safety of these dyes, calling for further investigation to improve public safety policies. The review underscores concerns over potential carcinogenicity, neurological disorders, and allergies linked to synthetic dyes. Furthermore, a major study commissioned by the UK Food Standards Agency in 2007, published in The Lancet, confirmed that artificial colors adversely affect children's behavior, leading to hyperactivity and inattention.

Supplement companies should be held accountable for using synthetic dyes, given the availability of natural alternatives with minimal health risks. These additives, which provide zero nutritional benefit, are often used for aesthetic and economic reasons. At Body Armour, we prioritize consumer safety and avoid any questionable ingredients to optimize performance and recovery.

Many artificial colors now require warning labels in other countries, outside of Australia. The growing body of evidence, including findings from prominent reviews and studies, supports the move towards safer, natural alternatives in food and supplements to ensure public health.

Specific Dyes used by other brands:

-  **Red Dye 40 (Allura Red AC):** Widely banned in many countries and has been linked to DNA damage, gut dysbiosis, colonic inflammation, and potential colorectal cancer. Contains benzidine, a carcinogen linked to bladder cancer.
-  **Blue 1 (Brilliant Blue):** Poorly absorbed by the gastrointestinal tract, has been linked to tumors, liver damage, thyroid issues, and behavioural changes in children. Poorly absorbed but can be toxic.
-  **Yellow 5 (Tartrazine):** Derived from coal tar and it is restricted/banned in some countries such as Norway and Austria. It has been linked to liver and kidney damage, DNA damage, and severe allergic reactions.
-  **Yellow 6 (Sunset Yellow):** A petroleum derived orange dye, a xenoestrogen linked to hormonal disruption and adverse effects on children's behaviour. Concerns about liver changes even at low intake levels.
-  **Red Ponceau (Cochineal Red A):** Banned in the US and Canada due to potential hypersensitivity and behavioural effects in children.

Alternative colour compounds which are suitable and used in Body Armour products include curcumin (turmeric), blue spirulina, beta-carotene, and carminic acid which are suitable for ingestion and offer added nutritional benefits. For example, beta-carotene is a vitamin A precursor that supports immune and eye health. Body Armour Hydrate+ range also uses natural flavours and sweeteners.

At Body Armour, we have researched and looked into all of our ingredients, including the colours in our formulations, to ensure utmost safety of our consumers. We have purposefully avoided these questionable ingredients, as we continue our mission to optimise performance and recovery for our consumers.

References: All statistical data and information presented in this document have been meticulously researched and verified. References and detailed sources are available upon request. For further enquiries or to obtain a comprehensive list of references, please contact us directly. This ensures transparency and allows for independent verification of the data provided.



In the pursuit of operational excellence, every detail matters.

This ethos led us to a pivotal realisation; the hydration products currently available in the market and to our workforce lack the genuine health and performance impact they promise.

