



## *BROTHERS FIND BIG BUSINESS WORTH A “SHOT”*

With a potion in a little blue bottle, entrepreneurs battle hangovers

by Jen Wainwright | Photos by Doug Julian



# “WE’RE TWO YOUNG GUYS WHO WERE ABLE TO TAKE CONCEPTS AND TURN THEM INTO REALITY.”

“At Party Armor, we honestly believe

you shouldn’t be punished in the morning for enjoying the night before,” says Cason Thorsby, CEO of Party Armor.

Therein lies the philosophy of two brothers from Davidson, Mich., Cason Thorsby, 25, and Curtis Thorsby, 23, who created a product to prevent hangovers, and have launched Party Armor into a growing business headquartered in Bay City.

“I think it’s a success story,” Cason says. “We’re two young guys who were able to take concepts and turn them into reality.”

Party Armor is a 2-ounce liquid drink, about a “shot,” and costs around \$3. Users are directed to take it before bed, after a night of responsible drinking. Party Armor claims to fight nausea, headache, and fatigue, or the feeling of “being hit by a freight train,” says Cason. With multiple ingredients deemed powerful in aiding the body from experiencing a hangover, including milk thistle, L-glutamine, L-alanine, green tea extract, and even vitamin C, one may need to visit the company’s website to fully understand the proposed power packed into the little blue bottle of Party Armor.

The story behind the product—two brothers with complementary skill sets finding success—may be as intoxicating as the alcohol the brothers claim to battle.



Cason Thorsby

While both brothers were attending Central Michigan University in 2009, Cason says he and Curtis were suffering “regrettable mornings” after “partaking in the social nighttime habits of many college students.” Curtis took it as a challenge to create something to prevent a hangover. Passionate about supplements and vitamins, he combined his personal knowledge with extensive research. “He took the rudimentary approach,” Cason says. “He went to the library, studied smart herbs and detoxifiers.”

The first formula was a combination of pills, powders, and liquids lined up on a table in an off-campus apartment, with Curtis’s trusting roommate as the guinea pig.

“It was definitely a homemade concoction,” says Curtis.

After minor tweaking, and major positive results from various college students, Curtis brought the final formula to Cason, who was working at the CMU Research Corporation as a business development manager while earning his MBA. “I battletested it,” Cason says. “I had no headache, and I had energy. I said, ‘Wow! This is amazing! Curtis, we have to start a business together. You’ve formulated something awesome here. You be the formula guy, and I’ll be the business guy.’”

With skill sets in place, the brothers hired various doctors, pharmacists, and nutraceutical and flavoring companies, got patents underway, and transformed the messy, tabletop formula into Party Armor. “Getting a product made is one thing,” Cason says. “Getting it sold is another.”

The Thorsby brothers decided to “swing for the fences,” Cason says, and caught a lucky break through the likes of Fabiano Brothers, one of the largest wholesale beer and wine distributors in the state. Party Armor is now sold throughout most of Michigan and all of Wisconsin, and plans are underway for nationwide distribution. Cason also recently sent a care package to musician Kid Rock, hoping he’ll appreciate the Michigan-sourced and Michigan-made product.

To the Party Armor naysayers, Curtis offers an 80-percent success rate, and says, “Try it. It’s worth a shot.”

Visit [www.drinkpartyarmor.com](http://www.drinkpartyarmor.com) for more information. ●