



The Science

AdvoCare was built on the vision that people can improve their lives through superior nutrition and fitness. With two decades of focus on wellness, lifestyle, scientific excellence and exemplary standards, AdvoCare has proven the merits of this vision.

The AdvoCare approach to nutrition, lifestyle and wellness, along with the opportunity to be debt free, creates a unique formula for providing families with solutions. By scientifically tapping into the profound knowledge of its internationally-recognized experts on the Scientific & Medical Advisory Board and the Home Office, we have created products that: are produced to the highest quality standards in the industry, use ingredients that are present in effective amounts and work synergistically for superior outcomes, and reflect the latest scientific knowledge.

Nutritional supplementation can be an effective approach to restoring balance whether through the supply of vitamins and minerals and proteins, or taking advantage of the health-promoting effects of herbal ingredients.

5 Reasons Our Products Are Different:

1. Guided by our prestigious Scientific & Medical Advisory Board
2. Balanced nutritional solutions for complex bodies
3. High-quality ingredients
4. Nutrients that are easy to absorb
5. Extensive research

Scientific & Medical Advisory Board

Highly regarded and recognized in their areas of expertise, members of the AdvoCare Scientific & Medical Advisory Board use their knowledge and experience in the fields of medicine, nutrition and science to ensure that all AdvoCare products are formulated with the highest-quality ingredients based on the latest scientific research.

AdvoCare and INFORMED-CHOICE

Company certifies AdvoCare products are banned-substance free

AdvoCare values unique relationships with elite athletes, sports teams, young athletes and their parents, personal trainers and the general public. We stake our reputation on products that are safe, effective and free from any substance banned by sport.

Banned substance testing is on the increase for not only professional and amateur athletes, but high school athletes as well. In an effort to ensure AdvoCare products and supplements are free from substances that are prohibited in sport competition, AdvoCare has enlisted INFORMED-CHOICE to test and certify that select AdvoCare products are banned-substance free.



“INFORMED-CHOICE has the accreditation and experience and is simply the best for the job. AdvoCare endorsers, Distributors and consumers, many of whom are athletes, deserve the best,” Rob Graf, AdvoCare Vice President of Endorsements said.

The INFORMED-CHOICE logo gives AdvoCare an added level of credibility. It also gives consumers the confidence that AdvoCare products contain no ingredients specifically banned by the United States Anti-Doping Agency (USADA) or the World Anti-Doping Agency (WADA). In addition, AdvoCare adheres to regulations put forth in organizations such as the National Football League, Major League Baseball, National Basketball Association, National Hockey League, Major League Soccer, PGA, LPGA, NCAA and NASCAR®.

The INFORMED-CHOICE check mark logo is prominently displayed on the packaging of all certified products. INFORMED-CHOICE provides a professional, comprehensive and detailed system of analysis. “Consumers can rest assured that all ingredients are listed on our label and are of the highest quality and safe for all athletes,” said Dr. Mark Miller, AdvoCare vice president of research and development. “The INFORMED-CHOICE certification is one more service AdvoCare is proud to offer Distributors for an added level of trust and assurance.”



Certified products are indicated by the INFORMED-CHOICE logo in the AdvoCare Product Catalog.

Sports Advisory Council

The AdvoCare Sports Advisory Council includes many of the top strength and conditioning coaches and athletic trainers in the country involved in football, hockey, motor sports and wrestling. Strength and conditioning coaches and trainers were among the first to discover the superiority of AdvoCare products. Today, they exchange information on a variety of topics relating to the use of nutritional supplements in the training of athletes and rehabilitation of athletic injuries. These premier experts also consult with AdvoCare on issues relating to current and future product development – helping to ensure that AdvoCare stands for innovation and excellence through products that give athletes and performers a competitive edge.