



ADVOCARE and INFORMED-CHOICE
PRODUCT CERTIFICATION PROGRAM



REPUTATION IS EVERYTHING

WHY INFORMED-CHOICE?

- + INFORMED-CHOICE has specialized anti-doping experience. Their WADA (World Anti-Doping Agency) – experienced laboratory adheres to ISO 17025 standards for sports supplements and has analyzed more samples for banned substances than any other lab in the world.
- + INFORMED-CHOICE serves as an addition to the AdvoCare quality assurance program with an independent board of experts in medicine, nutrition, training and pharmacology.
- + All products registered through INFORMED-CHOICE are publicly accessible and available to all Distributors and their customers.

KEY BENEFITS:

- + The AdvoCare program exceeds other nutritional companies' efforts in the industry and is key to opening doors to new business.
- + Banned-substance free certification has positioned AdvoCare as a leader in the sports performance and nutrition industries since 2008.
- + The INFORMED-CHOICE certification program fosters business growth, adding a layer of credibility for AdvoCare and its Distributors.

WHAT TO SAY ...

“AdvoCare products certified by INFORMED-CHOICE have the added level of protection that our ingredients are free from banned substances. Athletes can trust our products.”

“What you put into your body is important. Our performance products will help you increase stamina, help build muscle and increase endurance, but not at the risk of using substances that are banned for athletic competition. We have products on the market that have the credentials to pass the tests.”



ABOUT YOUR BUSINESS

Why will customers appreciate the INFORMED-CHOICE certification?

Coaches, athletes and general consumers, as well as professional and world-class athletes all benefit from certification. With the INFORMED-CHOICE certification, you can approach new markets for your business in both professional and amateur sports with confidence.


How can I be sure a banned substance is not listed as a different name?

The INFORMED-CHOICE logo you see on a product certifies the product is tested and contains no banned substances, regardless of the ingredient name.

Are certified products approved by the NCAA, NFL, MLB and USOC?

These organizations do not “approve” supplements. They establish and enforce regulations pertaining to the ingestion of prohibited substances by competing athletes. The athlete is tested for banned substances.

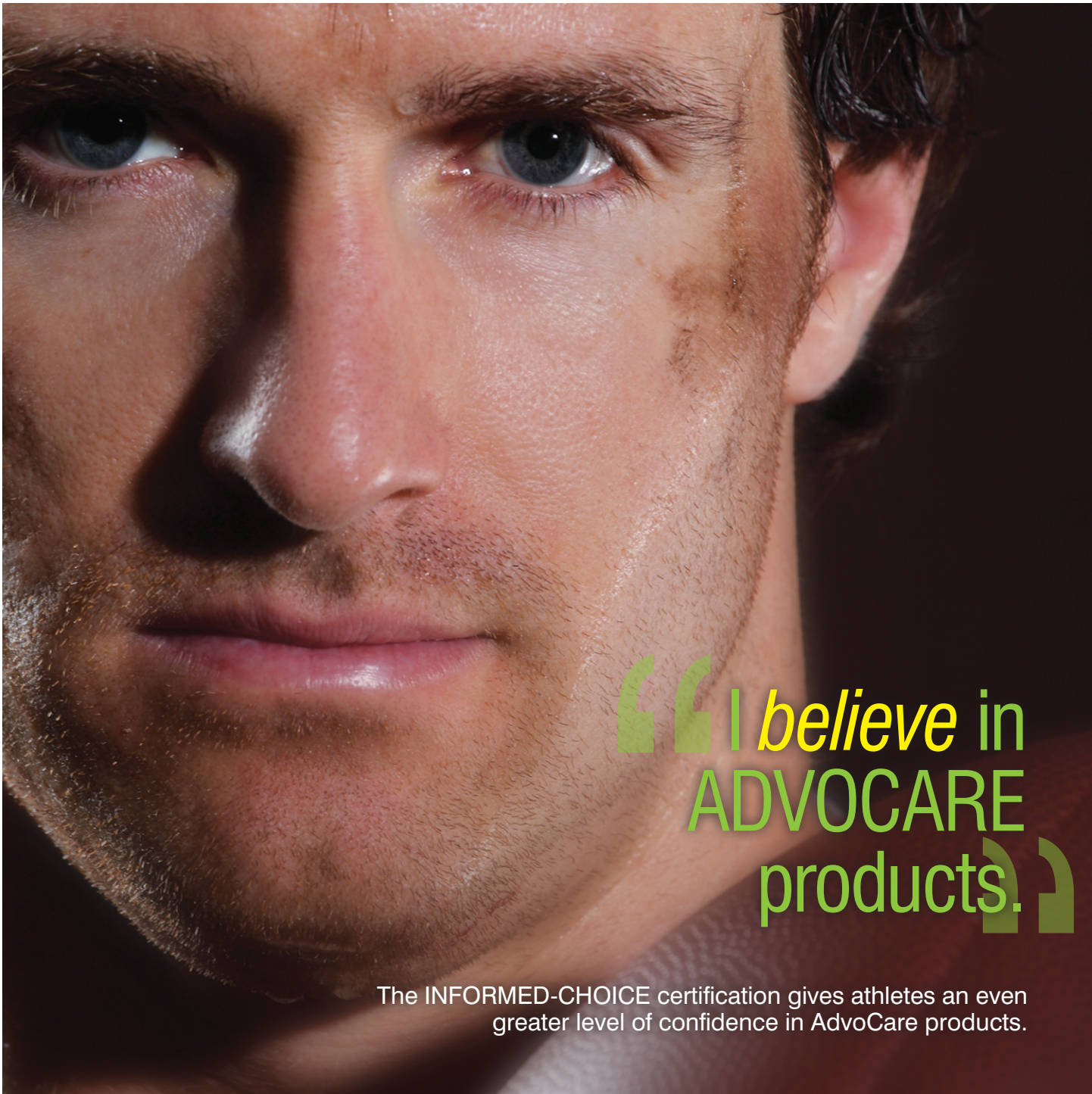
The INFORMED-CHOICE logo on our packaging certifies our product has been tested and contains no banned substances as defined by amateur and professional sports organizations.



“It’s important to athletes, coaches and a variety of people involved with sports medicine that a product is clean and contains none of the banned substances that could be detrimental to an athlete’s career. AdvoCare has taken a great and dramatic step forward to make a commitment to certify their products are banned-substance free.”

William J. Kraemer, Ph.D., FACSM

Professor of Kinesiology, Physiology and Neurobiology at the University of Connecticut
AdvoCare Scientific & Medical Advisory Board member



The INFORMED-CHOICE certification gives athletes an even greater level of confidence in AdvoCare products.

DREW BREES

New Orleans Quarterback, AdvoCare National Spokesperson

ADVO CARE values our relationships with the athletic community. We have formed a strategic alliance with INFORMED-CHOICE to certify our products are banned-substance free. This alliance allows athletes to make informed choices about what they decide to put into their bodies.



“The ADVOCARE products that I use are an *essential* part of my preparation.”

The check mark logo on the packaging is such an easy way for an athlete to recognize the product as certified through the INFORMED-CHOICE program.



VERONICA CAMPBELL-BROWN

Track & Field World Champion, AdvoCare Endorser

INFORMED-CHOICE tests supplements and their ingredients for inadvertent contamination with substances prohibited by WADA (the World Anti-Doping Agency).

Anyone choosing a supplement for themselves or others can make an informed choice based on appropriate and vigorous tests. Simply look for the INFORMED-CHOICE logo.



ADVO CARE Products Certified Banned-Substance Free by INFORMED-CHOICE:

- ✓ AdvoCare® Muscle Fuel
- ✓ AdvoCare Slam® Energy Drink
- ✓ AdvoCare Spark® Energy Drink Mix
- ✓ Arginine Extreme
- ✓ Calcium Plus
- ✓ Catalyst™
- ✓ CorePlex®
- ✓ CorePlex® with Iron
- ✓ CorePlex® Chewable
- ✓ Joint ProMotion™
- ✓ Mass Impact™
- ✓ Muscle Gain™ Protein Shake
- ✓ Muscle Strength™
- ✓ Nighttime Recovery
- ✓ O2 Gold™ Advanced
- ✓ Post-Workout Recovery Sports Drink
- ✓ Pro 20™
- ✓ Rehydrate Gel
- ✓ Rehydrate Electrolyte Replacement Drink
- ✓ V16® Energy Drink
- ✓ V100™ Multiple Vitamin and Mineral Supplement

For a complete list of updated products certified by INFORMED-CHOICE go to: advocare.com