





# About AdvoCare

## About AdvoCare

- Founded in 1993, a company of integrity for over 21 years
- Member of the Direct Selling Association and Council for Responsible Nutrition, leading trade groups for direct selling and dietary supplements.
- AdvoCare is a premier health and wellness company
- Offers world-class nutrition, weight-loss, energy, sports performance and skincare products and a powerful business opportunity

*NOTE: About tab in Presentation Guide is ideal for introducing AdvoCare in person to interested prospects.*

Founded in 1993

Leader in nutrition,  
weight-loss, energy,  
sports performance and  
skincare products

Powerful business opportunity



**Council for Responsible Nutrition**

*The Science Behind the Supplements®*

## What You Should Know

- AdvoCare products are safe, effective and of the highest quality
- You can earn income with the AdvoCare business opportunity
- You will have the support and help available to all AdvoCare Independent Distributors

*(Share briefly how/who introduced you to AdvoCare)*

# What You Should Know



**ADVO CARE**<sup>®</sup>  
products work

Your AdvoCare Independent  
Distributor can help



AdvoCare products that carry this seal  
are certified by Informed-Choice and  
are banned-substance free

## **Let's talk about YOU**

What is of greatest interest to you? *(Listen and match solutions with needs)*

- Products
- Business Opportunity



# Let's Talk About YOU

What is most interesting & appealing to you?



**Wellness**



**Finances**



**Time**



## **Four Ways to Engage with AdvoCare**

- **Retail Customer** – Purchase products from an AdvoCare Independent Distributor at retail value
- **Wholesale Customer** – Become an AdvoCare Independent Distributor and purchase products at the 20% discount level
- **AdvoCare Independent Distributor** – Become an AdvoCare Independent Distributor and purchase products at the 20-40% discount level
- **Advisor Level** – Reach the Advisor level and purchase products at the 40% discount level. Plus, enjoy the potential to earn additional income through the AdvoCare compensation plan

# 4 Ways to Engage with **ADVOCARE**<sup>®</sup>

1

## **Retail Customer**

*Use products for personal goals*

FULL PRICE

2

## **Wholesale Customer (discount at 20% - 30%)**

*Start as a Distributor, use products on a regular basis and enjoy a discount*

DISCOUNT

3

## **Distributor at 20–40% Discount**

*Enjoy additional income by sharing products*

4

## **Advisor at 40% Discount “Business Builder”**

*Greatest earning potential for full or part-time income*

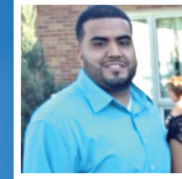
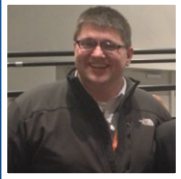
BUSINESS

## **AdvoCare Products Work**

- People everywhere have experienced success with AdvoCare products

*(Share your personal product story or a story from **Impact** magazine or Solutions for Your Success DVD that relates to the goals/needs of your prospect)*

# AdvoCare Products Work



People everywhere have experienced success -  
you could be next!

## **The Science Behind AdvoCare Products**

- AdvoCare products are developed through comprehensive research and backed by a Scientific & Medical Advisory board
- They reflect the latest scientific knowledge
- AdvoCare products are safe, effective and of the highest quality



# The Science Behind AdvoCare Products

*AdvoCare products are developed through comprehensive research and backed by a Scientific & Medical Advisory Board.*



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Dean Emeritus, School of Pharmacy and Health Professions. Creighton University Medical Center, Omaha, Neb. AdvoCare Vice President of Scientific Affairs



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**Gail Cresci**  
**Ph.D., RD, LD**

Assistant Professor of Medicine with a joint appointment in both the Department of Gastroenterology/Hepatology and Pathobiology at the Cleveland Clinic, Cleveland, Ohio

## **AdvoCare Products**

- AdvoCare offers product lines focused on weight loss, energy, general nutrition, sports performance and skincare.



# AdvoCare Products



TRIM



ACTIVE



WELL



PERFORMANCE  
ELITE



SYS™  
SKINCARE

## **The AdvoCare 24-Day Challenge™**

- The 24-Day Challenge™ is a comprehensive supplementation and nutrition program
- Features two phases – Days 1-10 are the Cleanse Phase and days 11-24 are the Max Phase
- Designed to help provide a jumpstart toward weight management, energy, overall body composition or overall wellness goals\*

\* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# The AdvoCare 24-Day Challenge™



Cleanse Phase (Products) 10 Days



Max Phase (Products) 14 Days

## **AdvoCare Sports**

- Champion athletes trust AdvoCare products
- Hundreds of professional athletes, coaches, entertainers and world champions are fueled by AdvoCare products
- AdvoCare sponsorships include NASCAR®, the jersey sponsor for FC Dallas and the AdvoCare® Texas Bowl



# AdvoCare Sports



**Drew Brees**  
AdvoCare National Spokesperson



**Jason Witten**  
Pro Football Tight End



**Rich Froning**  
4x Reebok® CrossFit® Games Champion



**College Football**



**NASCAR® Nationwide Series**



**FC Dallas Jersey Sponsor**

Endorsers began their relationship with AdvoCare as product users before endorsing the company. AdvoCare Endorsers receive a product allowance in exchange for their endorsement. Endorser testimonials reflect individual experiences and are not necessarily typical of the results you may obtain. Results vary with individual effort, body composition, eating patterns and exercise. If you have a medical condition or are pregnant or nursing, AdvoCare recommends you consult your healthcare professional before starting an AdvoCare product regimen.

## The AdvoCare Business Opportunity

- 5 ways to earn with AdvoCare
- Part-time or full-time potential
- Find what you are looking for and help others

*(Share your personal story or a story from Impact magazine or Solutions for Your Success DVD that relates to the goals/needs of your prospect.)*

# 5 *The AdvoCare Business Opportunity* Ways to Earn with **ADVOCARE®**

Available to all AdvoCare Independent Distributors

- 1 Retail Profits (up to 40%)
- 2 Wholesale Commissions (5-20%)

Available to Distributors at the Advisor Level

- 3 Overrides
- 4 Leadership Bonuses (3-19.25%)
- 5 Pay Period Bonus and Incentives







**AdvoCare Business Opportunity**

## There are four ways to engage with AdvoCare:

- Retail Customer: Purchase products from an AdvoCare Independent Distributor at retail value
- Wholesale Customer: Become an AdvoCare Independent Distributor and purchase products at the 20% discount level
- AdvoCare Independent Distributor: Become an AdvoCare Independent Distributor and purchase products at the 20-40% discount level
- Advisor Level: Reach the Advisor level and purchase products at the 40% discount level. Plus, enjoy the potential to earn additional income through the AdvoCare compensation plan

*NOTE: Business Opportunity tab includes greater detail for those prospects interested in starting an AdvoCare business as an Independent AdvoCare Distributor.*

# 4 Ways to Engage with **ADVOCARE**<sup>®</sup>

1

## **Retail Customer**

*Use products for personal goals*

FULL PRICE

2

## **Wholesale Customer (discount at 20% - 30%)**

*Start as a Distributor, use products on a regular basis and enjoy a discount*

DISCOUNT

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## **Distributor at 20–40% Discount**

*Enjoy additional income by sharing products*

4

## **Advisor at 40% Discount “Business Builder”**

*Greatest earning potential for full or part-time income*

BUSINESS

**Engage with AdvoCare at the Advisor Level and you will enjoy:**

- The maximum discount level on all orders
- Maximum earning potential for full or part-time income

# Advantages of the Advisor Level

## Distributors Earn:

Retail

Wholesale Commissions

**40% Discount**  
on  
Product Purchases

## Advisors Earn:

Retail

Wholesale Commissions

Overrides

Leadership Bonuses

Pay Period Bonuses &  
Other Incentives

The fastest way to reach the Advisor Level is to purchase a Distributor Kit and place a retail order totaling \$3,000 or more.

# Getting to the Advisor Level

## EXAMPLE 1

You **purchase** in one pay period

### Pay Period 1

You purchase \$3,000 or more product\* (retail volume)

This purchase is made at 30% Discount

**= \$2,100 INVESTMENT\*\***

\*Plus \$79 enrollment, applicable taxes & shipping

\*\*Excluding sales aids/accessories

**QUALIFYING ADVISOR!**



After purchasing your Distributor Kit, you can also move to the Advisor Level over two or three consecutive pay periods with retail purchases totaling \$3,000.

# Getting to the Advisor Level

## EXAMPLE 2

You **move to Advisor Level** over two or three consecutive pay periods with retail purchases **totaling \$3,000\***

Pay Period 1	Pay Period 2	Pay Period 3
<b>YOU</b> • \$500 Volume**	<b>YOU</b> • \$500 Volume** <b>DIST A</b> • \$500 Volume	<b>YOU</b> • \$500 Volume** <b>DIST A</b> • \$500 Volume <b>DIST B</b> • \$500 Volume
<i>\$500 Subtotal</i>	<i>\$1,000 Subtotal</i>	<i>\$1,500 Subtotal</i>

\*Plus \$79 enrollment, applicable taxes & shipping

\*\*Excluding sales aids/accessories

**QUALIFYING ADVISOR!**

Must have \$500 minimum Personal Volume in each Pay Period to Qualify for Advisor  
All totals are based upon retail value of product, prior to Distributor discount

You can reach your \$3,000 Retail Order by purchasing any combination of the AdvoCare products.

Here are a few examples of retail orders including the 24-Day Challenge™ - our top-selling product bundle.

These examples show how retail totals can add up.

# Getting to the Advisor Level



**\$570<sup>75\*</sup>**

(3) 24-Day Challenge™  
Bundles

*You + 2 Customers*



**\$1,522\***

(8) 24-Day Challenge™  
Bundles

*You + 7 Customers*



**\$3,044\***

(16) 24-Day Challenge™  
Bundles

*You + 15 Customers*

**\*Retail toward Advisor Level**

There are five sources of income available in AdvoCare: retail profits, wholesale commissions, overrides leadership bonuses, and pay period bonuses and incentives.

# 5 Ways to Earn with **ADVOCARE**<sup>®</sup>

Available to all AdvoCare Independent Distributors

- 1 Retail Profits (up to 40%)
- 2 Wholesale Commissions (5-20%)

Available to Distributors at the Advisor Level

- 3 Overrides
- 4 Leadership Bonuses (3-19.25%)
- 5 Pay Period Bonus and Incentives

The Rookie Bonus is designed to help new Advisors build their business during their first three Pay Periods and earn a \$500 Rookie Bonus.

BUILD YOUR BUSINESS WITH A

**\$5000**

**ROOKIE BONUS**



**Become an Advisor, then over your first one to three Pay Periods as an Advisor\*:**

- Sponsor three new frontline Distributors
- Accumulate **\$3,000** of total P/GV from newly-sponsored Distributors

(Personal purchases do not count toward the \$3,000 of retail volume needed to earn the bonus\*)

Eligibility for the 2014 Rookie Bonus Program begins on the first day of the Pay Period after becoming an Advisor. The minimum P/GV to qualify is \$3,000 from new legs within your first one to three Pay Periods as a newly qualified Advisor. One-time bonus only available during the first three pay periods as an Advisor. Bonus does not increase for volume or sign ups above \$3,000. Any P/GV in a downline Distributor account that would potentially count toward earning a bonus must be paid for by that downline Distributor and shipped to the downline Distributor's address on record or picked up at Will Call by that Distributor. AdvoCare does not allow or condone willful manipulation or fraudulent activity associated with bonus programs, incentives, or contests and as such, conducts an investigation prior to qualification for awarding bonuses, incentives and contests. The discovery of willful manipulation or fraudulent activity will be grounds for disqualification of an award. AdvoCare has the sole discretion to review, audit, and determine whether an Advisor has earned a bonus pursuant to the AdvoCare Policies and Procedures. Personal purchases do not count toward P/GV for the Rookie Bonus. Orders by retail customers who have an AdvoCare account are considered personal purchases. Bonus will be paid within two weeks of the Pay Period in which it is earned.

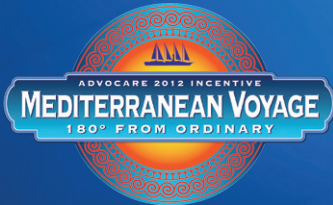


There are a variety of incentive trips available to all AdvoCare Distributors and exclusive trips available to specific Leadership Levels.

These trips are to destinations around the planet and are designed to reward consistent business growth and achievement.

# AdvoCare Incentive Trips

*Each year AdvoCare Distributors earn trips to the best destinations on the planet.*



## **Here are your next steps towards building your AdvoCare Business.**

- Use the AdvoCare products
- Establish your purpose for joining AdvoCare and set a goal
- Make a list – who can you talk to today – about the AdvoCare Products and Opportunity?
- Get to the Advisor Level as quickly as possible
- Work with your Sponsor or leader to learn how the AdvoCare Success System Works and begin using this plan of action to build your AdvoCare business

# What's Next?

- **Use the AdvoCare products**
- **Establish your purpose and set a goal**
- **Make a list**
- **Share your results**
- **Get to the Advisor Level**
- **Learn how to use the Success System**



# AdvoCare Compensation Plan

All AdvoCare Independent Distributors can earn income two ways:  
retail profits and wholesale commissions.

*NOTE: Compensation Plan tab includes business training for prospect and Distributors focused on business building and earning with AdvoCare.*

# **5 Ways to Earn Income**

## **The First 2 Ways:**

**Retail Profits**

**Wholesale  
Commissions**

**Build a Strong Foundation**



Retail profits are the amount of dollars earned when you sell the products you have purchased at your discount level to others at full retail price.

# When You Retail

## Our Top 2 Products



Avg. Retail Cost/Day  
**\$4.77**  
(14-day supply)

## MNS™ & AdvoCare Spark®

**Retail Price**  
MNS™ + Spark - \$66.90

**40% Discount**  
MNS™ + Spark - \$40.14

**Potential Profit**  
MNS™ + Spark - \$26.76

Here you see the potential profit of our Top-Selling Product Bundle,  
the 24 Day Challenge™.

# When You Retail

## Our Top-Selling Product Bundle

**24 DAY CHALLENGE™**

**OMEGAPLEX**  
Omega-3 Fatty Acid  
with Super Omega  
and Vitamin E  
120 Softgels

**ADVOCARE SPARK**  
ENERGY DRINK MIX  
VITAMIN & AMINO ACID SUPPLEMENT  
0 SUGAR, 0 CALORIES, 0 SUGAR FREE  
0 SUGAR FREE

**Watermelon**  
14 POUCHES - 2.38 oz (68g)  
NET WT. 1 LB 13.1 oz (580g)

**Fruit Punch**  
14 POUCHES - 2.38 oz (68g)  
NET WT. 1 LB 13.1 oz (580g)

**Herbal Cleanse**  
METABOLIC CLEANSING SYSTEM  
CONTAINS HERBAL, CLEANSE, FIBER, DRINK, AND  
PROBiotic RESTORE ULTRA DIETARY SUPPLEMENTS  
Includes Multiple Strain Probiotic Complex  
Enhances nutrient absorption\*  
Provides internal cleansing\*\*

**MEAL REPLACEMENT SHAKE**  
QUICK AND COMPLETE GREAT TASTING NUTRITION  
Only 220 calories  
24 grams of easy-to-digest protein  
Balanced meal for optimal nutrition  
and weight management

**CHOCOLATE**  
Natural and Artificial Flavors  
14 POUCHES - 2.38 oz (68g)  
NET WT. 1 LB 13.1 oz (580g)

**MNS**  
METABOLIC NUTRITION SYSTEM  
MULTINUTRIENT DIETARY SUPPLEMENT  
Advanced core nutrition and wellness\*  
Sustained-release energy\*\*  
Aspartame-free\*\*\*

**14 DAILY STRIP PACKS**  
120 CAPSULES, 14 CAPSULES, AND 14 BOTTLES

**Avg. Retail Cost/Day**  
**\$7.93**  
(24 day supply)

Retail Price \$190.25

40% Discount \$114.15

Potential Profit \$76.10

A wholesale commission is paid to you when your team member is at a discount level less than yours. The amount of wholesale commission is the difference between your discount level and your team member's discount level.

This Wholesale Commission example is based on retailing two of our most popular products – MNS™ and AdvoCare Spark®.

# Wholesale Commissions



The Wholesale Commission paid to you is the difference between your discount levels.



**Example:**

**\$66.90 x 20% Wholesale Commission = \$13.38**

MNS™ & AdvoCare Spark®

**The next three sources of income with AdvoCare are available exclusively to those at the Advisor Level.**



# 5 Ways to Earn Income

# The Next 3 Ways:

Open only to those at Advisor Level.

**Overrides**

**Leadership  
Bonuses**

**Pay Period Bonuses  
& Incentives**

It is possible to earn overrides from the Advisors on your team.

This is a source of residual income that can grow as your team grows.

Overrides can be up to 7% of the Business Volume (or half the retail sales).

# Overrides

**Equals 5% - 7% of the Business Volume (BV)**  
Business Volume is approximately 50% of all product volume underneath any and all of your Advisors through 3 levels



**\$43.95**  
Retail Volume  
Total Value



**\$22.00**  
Business Volume  
Approx. 1/2 the Value

In this example the **BUSINESS VOLUME (BV)** for MNS™ E is approx. \$22.00. As a result, we multiply \$22 x (7%) (Override)

	\$22.00
	x .07
<b>Override =</b>	<b>\$1.54</b>

**Business Volume is approximately half of all product volume underneath any and all of your Advisors through three levels.**

**Here's a look at Overrides paid on increasing Business Volume.**

# Override Examples

with volume



\$43.95

\$3,000

\$15,000

BV = \$22.00

BV = \$1,500

BV = \$7,500

$$\begin{array}{r} \$22.00 \\ \times .07 \\ \hline \$1.54 \end{array}$$

Override

$$\begin{array}{r} \$1,500 \\ \times .07 \\ \hline \$105 \end{array}$$

Override

$$\begin{array}{r} \$7,500 \\ \times .07 \\ \hline \$525 \end{array}$$

Override

**\$100+ of Override in a single leg of business is a Star Leg**

**\$3,000 (a typical Advisor order) in retail volume = \$105 Override**

# "What is a Star Leg?"

*Understanding Bonuses for Sponsoring "Wide"*

**\$100+** of Override in a single leg of business is a **STAR LEG**  
**\$3,000+** of retail Volume = **\$105** Override



\*All of the figures listed above are approximate earnings. Earnings will vary according to the amount of effort a distributor puts forth, and to the amount of products sold.



As your team grows larger, so does your opportunity. Here you'll see an example of Leadership progression by Pin Level.

Leadership Bonuses are a way to recognize Advisors who build and support down-line teams.

These bonuses are paid in addition to other income earned.

# Leadership Bonus Progression

Distributor Rank	Bonus %	Retail Volume & Star Legs
Silver	+3%	\$3,000
Gold	+2%	\$15,000
Gold 3 Star	+2%	3 Star Legs
Ruby	+2%	\$30,000
Ruby 6 Star	+2%	6 Star Legs
Emerald	+2%	\$60,000
Emerald 9 Star	+2%	9 Star Legs
Diamond	+4%	\$120,000
Platinum	+0.25%	18 Star Legs
Double Diamond	+0.25%	24 Star Legs
Triple Diamond	+0.25%	36 Star Legs

Let's look at one potential example of moving toward the Silver Pin Level.

To earn your silver pin, you need to...

Have \$1,000 P/GV and an Override of \$100 or more in any two Consecutive Pay Periods.

# Building Your Team

## Silver Pin Level



Leadership Pin Level	Amount of Retail Volume	Override	Leadership Bonus	Average Annual Income 2013
Silver	\$3,000	\$100	+3%	\$12,651



To earn your gold pin, you need to...

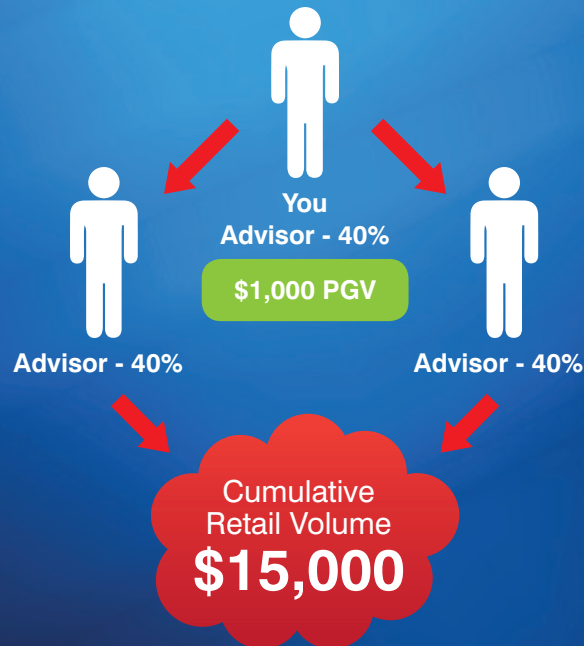
Have \$1,000 P/GV and an Override of \$500 or more in any two  
Consecutive Pay Periods

# Building Your Team

## Gold Pin Level



Leadership Pin Level	Amount of Retail Volume	Override	Leadership Bonus	Average Annual Income 2013
Gold	\$15,000	\$500	+2%	\$38,388



\$15,000 Retail =  
\$ 7,500 Business Volume  
x .07 Override %  

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**\$525 Override**

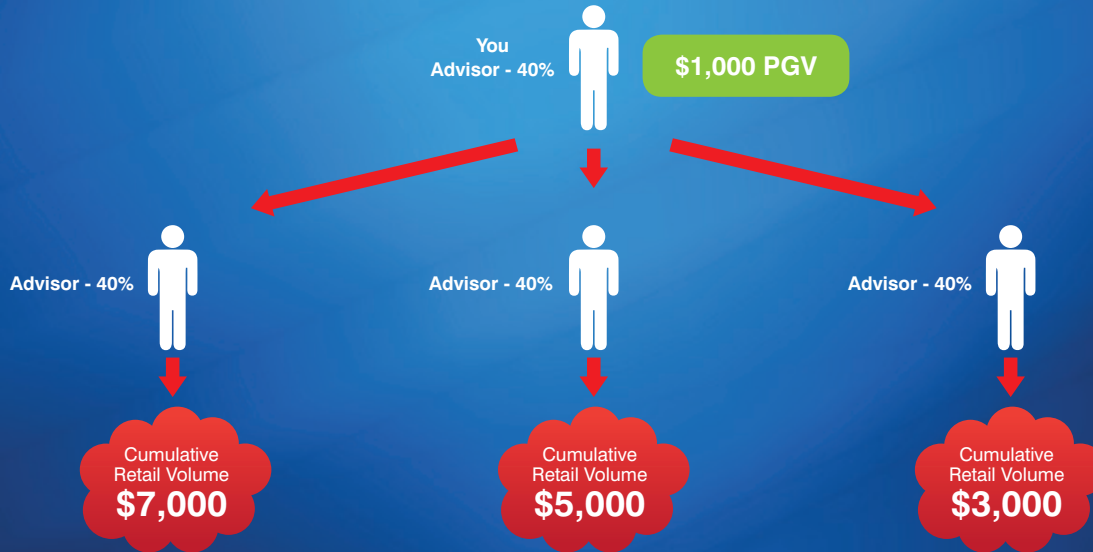
**Building Star Legs is a strong foundation for Pin Level advancement and sustainability**



# Adding Width



Leadership Pin Level	Amount of Retail Volume	Approx. Override	Leadership Bonus	Average Annual Income 2013
Gold 3 Star	\$15,000	\$500	+2%	\$41,015



You have \$15,000 of total retail volume plus 3 legs that generated \$3,000 or more volume... earning you 3 stars

Total retail volumes in each leg of business will vary from pay period to pay period.

Personal testimonials reflect individual experiences of AdvoCare Independent Distributors and are not necessarily typical of the results you may obtain. Earnings depend on a number of factors, including your individual effort and the area in which you live. The results described above are substantially in excess of the average results achieved by all distributors during the same time period.

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