



## 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, and sports performance products and a powerful business opportunity

# About



**Founded in 1993**

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

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**Powerful business opportunity**



**Council for Responsible Nutrition**

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*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



**ADVOCARE<sup>®</sup>**  
products work

Your AdvocaCare 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 and 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>

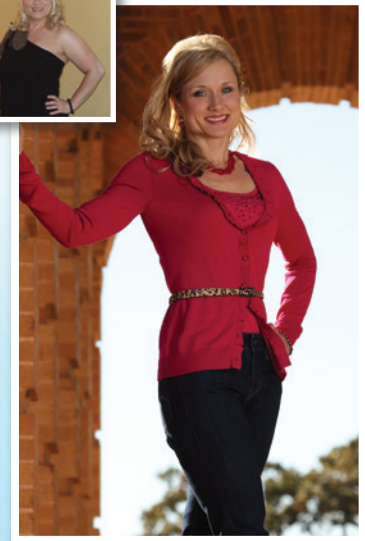
1	<b>Retail Customer</b> <i>Use products for personal goals</i>	Full Price
2	<b>Wholesale Customer (discount at 20%)</b> <i>Sign up as a Distributor, use products on a regular basis and enjoy a discount</i>	Discount
3	<b>Distributor at 20–40% Discount</b> <i>Enjoy additional income by sharing products</i>	
4	<b>Advisor at 40% Discount “Business Builder”</b> <i>Greatest earning potential for full or part-time income</i>	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.*



## **Sidney Stohs - Chair**

**Ph.D., FACN, CNS, ATSF**

Professor, Pharmacology and Toxicology. Dean Emeritus, School of Pharmacy and Health Professions. Creighton University Medical Center. Former AdvoCare senior vice president of Research and Development.



## **Stanley J. Dudrick**

**M.D., FACS**

Chairman Emeritus, Department of Surgery and Director of Training Program in Surgery, St. Mary's Hospital/Yale Affiliate, Waterbury, Connecticut. Professor of Surgery, Yale University School of Medicine



## **William J. Kraemer**

**Ph.D., FACSM, CSCN, FNSCA**

Professor of Kinesiology, Physiology and Neurobiology, University of Connecticut. Professor of Medicine, University of Connecticut School of Medicine



## **Leanne M. Redman**

**Ph.D., MS**

Assistant Professor, Head, Reproductive Endocrinology & Women's Health Lab, Pennington Biomedical Research Center, Baton Rouge, La.



## **Kenneth Goldberg**

**M.D.**

Board-certified urologist in private practice in Dallas, Texas



## **Carl I. Keen**

**Ph.D.**

Distinguished Professor of Nutrition & Internal Medicine University of California, Davis

## **AdvoCare Products**

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

# AdvoCare Products



TRIM



ACTIVE



WELL



PERFORMANCE  
ELITE

## 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



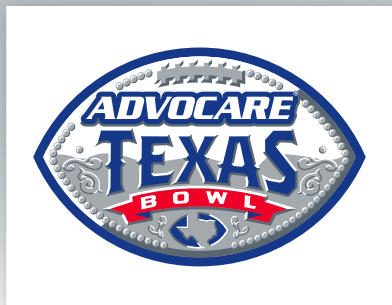
**Drew Brees**  
AdvoCare National Spokesperson



**Jason Witten**  
Pro Football Tight End



**Rich Froning**  
3x 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 testimonies 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 Rookie Bonus Program**

- Build your business with a \$500 Rookie Bonus
- One-time bonus available to all new qualified Advisors during their first three pay periods.



THE 2014 ROOKIE BONUS PROGRAM

BUILD YOUR BUSINESS WITH A

\$500

ROOKIE BONUS

- ▶ 3 Pay Periods
- ▶ 3 New Distributors
- ▶ \$3000 PGV



## **Dream Trips and Incentives**

- AdvoCare Independent Distributors at the Advisor level can earn trips
- Featuring top destinations



# Dream Trips & Incentives

*Each year AdvoCare Independent Distributors can earn trips to the world's top destinations!*



**VENETIAN VOYAGE**  
ADVOCARE INCENTIVE 2013



## **AdvoCare Independent Distributor Compensation**

- A look at Leadership Level Compensation in 2013

# Leadership Compensation

Distributor Rank	Bonus %	Average Total Income 2013*
Silver	+3%	\$12,651
Gold	+2%	\$38,388
Gold 3 Star	+2%	\$41,015
Ruby	+2%	\$82,945
Ruby 6 Star	+2%	\$100,781
Emerald	+2%	\$195,450
Emerald 9 Star	+2%	\$279,120
Diamond	+4%	\$615,717
Platinum+	+0.25%	\$1,485,089**

- \* Active Distributor is anyone who earned a check in 2013.  
Average annual income for all active Distributors in 2013 was \$1,704.08.
- \*\* Combined average total income from Platinum, Double Diamond and Triple Diamond Distributors.

## **The Advisor Level**

**All of the Benefits of the AdvoCare compensation plan**

- **Retail Profits**
- **Wholesale Commissions**

**AND – eligible to earn**

- **Overrides**
- **Leadership Bonuses**
- **Pay Period Bonus and Incentives**

# The Advisor Level

## Two ways to reach the Advisor level

### 1. Work toward the Advisor level over 3 consecutive pay periods

Start with a \$500 retail order

– 25% discount = \$375 investment toward \$3,000 & Advisor level

**OR**

### 2. Start at the Advisor level

Start with a \$3,000 retail value order

– 30% discount = \$2,100 investment & Advisor level

## **Start Today**

Which of the 4 ways to engage with AdvoCare is a good fit for you?

# Start Today

1	<b>Retail Customer</b> <i>Use products for personal goals</i>	Full Price
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