



About



Founded in 1993

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

Powerful business opportunity



Council for Responsible Nutrition

The Science Behind the Supplements®

What You Should Know



ADVO CARE[®]
products work

Your AdvocaCare Independent
Distributor can help



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

Let's Talk About YOU

What is most interesting and appealing to you?



Wellness



Finances



Time

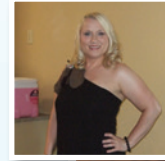
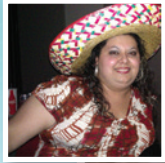
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Ways to Engage with

ADVOCARE[®]

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

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.



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.



William J. Kraemer

Ph.D., FACSM, CSCN, FNCSA

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



Kenneth Goldberg

M.D.

Board-certified urologist in private practice in Dallas, Texas



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 Medicine, Yale University 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.



Carl I. Keen

Ph.D.

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

AdvoCare Products



TRIM



ACTIVE



WELL



PERFORMANCE ELITE

The AdvoCare 24-Day Challenge™



Cleanse Phase (Products) 10 Days



Max Phase (Products) 14 Days

AdvoCare Sports



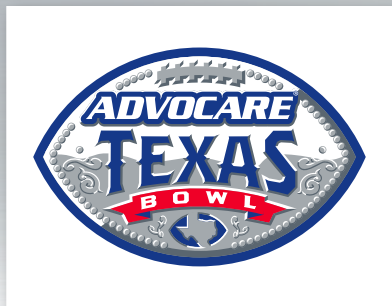
Drew Brees
AdvoCare National Spokesperson



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.

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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



THE 2014 ROOKIE BONUS PROGRAM

BUILD YOUR BUSINESS WITH A

\$5000

ROOKIE BONUS

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



Dream Trips & Incentives

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



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

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

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