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AdvoCare Launches Preferred Customer Program

(PLANO, Texas) – [AdvoCare International, L.P.](#) (AdvoCare), a premier health and wellness company, today launched a best-in-class Preferred Customer Program for consumers looking for an easy way to buy AdvoCare’s premium products at a discount. Through the new program, customers have access to the best of AdvoCare including an automatic 20 percent discount on all AdvoCare product lines, online product training and an exclusive starter kit upon signing up for an annual fee of \$19.95.

“We are proud to be offering a new and exciting way to engage with AdvoCare,” says Patrick Wright, Senior Vice President of U.S. Sales at AdvoCare. “Whether your intention is to consume the products, sell the products casually or intentionally build a business with AdvoCare, we have extended the opportunity for consumers to access all AdvoCare has to offer.”

Launching in conjunction with the all-new AdvoCare Product Navigator™ – an online tool to recommend initial products based on a person’s unique objectives, the Preferred Customer Program is the latest offering from AdvoCare to give its customers and Independent Distributors the tools to reach their individual health and finance goals. Throughout its 23-year history, AdvoCare has been dedicated to providing the most innovative products on the market, and a sustainable and lasting business opportunity that empowers AdvoCare’s Independent Distributors to be the best in the industry.

“The Preferred Customer Program and Product Navigator launch are the first in a series of initiatives AdvoCare is developing to equip our customers and Distributors with the best tools in the industry,” says Rick Loy, Vice President of U.S. Sales Training and Field Development.

About AdvoCare International, L.P.

At AdvoCare, We Build Champions® through physical and financial wellness. Backed by the most credible scientific research and internationally recognized Scientific and Medical Advisory Board, AdvoCare offers premium nutritional, weight-management and sports-performance products. In addition, AdvoCare empowers Independent Distributors with an industry-leading business opportunity and world-class training and business tools. AdvoCare is a family-owned company founded in 1993 and is headquartered in Plano, Texas. For more information about AdvoCare visit www.advocare.com. Be sure to like us on www.facebook.com/advocare and follow us on Twitter - @AdvoCare.