





# About AdvoCare

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



**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 most interesting & appealing to you?



**Wellness**



**Finances**



**Time**

# 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*

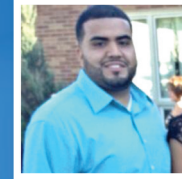
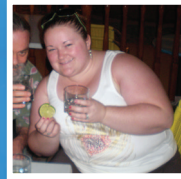
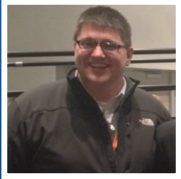
4

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

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

BUSINESS

# AdvoCare Products Work



People everywhere have experienced success -  
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**

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



**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



**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 Surgery Emeritus, 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



**Jose Pimiento**  
**M.D.**

Board-certified surgical oncologist and surgical nutritionist at the H. Lee Moffitt Cancer Center and Research Institute in Surgical Oncology Research Institute, Tampa, Fla.



**Jeffrey B. Blumberg**  
**Ph.D., FASN, FACN, CNS**

Professor in the Friedman School of Nutrition Science and Policy, Director of the Antioxidants Research Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University, Boston, Mass.



**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



TRIM



ACTIVE



WELL



PERFORMANCE  
ELITE



SYS™  
SKINCARE

# 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**  
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.

# 5 *The AdvoCare Business Opportunity* 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



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.