



Independent Distributor



AdvoCare International, LP

2801 Summit Avenue || Plano, Texas (75074) || (800) 542-4800

6:00 am – 10:30 pm CT (Monday - Friday)

6:00 am – Midnight CT (Monday and Tuesday of Pay Period Close)

ADVERTISING GUIDELINES

Below are the guidelines for sharing the benefits and results you are experiencing with AdvoCare with others.

DO

- **ID:** Always identify yourself as an AdvoCare Independent Distributor
- **PRODUCT BENEFITS:** You may advertise the benefits of using products by using the benefits and claims found on product packaging, product pages on the AdvoCare website, AdvoCare social media pages, and corporate marketing materials.
- **PHOTOS OF RESULTS:** Use unedited photos of yourself before and after continued use of products. Be sure to use accurate dates on each picture.
- **INCOME CLAIMS:** Provide accurate income information such as *"I made \$250 with my AdvoCare business last month."* Use the Income Disclosure Statement and the following income disclaimer when making an income claim or discussing the business opportunity with prospective Distributors: *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.*
- **CONSULT YOUR PHYSICIAN:** Always advise your customers to consult with their healthcare provider before making any dietary, skincare or fitness modifications to help with any questions they may have.
- **JUST SHARE:** You may share any AdvoCare social media post or published material. All of this content has been pre-approved by AdvoCare.
- **OTHER'S STORIES:** Only publish or share photos or testimonials of others with permission.
- **LOGO:** Only use approved logos from Microsite.

DON'T

- **NO MEDICAL CLAIMS:** Products cannot diagnose, treat, cure or prevent medical issues or skin conditions including but not limited to acne, rosacea, cellulite, eczema or the look of scars so none of these types of claims should appear in your ads or posts.
- **NO PROJECTED INCOME:** Projected income is not permitted. Avoid making claims like *"I am on track to earn \$20,000 per month by this time next year."*
- **NO UNSUBSTANTIATED CLAIMS:** Avoid making unsubstantiated product claims such as *"I tried to lose weight for years and couldn't, but then I started taking AdvoCare products and without any effort lost 30 lbs in a month!"* Instead, use accurate statements such as *"I used to eat fast food every day for breakfast, but I started adding in meal replacement shakes to my daily regimen and have been seeing results."*
- **NO DISCOUNTED OR FREE OFFERS:** Advertising discounted or free product online or on a public-facing website or social media page is not permitted. If you wish to conduct a contest, set clear rules and dates and follow through with the stated contest prizes.
- **NO MARKETING, DISTRIBUTING, OR SELLING PRODUCTS TO CHILDREN.**
- **NO PRODUCT COMPARISONS:** Product comparisons are *not* permitted.
- **NO GUARANTEED RESULTS:** Product results are never guaranteed. Use the following product disclaimer when making ads that include testimonials: *"Personal testimonials reflect individual experiences of AdvoCare Independent Distributors and are not necessarily typical of the results you may obtain. Weight loss varies with individual effort, body composition, eating patterns and exercise. If you have a medical condition or are pregnant or nursing, AdvoCare recommends that you consult your healthcare professional before starting an AdvoCare product regimen."*
- **ENDORSERS:** AdvoCare Endorsers receive a product allowance in exchange for their endorsement. Using the phrases non-cash paid or non-paid endorsers is misleading and not permitted. Endorser name, likeness as well as professional team name, likeness or logo use is prohibited.

For further clarification on all Advertising Guidelines, please refer to Chapter 10: Advertising and Marketing of AdvoCare Products and the Business Opportunity.