

## MLM Company Profile: AdvoCare International, LP



\*\*\*\* Trademark of AdvoCare International, LP

### AdvoCare International, LP

Copyright Jeffrey Babener [www.mlmllegal.com](http://www.mlmllegal.com)

---

#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

---

#### Founding Story

AdvoCare was established in 1993 by Charles E. Ragus. The name of the company is a combination of advocate and [www.mlmllegal.com](http://www.mlmllegal.com) care which is meant to encourage distributors. In 2002, the DSA recognized AdvoCare's DebtBuster System with the Education for Life Award. In 2003, they earned the Dallas 100 Award that recognizes the fastest-growing privately held companies in the Dallas area for the seventh consecutive year and placed top ten for the second year in a row. which is meant to encourage distributors. In 2002, the DSA recognized AdvoCare's DebtBuster System with the Education for Life Award. In 2003, they earned the Dallas 100 Award that recognizes the fastest-growing privately held companies in the Dallas area for the seventh consecutive year and placed top ten for the second year in a row.

[www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com)

#### Impact on the Industry

AdvoCare is a member of the DSA and has established a Hall of Fame in 1999 to recognize and honor distributors [www.mlmllegal.com](http://www.mlmllegal.com) accomplishments.

[www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com)

### **Discussion of Products**

AdvoCare's products include health, fitness, wellness, nutritional supplements, skincare, and weight management. Some of the brand names they sell include Metabolic Nutrition System, Performance Optimizer System, and 'A Perfect You' Weight Management Program. They have over 70 exclusive nutritional and skincare products.

### **Discussion of Opportunity**

There are five ways to earn income with the company, including retail profits, wholesale commissions, overrides, leadership bonuses, and incentives and trips.

There are four ways to get involved with the company, which include:

#### *Retail Customer*

*If you use AdvoCare products for your own personal weight-loss, fitness or wellness goals, this may be the ideal way for you to be involved with AdvoCare.*

#### *Distributor at 20%*

*When you sign up as a Distributor and you use AdvoCare products on a regular basis, you can take advantage of the discounts offered by AdvoCare.*

#### *Distributor at 20% to 40% discount*

*If you share AdvoCare products with anyone, you can enjoy additional income.*

#### *Advisor at 40% (business builder)*

*If you want life truly on your terms, then you'll want to take advantage of our business opportunity by becoming an AdvoCare Advisor. Whether you choose to build a business part time or full time, as an Advisor you will enjoy the highest discounts available and your greatest earning potential. For example, in approximately two years, you could be earning an average of \$40,516 annually as a [www.mlmllegal.com](http://www.mlmllegal.com) 3 Star Gold Distributor. That's a possible monthly salary of \$3,376!\**

For additional information, one must contact the company.

### **Discussion of Distributor Base and Sales Volume in U.S.**

Advocare operates in the United States.

Company Website: [www.advocare.com](http://www.advocare.com)

*\*At **MLMLegal.Com** the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

**MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at [www.mlmllegal.com](http://www.mlmllegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

[www.mlmllegal.com](http://www.mlmllegal.com)