

*U.S. Guide*



**IT'S TIME FOR  
CANADA TO MEET**

---

***ADVOCARE***<sup>®</sup>



## ADVOCARE IS HEADED TO CANADA!

---

After much anticipation, we are excited to announce AdvoCare will officially open for business in Canada in the fall of 2018!

For over 25 years, AdvoCare Distributors have built champions across the United States with our incredible products and best-in-class business opportunity. We can't wait to share these scientifically backed products and distinguished business opportunity with our northern neighbors!


Are you ready to bring AdvoCare to Canada? Read on to learn which AdvoCare products are launching in Canada, how to sign up Distributors and Preferred Customers and how the compensation plan will work.

---

# TABLE OF CONTENTS

 PAGE **05**  
PRODUCTS

 PAGE **09**  
DOING BUSINESS

 PAGE **12**  
GUIDELINES

## THE BASICS

- 35 million people live in Canada
- The country is divided into 10 provinces and three territories
- A majority of the population lives within 100 miles of the U.S. border
- Most of the country has four distinct seasons, giving citizens and visitors a chance to experience the outdoors throughout the year
- There are two official languages: English and French
- Quebec citizens predominantly speak French

## CURRENCY IN CANADA

The official currency is the Canadian dollar (CAD). One Canadian dollar equals 76 cents in U.S. dollars (USD).\* So how does the Canadian dollar compare to the U.S. dollar? A gallon of milk in Canada costs \$4.50 CAD vs. \$2.68 in the U.S. and a cup of coffee costs \$3.07 CAD vs. \$2.38 in the U.S.



**\$4.50<sub>CAD</sub>/\$2.68<sub>USD</sub>**



**\$3.07<sub>CAD</sub>/\$2.38<sub>USD</sub>**

## DIRECT SALES IN CANADA

Over 880,000 people are involved in direct selling in Canada



**91%**  
WOMEN



**75%**  
MARRIED



**59%** HAVE  
POST-SECONDARY  
EDUCATION

\*The exchange rate for U.S. and Canadian dollars can vary on a daily basis.

# Products



The following products and flavours will be available for sale in Canada at the launch. We are diligently working to register additional products to give you even more options and opportunities.



## SPARK® CANISTER



Spark® helps increase energy and achieve enhanced mental focus with vitamins, minerals and nutrients. 42 servings

- Fruit Punch
- Mango Strawberry
- Mandarin Orange

\$69.95 CAD | \$55.96 CAD \$41.97 CAD | 54.99 QV



## SPARK® STICK PACKS\*



Spark® helps increase energy and achieve enhanced mental focus with vitamins, minerals and nutrients in an easy-to-use stick pack. 14 stick packs

- Grape
- Fruit Punch
- Mandarin Orange
- Mango Strawberry
- Blue Raspberry

\$31.95 CAD | \$25.56 CAD \$19.17 CAD | 24.99 QV

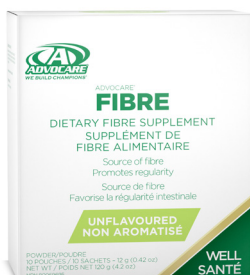


## HERBAL CLEANSE SYSTEM\*

The AdvoCare Herbal Cleanse System can help rid your body of waste and absorb nutrients with its unique blend of herbal ingredients. Using a systematic approach, this 10-day system guides you through the daily steps for internal cleansing and improved digestion.

Unflavoured

\$49.95 CAD | \$39.96 CAD \$29.97 CAD | 38.95 QV



## ADVO CARE® FIBRE\*

A source of fibre to promote regularity, helping to eliminate waste. 10 pouches

Unflavoured

\$22.95 CAD | \$18.36 CAD \$13.77 CAD | 16.95 QV



## PROTEIN AND VITAMIN SHAKE\*

A delicious and portable shake mix that delivers a blend of protein, carbohydrates and fibre to keep you fueled and ready to tackle your day. 14 pouches

Chocolate  
Vanilla  
Chocolate Peanut Butter

\$59.95 CAD | [PC/D](#) \$47.96 CAD [A](#) \$35.97 CAD | 44.95 QV



## MNS® 3\*

A comprehensive multinutrient dietary supplement system that provides a wide range of vitamin, minerals, and antioxidants.

*Includes CardioQ, ActoTherm™ SR, BioTherm, CorePlex®, OmegaPlex® and Calcium Plus.*

\$59.95 CAD | [PC/D](#) \$47.96 CAD [A](#) \$35.97 CAD | 43.95 QV



## OMEGAPLEX®\*



Delivers a blend of DHA and EPA omega-3 fatty acids to help support cardiovascular health and brain function. 90 softgels

\$29.95 CAD | [PC/D](#) \$23.96 CAD [A](#) \$17.97 CAD | 21.95 QV



## CATALYST™



Provides a blend of blend of branched-chain amino acids, along with L-glutamine & L-arginine, to assist your body in the building of lean muscle. 90 capsules

\$39.95 CAD | [PC/D](#) \$31.96 CAD [A](#) \$23.97 CAD | 31.50 QV

\*This product is included in the AdvoCare ONE/80 24-Day Jumpstart™.



27 POUNDS LOST



BEFORE

### KELLEY LEE

AdvoCare® Independent Distributor and the AdvoCare ONE/80 Transform contest winner



ADVOCARE ONE/80

## 24-DAY JUMPSTART™

The 24-Day Jumpstart™ is designed to fuel a fresh start and help set you on the path to a healthy lifestyle. You will begin with a 10-day Cleanse Phase to help prepare your body for optimal nutrition, then complete the 14-Day Max Phase where you will start to develop a routine of fueling your body with quality supplementation and a healthy, balanced diet.\*

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## YOU MAY BE WONDERING...

**1. Is the Protein and Vitamin Shake the same as the Meal Replacement Shake?**

Yes, the product is the same. The name and packaging are different because any names listed on labels are specific to the labeling and product marketing laws within Canada.

**2. When will other AdvoCare products become available?**

We are diligently working to register additional products in Canada and will keep you informed as new products become available.

**3. Why are the claims on Canadian products different than the claims on U.S. products?**

Product claims and warnings are specific to the labeling and product marketing laws within Canada.

**4. Do Canadian products come with a Product Satisfaction Guarantee?**

Yes, the Canadian Product Satisfaction Guarantee is the same as the U.S.





*In addition to signing up as a registered retail customer, Canadians will also have the following options available.*

## BECOME A DISTRIBUTOR

### DISTRIBUTOR KIT INCLUDES:

- 1 bag of Spark (flavor varies)
- 1 AdvoCare Blender Bottle
- Impact/Product Catalog hybrid (pack of 5)
- Spark sample cards (pack of 10)
- The Policies, Procedures and Compensation Plan
- A Welcome Card



## BECOME A PREFERRED CUSTOMER

### PREFERRED CUSTOMERS WILL RECEIVE:

An immediate 20% discount with a chance to increase to 30% based on your product purchases.

Note: Canadian customers will not receive a Preferred Customer kit but will get an Impact Magazine with their first order.



## YOU MAY BE WONDERING...

### 1. Can a PC convert to a Distributor?

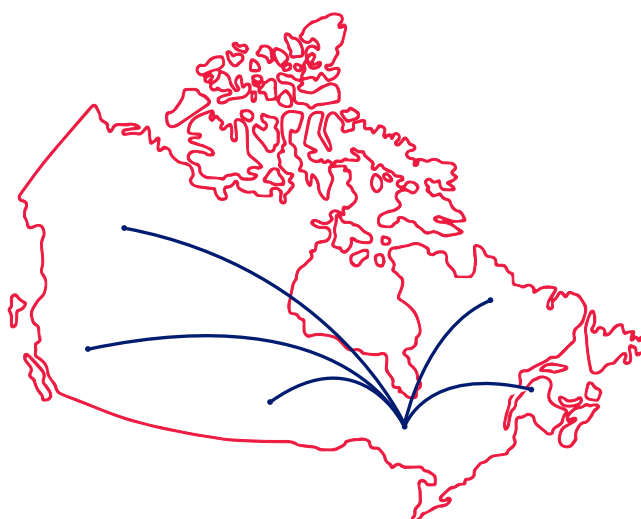
Yes, Canadian Preferred Customers will be able to upgrade to Distributors for \$50 CAD. Go to [advocare.com](http://advocare.com) and follow the same steps as you would for U.S. Preferred Customers.

### 2. Can a U.S. Distributor also create a Canadian Distributor account?

No, AdvoCare Distributors cannot have Distributor accounts in multiple countries. Distributors can only have an account in the country where they legally and physically reside.

## ORDERING & SHIPPING

---



- Order products using your Visa, Mastercard or American Express
- The average shipping rate for a box (about 4 lbs./2 kg) is between \$10 and \$12 CAD
- Average transit time is 1 to 5 days from Toronto, ON
- Tax rates vary between 5 and 15 percent and are based on the province or territory where the Canadian Customer or Distributor lives
- Customs and duties are included in the shipping costs

### YOU MAY BE WONDERING...

#### **Can a U.S. Distributor buy or sample Canadian products?**

No, U.S. Customers/Distributors can only receive U.S. products and Canadian Customers/Distributors can only receive Canadian products.

# GLOBAL COMPENSATION PLAN

*AdvoCare's Global Compensation Plan will allow you to build your business seamlessly between the U.S., Canada and additional countries in the future.*

## QUALIFYING VOLUME (QV)

Although products will be priced using the local currency of each market, each product will be assigned a universal point value (designated as Qualifying Volume) for commission purposes. The QV will make it easier to calculate commissions from products purchased around the globe.

PRODUCT	RETAIL (USD)	RETAIL (CAD)	QV
Spark® Canister	\$54.99	\$69.95	54.99

Today, for example, Personal/Group Volume (PGV) is calculated as the sum of the retail value of specific orders. Internationally, PGV will be calculated as the sum of the QV.

Discount levels, Advisor Qualification, trips and other incentives will be based on total QV, not price.

## YOU MAY BE WONDERING...

### What is Personal/Group Volume?

The sum of your Personal Volume and Group Volume. This volume is based on the QV of the products purchased.

### What is Qualifying Volume?

A point value assigned to each product sold (with the exception of Sales Aids and Distributor Kits). Qualifying Volume is used to track and measure product sales and to calculate commissions.

### What is Business Volume?

A point value assigned to each product to calculate override.

# FREQUENTLY ASKED QUESTIONS

---

**1. When is AdvoCare officially available in Canada?**

AdvoCare will officially open the Canadian market on September 5, 2018.

**2. Can Canadian Distributors enroll U.S. Distributors or Preferred Customers?**

Yes, Canadian Distributors will be able to enroll U.S. Distributors, Preferred Customers and Registered Retail Customers.

**3. Will there be a Canadian Customer Service number?**

Canadian Distributors and customers may call the International Customer Service number at 1-800-542-4800 with any questions.

**4. Can I have a U.S. account and a Canadian account?**

No, only Canadian citizens or legal residents can enroll as Canadian Distributors or customers.

**5. Will there be corporate-led events in Canada?**

Yes. Stay tuned for more information regarding AdvoCare events in Canada.

**6. Can Canadian Distributors buy tickets for National Success School 2019 in Dallas?**

Yes. Canadian Distributors are invited to attend NSS 2019 in Dallas.

**7. Will there be a grand opening event in Canada?**

Yes. Stay tuned for more details regarding events in Canada.

**8. Will Canadian Distributors be able to participate in U.S. incentives?**

Yes. Incentives are open to all Distributors.

**9. Will Canadians be able to continue ordering U.S. products through the Not-For-Resale program?**

No. Once the Canadian market is officially open, the Not-For-Resale program will be discontinued.



## TRAVELING TO CANADA

---

- U.S. citizens need a valid U.S. passport to get into Canada, but don't need a visa when traveling as tourists (for trips lasting up to 180 days). Visit [travel.state.gov](http://travel.state.gov) or [Canada.ca](http://Canada.ca) for more information.
- Anything bought in Canada and brought back to the U.S. may be subject to taxes and/or duties.
- Cellphone carriers require international coverage when traveling to Canada. International or roaming fees may apply.

## CONTACT INFORMATION

---

### CUSTOMER SERVICE: CANADA

1-800-542-4800

Hours of Operation:

Monday - Friday, 8 a.m. - 8 p.m. CST

Monday & Tuesday of Pay Period

Close: 8 a.m. - 10 p.m. CST

[customerservice@advocare.com](mailto:customerservice@advocare.com)

### CANADA WAITLIST

Prospective customers and Distributors can visit [advocare.com/canada](http://advocare.com/canada) to join our waitlist and receive exciting launch updates.

# Quick Reference Guide



Here's a rundown of the product assortment, kit options and contact information for all things Canada. Think of it as your cheat sheet when talking to Canadian newcomers.

PRODUCT	RETAIL (CAD)	QV
Spark® Canister	\$69.95	54.99
Spark® Stick Packs*	\$31.95	24.99
Herbal Cleanse System*	\$49.95	38.95
AdvoCare® Fibre	\$22.95	16.95
Protein and Vitamin Shake*	\$59.95	44.95
MNS® 3*	\$59.95	43.95
OmegaPlex®*	\$29.95	21.95
Catalyst™	\$39.95	31.50

\*This product is included in the AdvoCare ONE/80.

**PREFERRED CUSTOMER:**  
**\$19.95 CAD/year**

**DISTRIBUTOR:**  
**\$70 CAD/renewal fee: \$60**

**Distributor Kit:**

- 1 bag of Spark®
- 1 AdvoCare Blender Bottle
- Impact Canada/Product Catalog hybrid (pack of 5)
- Spark sample cards (pack of 10)
- A Welcome Card

**24-DAY JUMPSTART:**  
**\$263.70 CAD RETAIL/ 199.78 QV**  
2 bags of Spark® (varied flavor)  
1 Herbal Cleanse System  
1 bottle of OmegaPlex®  
1 box of MNS® 3  
1 box of Protein and Vitamin Shake  
AdvoCare ONE/80® Transformation Journals (Volume 1 and 2)

**PAYMENT METHODS**

- Visa
- Mastercard
- American Express

**CONTACT INFO**

**Website:** [advocare.com](http://advocare.com)  
**Customer Service:**  
1-800-542-4800  
**Customer Service Email:**  
[customerservice@advocare.com](mailto:customerservice@advocare.com)

**HOME OFFICE**

2801 Summit Avenue  
Plano, TX 75074

**SOCIAL CHANNELS**

**Twitter:** [twitter.com/advocare](https://twitter.com/advocare) **Facebook:** [facebook.com/advocare](https://facebook.com/advocare)  
**YouTube:** [youtube.com/advocarevideo](https://youtube.com/advocarevideo) **Instagram:** [instagram.com/advocare](https://instagram.com/advocare)

