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Rick Loy Named to Direct Selling Education Foundation Board of Directors

(PLANO, Texas) – [AdvoCare International, LP](#) (AdvoCare), a premier health and wellness company, today announced **Rick Loy, Vice President of Sales and Field Development**, has been selected to serve on the [Direct Selling Education Foundation](#) (DSEF) board of directors.

The DSEF is a non-profit organization aiming to educate the public on direct selling by promoting the industry's commitment to ethics, consumer protection and self-regulation. The board consists of individuals who are corporate leaders within the industry, along with higher learning and consumer advocacy representatives.

"We are excited to have Rick join DSEF's Board of Directors as we strive to increase awareness of how direct selling empowers individuals and strengthens economies," said **Gary Huggins, Executive Director of Direct Selling Education Foundation**. "Rick has long demonstrated support for the direct selling industry through his leadership at AdvoCare and we are confident he will be an asset to our board."

"As a company, AdvoCare was founded on the principle of being an advocate and caring for people, and that is reflected in our products and our Independent Distributors," said Loy. "The success we see at AdvoCare is attributed to this stewardship mindset prevalent throughout the direct sales industry, and I am proud to serve on the DSEF board as they support this service-based approach."

For more information about AdvoCare leadership and industry advocacy, please visit www.advocare.com.

About Direct Selling Education Foundation

The Direct Selling Education Foundation (DSEF), is a non-profit that advances understanding of direct selling and promotes the industry's commitment to ethics, consumer protection and self-regulation. Nearly 17 million Americans are involved in direct selling in every state, Congressional district and community in the United States. In 2013, direct selling contributed more than \$32 billion to the U.S. economy.

About AdvoCare International, LP

At AdvoCare, We Build Champions® through physical and financial wellness. Backed by the latest science, AdvoCare provides innovative nutritional, weight-management, sports performance and skin care products. In addition, the AdvoCare business opportunity empowers individuals to explore their ultimate earning potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information, visit <http://www.advocare.com> or call 800-542-4800.

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