

The 24-Day Challenge

Instruction Manual



“Remember, there are **EXCUSES**, or there are **RESULTS**, but never **BOTH!**”



24-Day Challenge

(overview)

Ready to Kick-Start Your Fat-Burning Furnace

A GUARANTEED way to drop those unwanted pounds and better your health...

The AdvoCare 24 Day Challenge is a revolutionary program designed by leading fitness and nutrition experts, built around good, solid nutrition and convenience, in order to help you enhance your immune system and increase your energy levels while leaning you out and melting away fat. It's not a gimmick!! It's not a fad!! It's a program that will enhance your overall health and well-being, while educating you on simple, realistic lifestyle changes that fit into any schedule!

The program fills the nutritional gaps, cleans out the system and kick-starts your metabolism through some of the same amazing AdvoCare solutions used by elite amateur and professional athletes for over 19 years!

Just so you know, we choose AdvoCare solutions because...

- There is industry leading science in every formulation
- They are backed and formulated by a world-class Science/Medical Board
- They are driven to creation by an elite advisory council
- They are endorsed by hundreds of UNPAID World Class athletes and entertainers
- They create truly unmatched and amazing testimonies from around the country
- They are tested and certified by Informed Choice
- They carry a 100% satisfaction guarantee

Want to know what the Challenge will do for you...

- Provide FREE coaching throughout
- Include the optimal breakfast for 14 to 24 days
- Ensure 2-4 convenient meals/snacks per day
- Melt away unwanted body fat
- Boost natural energy levels
- Build beautiful lean muscle
- Cut cravings and fill nutritional gaps
- Kick-start your body's metabolism
- Better your general health and wellness
- Improve nutrient absorption and digestion
- Minimize aches, pains and inflammation
- Increase immune system function
- Teach a real-world, simple lifestyle set of habits



Quite honestly, the beauty of the 24 Day Challenge is its ability to provide the three things that cause most people to fail to reach their weight loss or weight management goals....convenience, a plan and support!

While weight loss or management is certainly achieved through the Challenge, the way you feel and the increase you will see in your natural energy levels, will truly amaze you! Good luck and have fun...

DO NOT FORGET TO CHECK WITH YOUR ADVOCARE ADVISOR OR COACH ON 20-40% DISCOUNTS!!!



24-Day Challenge

(tracking form)

Lean Out, Tone Up Time

Measurements	Day #1	Day #11	Day #24
Weight			
Jean/Dress Size			
Waist			
Hips			
Neck			
Right Thigh / Left Thigh			
Right Arm / Left Arm			
Right Calf / Left Calf			
Chest			
Shoulders			

Progress Tracking



Before/After Pictures

- Ladies—sports bra and spandex shorts or swimsuit
- Guys—shorts, no shirt

Measurement Locations

- Neck—1/2 way between chin and collarbone
- Shoulders—widest point
- Chest—arms relaxed at sides, across nipple line
- Arms—1/2 way between shoulder and elbow
- Waist—belly button level
- Hips—widest point, feet together
- Thighs—widest point, standing straight
- Calves—widest point, standing straight



Be sure to weigh and take measurements first thing in the morning on Days 1, 11 and 24, prior to eating or drinking anything to ensure the most accurate results!



cleanse

10 DAY CLEANSE PROGRAM

AdvoCare
Cleanse
Support

HERBAL CLEANSE SYSTEM



OMEGAPLEX



SPARK



10 Tips for
Cleansing
Success

Dietary suggestions that may enhance your results:

Eat More:

- Veggies: salads during the day and steamed at night will scrub your system
- Fruit: fibrous and low glycemic choices (apples, grapefruit, berries)
- Healthy Fats: avocado, nuts/seeds, olives/olive oil
- Clean Proteins: feed muscle and reduce appetite (fish most ideal; eggs/chicken/beef as secondary options; avoid processed lunch meats)
- Clean Complex Carbs: rice, rice cakes, hummus, oatmeal

Avoid or Minimize:

- Fried foods, refined sugars, corn or white starches, or bread
- Wheat products: bread, crackers, etc.
- Dairy: cheese, yogurt, milk, white sauces or dressing
- Alcohol
- Coffee or soda: drink water, SPARK, or REHYDRATE

HUNGRY? Eat more of the suggested foods.

Example
Eating
Plan

Breakfast	Mid-Morning	Lunch	Mid-Afternoon	Dinner	Snack (if needed)
<p>PROBIOTIC RESTORE w/ SPARK or water 30 minutes before breakfast</p> <p>FIBER DRINK with breakfast</p> <p>Fruit is best for cleansing. Add in 3 hard boiled eggs or oatmeal, if needed.</p>	<p>Fruit is best for cleansing. Add in 3 hard boiled eggs or oatmeal, if needed.</p>	<p>Salad or veggies with lean protein and a complex carbohydrate.</p>	<p>Nuts, seeds, veggies w/ hummus, or fruit. Rice cakes with natural peanut or almond butter.</p>	<p>4-6 OMEGAPLEX</p> <p>Lean protein with lightly cooked vegetables, add complex carb if needed.</p>	<p>Fruit or spoon of almond butter.</p> <p>Bedtime HERBAL CLEANSE TABLETS</p>
<p>SPARK</p> <p>Water between meals.</p>	<p>Water between meals.</p>	<p>Water between meals.</p>	<p>Tired? SPARK up!</p> <p>Water between meals.</p>	<p>Water between meals.</p>	<p>Water between meals.</p>



Get Yourself Fully Invested Before You Begin

Upon completing your 10 Day Cleanse, your energy should be higher and your waistline more slim - then you'll begin the 14 Day MAX Pack toning and metabolic enhancing regimen. The energy and physical transformation you experience during the MAX Pack phase will be accelerated and enhanced by your ability to be a champ during the 10 Day Cleanse. Choose to be outstanding during your cleanse so that your body can live and move at its full potential.



Optional Add-on

REHYDRATE

Improves hydration and system function



max pack

MAX PACK

Add Energy • Control Appetite • Lose Weight • Fuel Up with Core Nutrition

METABOLIC NUTRITION SYSTEM (MNS) Our top selling nutritional that does it all. Each strip pack includes probiotics, appetite control, energy, core nutrition, omega 3's, and more.

Choose Your MNS:



MNS RATINGS SCALE	MNS MAX E	MNS MAX C	MNS MAX 3
Energy	10	8	6
Appetite Control	8	10	6
Wellness	6	6	10



SPARK A mental focus and energy drink that features a high-nutrition, low-sugar profile. Contains neuroactives, amino acids and vitamins to allow for peak mental and physical performance; great replacement for coffee and soda.

Flavors - mandarin orange, fruit punch, grape, cherry and citrus



MEAL REPLACEMENT SHAKES High protein, nutrient and fiber rich shake that makes it an ideal breakfast; allows you to begin your day by fueling your muscles and brain, while supporting ideal metabolism.

Flavors - vanilla, chocolate and berry

Example Eating Plan

Breakfast	Snack (if needed)	Lunch	Snack	Dinner	Snack (if needed)
MEAL REPLACEMENT SHAKE with both White MNS Packets -or- Choose one or two: 3 or 4 whole eggs 1/2 cup oats with nuts/fruit	Choose one or two: 3 eggs 1 fruit veggies nuts or nut butter hummus 2 rice cakes can of tuna 2 scoops <i>Muscle Gain AdvoCare Bar</i>	Protein with vegetables (such as chicken salad, low-carb sub/wrap, salmon and broccoli, etc.)	Choose one or two: 3 eggs 1 fruit veggies nuts or nut butter hummus 2 rice cakes can of tuna 2 scoops <i>Muscle Gain AdvoCare Bar</i>	Protein with vegetables* (steak, chicken or fish with veggies of choice) *Add rice or potato if needed	Choose one or two: 3 eggs 1 fruit veggies nuts or nut butter hummus 2 rice cakes can of tuna 2 scoops <i>Muscle Gain AdvoCare Bar</i>
Before Breakfast: • SPARK • 1st Color MNS Packet	Before Lunch: • 2nd Color MNS Packet • SPARK if needed	MNS White Packets if not taken with breakfast	SPARK		



Suggested Keys For Success

- Be at least 90% "ON" for a minimum of 14 Days.
- Keep carbs under 30 grams per meal/snack which minimizes fat storage.
- Increase healthy fats as you decrease carbs (avocado, olives and olive oil, nuts and seeds).
- Drink 3-4 Liters (90-120 oz) of water daily.
- Exercise 30 minutes 5-6 days per week (consistency and intensity are your friends).
- Utilize your AdvoCare sponsor for support, especially the first 3 days.
- Minimize or avoid alcohol, bread, and dairy.
- Take your products correctly. Consume your entire MNS MAX 3 Pack before lunch.

Optional Add-ons



CATALYST Has a rapid toning effect and preserves lean muscle during times of weight loss and exercise.



THERMOPLUS Helps with appetite control and additional calorie burning.



OMEGAPLEX Essential fatty acids for increased overall wellness.



great foods

for the 24 Day Challenge (and beyond)

What food should I have in my home on a regular basis to make optimal choices for my health and wellness?

Looking and feeling healthy is created by a lifestyle you design for yourself to achieve your well being. It is an active process of becoming aware of and making choices ...

Organic if you can - Our world is becoming more and more tainted with cancerous chemicals. In an attempt to increase production and capture bigger market shares, the use of fertilizers, pesticides, food additives; such as dyes and preservatives has become so prevalent that "artificial ingredients" are now outnumbering "natural ingredients" on many food content labels. It is the opinion of many experts that this ever-increasing use of artificial fertilizers, pesticides, and chemical additives has a direct correlation to the ominous rise in cancer rates and other health problems.

Organic foods are rapidly becoming recognized as a logical alternative in this chemical-laden world. The focus on environmentally-sound agricultural methods and "sustainable" agriculture is getting the attention of many who are now concerned about what they're eating as well as the environment. Organic food is a reliable and safe alternative to the issues regarding conventionally grown, processed and packaged foods.

RECOMMENDED FOODS

recommended portion size at each sitting is in parentheses - ** is unlimited

Proteins

- Dry roasted or raw nuts like almonds, walnuts, hazelnuts etc. (1oz - about 12 almonds)
- Skinless, boneless chicken breast (3-4 oz for women, 4-6 for men, palm size, 1 inch thick)
- Lean red meat (3-4 oz for women, 4-6 oz for men, 1 inch thick)
- Fish (3-4 oz for women and 4-6 for men, palm size, 1 inch thick)
- Tuna canned in water (1 can)
- Turkey breast (3-4 oz for women, 4-6 oz for men)
- Lentils - any type of natural beans or legumes (1-2 cups prepared)
- Eggs (2-3 hard boiled)

Starches - these are the best suggestions but try to limit to 1 server per day
Avoid during Phase 1

- Oatmeal - Old Fashioned Rolled oats with no added sugars or flavors.
Try to limit during Phase 1 (1/2 cup dry)
- Brown rice (1/2 cup prepared)
- Quinoa (1/2 cup prepared)
- Yams/sweet potatoes (1/2 your fist)
- Whole grain (not whole wheat) bread (1 slice)
- Squash (1 cup)

Fresh or Frozen Fruits (not canned) - recommend you eat with protein

- Berries (1 cup)
- Apples (1)
- Bananas (1)
- Pineapple (1 cup)
- Oranges (1)
- Grapes (1 cup)
- Cantaloupe/honeydew (1 cup)
- Mango, kiwi and other tropicals (1 cup)

Fresh or Frozen Vegetables - recommend you eat with protein

- Avocado (1/2)
- Broccoli (**)
- Asparagus (**)
- Spinach (**)
- Tomatoes (**)
- Cucumber (**)
- Peas (3/4 cup)
- Carrots (1 large or 1 cup mini's)
- Lettuce and other leafy greens (**)
- Edamame - Soybeans (1/2 up to 2 cups)

Condiments, Herbs, Spices

- Olive oil, expeller pressed vegetable oils, sesame oil. (1 tbsp)
- All types of vinegars
- Splenda, sucralose or Stevia (not a lot, just enough to sweeten)
- An array of fresh and/or bottled herbs and spices for seasoning (**)
- Fresh mint, lemons, limes and 100% cranberry juice for flavoring water (**)
- Mustard, relish, pickles, low fat mayo (1 tbsp)
- Zero calorie butter spray

DO NOT EAT

- Margarine
- Anything fried
- Soda
- Palm, palm kernal or sunflower oils
- Nothing with bleached, unbleached or enriched flours - always whole grain
- Alcohol - okay when you are having a social gathering not for regular use
- Dairy - On occasion dairy is fine but not a staple - part skim mozzarella cheese is best
- Mayonnaise
- Fruit juices
- White sauces
- Table sugar
- Cereal
- No chips, donuts, pastries, or crackers
- No hydrogenated oils - fractioned is fine, that is totally different
- Never anything with high fructose corn syrup

REMEMBER TO

- Eat every 3 - 3 1/2 hours
- Have some protein with most meals
- Drink a lot of water

This is a life plan not a "start and finish" program. You're developing habits both inside and out that will pay dividends to your body for the rest of your life.





24-Day Challenge

(frequently asked questions)

Some Common Questions...Answered

It is probably a good idea and strongly suggested that you read through this FAQ section prior to beginning your Challenge!

Frequently Asked Questions – 24 Day Challenge

- **How much water should I be drinking on a daily basis?**

We recommend 60 –80 oz. of water per day! While this may sound like a lot initially, it is very easy to do with just a little dedicated effort and planning! Get a couple of containers, take one with you each day and make a concerted effort to get at least 40 oz. in before lunch! After a few days, you will not be thinking about it at all. It becomes a necessary habit!

- **Why do you recommend the Meal Replacement Shake for breakfast every morning?**

The **Meal Replacement Shake** is the only way we can guarantee you get the right amount and ratio of protein to carbs in each morning with ample fiber included. This convenient, proven solution removes all excuses as it takes less than 1 minute to prepare!

- **How often should I get on the scale?**

You will **ONLY** get on the scale on the mornings of Days 1, 11 and 24! You will weigh, measure and take your pics prior to eating or drinking anything on these days. **PLEASE STAY OFF THE SCALE OTHER THAN THIS!**

- **How many meals/snacks should I be getting in each day?**

Your goal is to get anywhere from 5-7 meals/snacks per day. Without fail! During the Challenge, with the solutions provided, such as **Catalyst**, as well as the optional add-ons such as **Muscle Gain** protein powder, 5-7 meals/snacks per day is extremely easy to accomplish with just a little preparation!

- **Can I mix the Meal Replacement Shake with milk, juice or add fruit to it?**

No! Additions such as these change the protein to carb ratio as well as the caloric count! Only someone who is after weight gain would want to consider such an option and even then, we suggest you discuss this with your Challenge coach before implementing!

- **When should I take Catalyst and how many can I take in a day?**

Catalyst can be used upon waking, if your first meal of the day will not be eaten within 1 hour, as a mid-morning or mid-afternoon snack, immediately before or after a workout or right before bed, as your late-night snack. There is no real limit on Catalyst but most people will not need more than 3 servings per day as whole food is still the primary goal.

- **If I am using ThermoPlus during Phase II as an add-on, how should I take it for best results?**

You can take 1-3 capsules of **ThermoPlus** with each serving of Spark or within 30 minutes of exercise. Start out with 1 capsule per serving and gradually increase for higher response.

- **How many OmegaPlex can or should I be taking each day?**

A minimum of two **OmegaPlex** capsules should be taken each day, but if you are battling obesity, high blood pressure, high cholesterol or diabetes, you may want to take as many as eight capsules per day!

- **Can I use the Meal Replacement Shakes for lunch or dinner if I need to?**

Yes, in a pinch, they can be used to replace any meal or snack, however, always keep in mind, whole food should be your first choice outside of your Meal Replacement Shake at breakfast. If it came down to no meal versus having a shake, then yes, have a shake!



24-Day Challenge

(frequently asked questions)

Frequently Asked Questions – 24 Day Challenge (cont)

- **In Phase II do I still take OmegaPlex even though they are included in the MNS?**

Depending on which MNS product you are using, you will have either one or two OmegaPlex capsules included. As noted above, you want to make sure you are getting a minimum of two capsules per day and if you are battling any of the noted illnesses or issues, maybe even more.

- **The scale is not moving as fast as I thought it would, but my clothes are definitely looser. Am I doing something wrong?**

The scale is the LAST place that will typically show results when it comes to “healthy” fat loss. Most commonly you will notice your clothes fitting looser, due to the density of fat versus muscle, first! This will be followed by family and friends noticing a change, before the scale shows anything drastic in the way of number fluctuations. All too often the scale can actually be misleading as the body goes through changes on a daily basis. This is why you are not allowed on the scale until the days noted!

- **I got a slight headache during the Cleanse Phase. What could cause this?**

This could actually be caused by a variety of things, none of which will be a major cause for concern and they should be gone altogether by Days 4 or 5! Some individuals do get minor headaches during the Cleanse caused by a decrease in daily caffeine consumption (which would mean there was a need for a decrease), some will simply not be drinking their daily required water intake and some may simply be going through a release of toxins (a good thing, and most likely much needed as well).

- **I take medications for different ailments; will they be affected by the Challenge?**

We cannot and do not make any sort of medical claims, nor will your coach make any recommendations as it relates to your medication use or medical issues. Although what we do is based on good, solid nutrition, it is a common “industry” recommendation to simply not take your supplementation solutions at the same time you take any medications, but as you are most likely aware, it is strongly recommended that you consult your physician directly.

- **Can I use some other supplements or vitamins that I already have during the Challenge?**

Can you? Yes! Do we recommend it? No! This is not to imply that they are unfit for use, simply to say that we can only speak for results and the credibility of AdvoCare products and our recommendation is always to simply suspend the use of all non-AdvoCare supplementation solutions during the Challenge. This is not meant to imply that post-Challenge you may not be able to put them back in use, but simply to ensure that ONLY those products which we know are built to work synergistically together are used during the Challenge itself.

- **How soon can I do another Cleanse?**

You should not Cleanse more than once every 90 days so you can simply look at your Cleanse as a quarterly proactive maintenance plan!

- **What do I do after my Challenge is over?**

Very good question...unfortunately, not one that can be answered in a FAQ response due to the individuality of each person and their goals. Our general recommendation for anyone completing their Challenge and either looking to lose a bit more or simply maintain is to repeat Phase II as their post-Challenge plan, but to be perfectly honest, you should be discussing your next step with your Challenge coach ASAP. They can help you make sure you get exactly, and more importantly, only what you need from an AdvoCare solutions standpoint, in order to reach your next health, fitness or wellness goal. Talk to them!



24-Day Challenge (frequently asked questions)

Frequently Asked Questions – AdvoCare Solutions

• What exactly is Spark?

AdvoCare Spark is a nutritional supplement energy drink. It contains a synergistic combination of nutritional components that: 1) provide nutrition for the body and brain; 2) help prolong energy to the brain for enhanced focus and sustained mental energy; 3) help prolong energy to muscles for longer and more intense workouts; and 4) include antioxidants shown to protect brain and body function, especially during high stress periods. Brain biochemistry and function, once thought to be influenced by diet only when nutrient deficiency was evident, is now known to be sensitive and responsive to diet composition. Spark provides nutrients, including caffeine, choline, gamma aminobutyric acid, L-tyrosine, taurine, L-carnitine and glycine in sufficient amounts to result in a beneficial effect on cognitive performance.

• How many times can I use Spark in a given day?

Common Spark use is twice per day, but if you were going to have an exceptionally long or tiring day, you could certainly get away with three with no concern at all.

• What is the difference between the MNS Max 3, C, and E?

The variations of Metabolic Nutrition Systems are distinguished by their additional components. MNS Max E (Energy) and MNS Max C (Appetite Control) contain Metabolic Enhancer caplets for support of the body's natural metabolism.* When metabolism is optimized, an individual may experience increased energy, better weight management and improved body functions.*

MNS Max E is formulated to maximize energy along with metabolism in support of weight management with Thermo-P caplets.* Max E is intended for persons 18 years and older.

MNS Max C is designed to maximize appetite control along with increased energy and metabolism in support of weight management with a Thermo-T caplet and CitriSate (appetite suppressant caplet).* Max C is intended for individuals 18 years and older. Our newest MNS system, **MNS Max 3**, is formulated to support metabolism, appetite management and energy production with an ActoTherm® SR caplet which uses sustained-release technology, and BioTherm capsules.* In addition, Max 3 provides comprehensive nutrition with the inclusion of Calcium Plus caplets, an Amplify A.T. softgel capsule and an additional OmegaPlex softgel capsule.* Max 3 contains approximately one-half the amount of caffeine contained in MNS Max E and MNS Max C. Max 3 is intended for persons 12 years and older.

• What are some of the “add-on” solutions that I should consider for greater results?

There are a number of additional AdvoCare solutions that you could use in conjunction with your Challenge or certainly following your Challenge, depending on what your personal goals may be. Just to give you a few examples, we have included some of the most popular below.

- Carb-Ease Plus
- ThermoPlus
- Slim
- Calcium Plus
- Meal Replacement/Snack Bars
- Probiotic Restore Ultra
- LeptiLean
- FiboTrim
- Rehydrate
- C-Grams
- Muscle Gain (protein powder)
- Post-Workout Recovery



Discuss the possible inclusion and use of any of the above with your Challenge coach to ensure the solutions in question are right for the goals you have set!



24-Day Challenge

(frequently asked questions)

Frequently Asked Questions – Discounts/Memberships/Referrals

- **How do I get the Discount Membership and the 20-40% off my AdvoCare product?**

AdvoCare's Discount Membership is just like a Costco or Sam's Club Membership and provides you with anywhere from 20% to a 40% Discount off ALL of your AdvoCare solutions use. Taking advantage of this Membership Program is truly a no-brainer as the Membership itself costs only \$79, but AdvoCare actually sends you \$50 in FREE Spark and Slam upon registration. Couple this with what could be major discounts or even potentially FREE personal product use each month as a Member, and you can see why the program is a win-win and chosen by most!

- **I know a few people that would love to do the Challenge too. How does the referral program work?**

This is really quite simple and ingenious! Since society, especially as it relates to "weight loss" and "health" programs has truly been inundated with advertising and bogus claims, AdvoCare simply believes in letting success create success and their referral program does just that! It is a simple, 100% virtual referral program that not only provides you with "thank yous" in the way of checks from AdvoCare for each product introduction you make, but does so residually, thus paying for the introduction on continued use, not just one time. Additionally, these referrals can actually help you increase your personal Discount as well! Ask your AdvoCare coach about this side of the Membership Program and they will break it down for you in very simple, easy to understand terms. Remember, if you are happy with your results and the AdvoCare solutions, this makes absolute sense to help those you know and love...a true win-win situation with every introduction!

Frequently Asked Questions - Exercise

- **Do I have to exercise during the Challenge to get results?**

No, you do not. The Challenge is designed to focus on filling your nutritional gaps, therefore make your body run more effectively and burn fat more efficiently. However, from an overall health and wellness standpoint, we obviously recommend that everyone get in at least 15 minutes of exercise each day! Not only will this increase your Challenge results, but it will do wonders for your overall well-being and extend your life expectancy if maintained as a part of your lifestyle!

- **Do I need to go to a gym?**

No. If you choose to add exercise to your program, there are many forms of workouts that you can perform at home that can help you reach your personal goals. Something as simple as a brisk walk for 15-20 minutes, three to four times a week, can have a positive impact not only on fat loss, but cardiovascular health as well!

- **If I can do some sort of resistance or weight training, how many days a week should I do so?**

Quite honestly, you can get very good results with as few as three days a week dedicated to resistance training! Obviously, your personal goals will ultimately determine your individual needs, but for general overall wellness and lean muscle maintenance, three days a week, for 30-60 minutes each session, will work well.

- **If I am doing both cardiovascular exercise and resistance/weight training in the same workout, which should I do first?**

Always do your resistance or weight training first! There are a number of reasons for this, but given the context of our FAQs and the 24 Day Challenge, assuming body fat loss is most important, you want to ensure that your body utilizes the proper sources of energy for each session, therefore cardio comes last!

Obviously, there are countless more questions that you may have during and after your Challenge and we could not possibly cover them all here! For this reason, please be sure to maintain constant communication with your Challenge coach, as they will be your single greatest tool for ensuring program success and lifestyle change!

Remember, the 24 Day Challenge is NOT a diet! It is meant to teach you, throughout the program, just how easy it is, with the proper plan, support and tools (AdvoCare), to maintain a healthy, convenient lifestyle indefinitely! We truly hope you enjoy the process and give it your all for the full 24 days! If you do, we have no doubt you will come up smiling on the other end!

PERSISTENCE
IS FAR
MORE IMPORTANT
THAN
PERFECTION!

You CAN do this!

