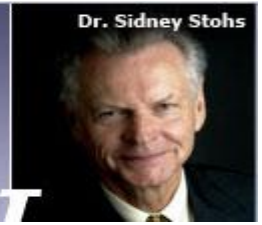




**RESEARCH &
DEVELOPMENT**

Dr. Sidney Stohs



June 20, 2006

AdvoCare
2727 Realty Rd.
Carrollton, TX 75006

Phone 972.478.4864

Dear Kellie:

We use protein concentrates, rather than protein isolates because it makes more sense in terms of the formulations for us to do so. Products such as Meal Replacement Shakes or Muscle Gain are much more than just protein. Our goal is to provide a balance of protein, carbohydrate and fat. Protein concentrates contain, in addition to high levels of protein, small amounts of fat and carbohydrate. If we simply use protein isolates, we would still need to add back fat and carbohydrate. It is much more economical for us to use protein concentrates as opposed to protein isolates and still have essentially the same product in the final analysis.

I hope this makes sense.

Best wishes.

Sincerely yours,

Sidney J. Stohs, Ph.D.
FACN, FATS, CNS, FASAHP
Senior Vice President, Research & Development
AdvoCare International
972.478.4864
972.478.4566 Fax
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your original message to ...

Dr. Stohs,

The reason for my inquiry is from an individual that used to consume AdvoCare products because they contained protein ISOLATES, but is now not consuming them because we switched to CONCENTRATES. I am always confident that the formulation decisions made by AdvoCare are in the best interests of the consumer, as well as the company as a whole. If you wouldn't mind, is this information in fact correct and, if so, can you explain to me why we made the switch; or, why we use protein concentrates vs. isolates in general?

As always, thank you for your immediate attention and response.

Fondly – Kellie

