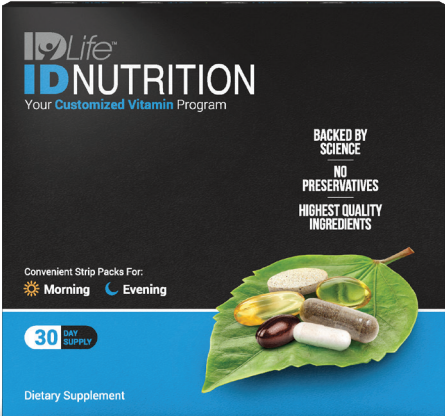


COMPETITIVE PRODUCT COMPARISON



NUTRITION

	IDNutrition	OTHERS
One-Size-Fits-All Formula	NO	YES
Customized Program	YES	NO
Chronobiology	YES	NO
Blocks Drug/Nutrient Interactions	YES	NO
Addresses Drug/Nutrient Depletion	YES	NO
Screens for Allergies	YES	NO
Science-Based Recommendations	YES	NO
Science-Based Dosing	YES	NO
Bioactive Fillers	YES	NO
No Bottles; Packaged in Convenient Strip Packs	YES	SOME



PROTEIN SHAKES

	IDLife™ Shake	ViSalus Vi-Shape® Nutritional Shake Mix	Beachbody® Shakeology®	Isagenix® IsaLean® Shake	Plexus 96®	Herbalife® Protein Drink Mix	It Works® ProFit®	Advocare® Meal Replacement Shake
Price Per Serving	\$2.19	\$2.00	\$3.25	\$3.07	\$2.25	\$1.59	\$2.33	\$1.93
Calories	130	90	140	240	100	110	100	220
Sugar	4 g	<1 g	7 g	11 g	0 g	1 g	1 g	12 g
Protein	23 g	12 g	17 g	24 g	15 g	15 g	14 g	24 g
Sodium	95 mg	75 mg	150 mg	240 mg	10 mg	340 mg	160 mg	80 mg
Fiber	5 g	5 g	4 g	8 g	1 g	0 g	3 g	5 g
Fat	1 g	1 g	2 g	5 g	0 g	3 g	2 g	3 g
Soy	NO	YES	NO	NO	YES	YES	YES	YES
Artificial Ingredients	NO	YES	NO	NO	NO	YES	YES	YES



VEGAN SHAKES

	IDLife™ Vegan Shake	ViSalus Vi-Shape® Superfood Shake Mix	Beachbody® Shakeology® Vegan	Isagenix® IsaLean® Shake Dairy-Free	Herbalife® Formula 1 Healthy Meal	Advocare® AdvoGreens™ Snack Shake	Vega® Essentials Shake
Price Per Serving	\$2.19	\$3.59	\$3.25	\$3.21	\$1.23	\$1.93	\$2.99
Calories	140	165	150	250	90	100	130
Sugar	0 g	3 g	7 g	7 g	9 g	4 g	1 g
Protein	20 g	17 g	16 g	24 g	9 g	13 g	20 g
Sodium	230 mg	193 mg	290 mg	380 mg	95 mg	80 mg	220 mg
Fiber	5 g	7 g	4 g	8 g	3 g	6 g	4 g
Fat	3.5 g	4.8 g	3 g	8 g	1 g	1 g	4 g
Soy	NO	NO	NO	NO	YES	NO	NO
Artificial Ingredients	NO	NO	NO	NO	YES	NO	NO

*Details about each product derived from company websites (Sept. 2017) at Associate or walmart.com pricing.



HYDRATION

	IDLife™ Hydrate	Gatorade® Thirst Quencher	Powerade®	Vitamin Water® Essential	Body Armor® SuperDrink™	Zico® Coconut Water	Isopure®	Nuun®
Price Per Serving	\$1.31	\$0.59	\$0.56	\$0.75	\$3.23	\$4.03	\$2.00	\$0.58
Calories	10	140	133	120	88	90	160	10
Sugar	0 g	34 g	35 g	31 g	23 g	19 g	0 g	1 g
Added Sugar	NO	YES	YES	YES	YES	NO	YES	YES
Sodium	100 mg	270 mg	250 mg	0 mg	25 mg	110 mg	80 mg	360 mg
Potassium	100 mg	75 mg	58 mg	n/a	438 mg	1010 mg	45 mg	100 mg
Magnesium	24% RDA	n/a	n/a	10% RDA	8% RDA	10% RDA	n/a	25% RDA
Calcium	100 mg	n/a	n/a	n/a	n/a	75 mg	55 mg	13 mg
Vitamin C	167% RDA	n/a	n/a	n/a	50% RDA	0% RDA	n/a	42% RDA
Coconut Water Powder	YES	NO	NO	NO	YES	YES	NO	NO
Artificial Colors	NO	YES	YES	YES	NO	NO	YES	NO
Artificial Flavors	NO	YES	YES	YES	NO	NO	YES	NO

	IDLife™ Hydrate	Beachbody® Hydrate	Isagenix® Amped™ Hydrate	Herbalife® H3O®	Advocare® Rehydrate®
Price Per Serving	\$1.31	\$0.66	\$1.00	\$1.37	\$0.86
Calories	10	40	35	60	40
Sugar	0 g	9 g	8 g	12 g	6 g
Added Sugar	NO	YES	YES	YES	YES
Sodium	100 mg	230 mg	110 mg	100 mg	100 mg
Potassium	100 mg	80 mg	95 mg	100 mg	100 mg
Magnesium	24% RDA	40 mg	n/a	25 mg	30 mg
Calcium	100 mg	10 mg	n/a	40 mg	100 mg
Vitamin C	167% RDA	n/a	100% RDA	100% RDA	200% RDA
Coconut Water Powder	YES	NO	NO	NO	NO
Artificial Sweetener	NO	NO	NO	YES	YES
Artificial Flavors	NO	NO	NO	NO	YES

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ENERGY

	IDLife™ Energy	Red Bull® Energy	Monster® Energy	Rockstar® Energy Drink
Price Per Serving	\$1.33	\$1.56	\$1.56	\$1.50
Calories	20	110	200	280
Sugar	0 g	27 g	50 g	62 g
Added Sugar	NO	YES	YES	YES
Sodium	0 mg	100 mg	360 mg	80 mg
Caffeine	150 mg	114 mg	172 mg	160 mg
Artificial Ingredients	NO	YES	YES	YES

	IDLife™ Energy	ViSalus Pro™	Beachbody® Energy	Advocare® Spark®	Isagenix® E+	Herbalife® Liftoff™
Price Per Serving	\$1.33	\$2.65	\$1.35	\$0.98	\$3.17	\$1.46
Calories	20	41	15	15	35	15
Sugar	0 g	10 g	2 g	0 g	5 g	4 g
Added Sugar	NO	YES	YES	NO	YES	YES
Sodium	0 mg	12 mg	115 mg	100 mg	Proprietary Blend	170 mg
Caffeine	150 mg	100 mg	200 mg	120 mg	Proprietary Blend	Proprietary Blend
Artificial Ingredients	NO	YES	NO	YES	YES	YES

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PREWORKOUT

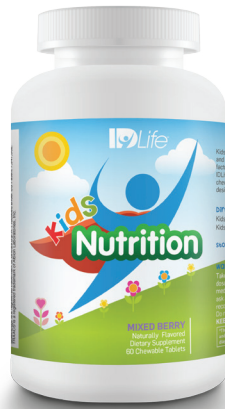
	IDLife™ PreWorkout	Advocare® Pre	Advocare® Muscle Fuel®	Herbalife® 24 Prepare	Isagenix® Amped™ Power	Cellucor® C4	BSN® N.O.-Xplode®
Price Per Serving	\$1.75	\$1.28	\$2.58	\$2.56	\$1.60	\$1.00	\$1.00
Sugar	0 g	3 g	2 g	10 g	6 g	1 g	7 g
Potassium	150 mg	n/a	n/a	90 mg	n/a	n/a	220 mg
Magnesium	75 mg	n/a	40 mg	n/a	n/a	n/a	125 mg
Caffeine	150 mg	110 mg	100 mg	100 mg	n/a	Proprietary Blend	Proprietary Blend
Beta Alanine	500 mg	n/a	n/a	n/a	n/a	1500 mg	Proprietary Blend
Creatine	2000 mg	n/a	3 g	2100 mg	Proprietary Blend	1 g	Proprietary Blend
BCAAs	1000 mg	n/a	200 mg	n/a	Proprietary Blend	n/a	Proprietary Blend
Artificial Ingredients	NO	NO	YES	YES	YES	YES	YES



POSTWORKOUT

	IDLife™ PostWorkout	Advocare® Post	Herbalife® 24 Rebuild	Beachbody® Recover	Isagenix® Amped™ Recover	BSN™ Amino X®	Evolution Nutrition® BCAA Energy
Price Per Serving	\$1.57	\$1.84	\$3.00	\$2.62	\$1.35	\$0.67	\$0.67
Calories	20	100	190	130	45	?	?
Sodium	100 mg	150 mg	190 mg	300 mg	50 mg	160 mg	0 mg
Potassium	202 mg	n/a	350 mg	420 mg	n/a	n/a	n/a
Magnesium	150 mg	n/a	120 mg	n/a	n/a	n/a	n/a
Glutamine	250 mg	n/a	Proprietary Blend	Proprietary Blend	Proprietary Blend	n/a	n/a
Quercetin	100 mg	n/a	n/a	n/a	n/a	n/a	n/a
BCAAs	2000 mg	n/a	Proprietary Blend	n/a	Proprietary Blend	Proprietary Blend	5000 mg
Creatine	1000 mg	n/a	n/a	n/a	n/a	n/a	n/a
Artificial Ingredients	NO	YES	YES	NO	YES	YES	YES

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KIDS VITAMINS

	IDLife™ Kids Nutrition	Bayer® Flintstones™ Complete	L'il Critters™ Gummy Vites®	ViSalus™ Kids Gummy™	Herbalife® Multivites™	ShakleeKids™ Incredivites™	Isagenix® IsaKids® Essentials
Price	\$17.49	\$5.98	\$9.88	\$18.74	\$21.30	\$29.70	\$16.00
Vitamins & Minerals	24	12	13	13	16	23	18
Sugar	0 g	<1 g	3 g	3 g	3 g	1 g	0 g
Added Sugar	NO	YES	YES	YES	YES	YES	YES
Cofactors	YES	NO	NO	NO	YES	YES	YES
Methylfolate	200 mcg	n/a	n/a	n/a	n/a	n/a	n/a
Methylcobalamin	6 mcg	n/a	n/a	n/a	n/a	n/a	n/a
Vitamin A	2500 IU	2500 IU	2100 IU	2100 IU	2500 IU	2500 IU	2500 IU
Vitamin C	100 mg	60 mg	20 mg	20 mg	60 mg	60 mg	40 mg
Vitamin D3	500 IU	n/a	400 IU	400 IU	400 IU	600 IU	200 IU
Magnesium	25 mg	n/a	n/a	n/a	30 mg	40 mg	19 mg
Potassium	12 mg	n/a	n/a	n/a	n/a	n/a	n/a

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