



**XS BRAND  
GUIDE**

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# ROOTS

**Born in Laguna Beach, the XS brand is rooted in Californian coastal lifestyle.**

XS was born from a bold entrepreneurial spirit and a thirst for more—more energy, more possibility, more life. What began as a Southern California adventure brand has evolved into a wellness-focused lifestyle brand. Today, XS delivers intentionally formulated, scientifically proven products that meet the needs of modern consumers across global markets, empowering people to pursue personal growth, fitness and wellbeing, —on their terms.

# HISTORY

Early on, energy drinks were loaded with sugar and caffeine. Energy would go up, but come crashing down. Enter XS, which disrupted the market by serving a new type of energy drink – one that led with taste, minus the load of sugar and caffeine. Finally...positive energy arrived, and paired with an opportunity in every can.

## **XS Energy; The First Exclusively Sugar-Free Energy Drink Brand Sold Globally\***

XS launched into the global family of Amway brands in 2002. Between 2002 and 2014, XS grew to over \$150 million in annual sales across 20+ markets. XS created dozens of energy drink flavors and introduced better-for-you snacking alternatives.

Today, the journey continues. In partnership with Amway Business Owners (ABOs) and Amway affiliates, XS has experienced more together than a brand could ever experience alone.

**Amway acquired XS in 2015, and unleashed growth which nearly tripled revenue since that time, consistently growing and scaling to 61 markets and expanding into the functional energy & nutrition and fitness category.**

\*Source: Euromonitor International Limited



# VISIONARIES

## Constant curiosity. Thirst for adventure. Entrepreneurial drive.

Sinking a ship is usually a sign of a trip gone badly. But for Rich Devos and Jay Van Andel, sinking their boat halfway between Florida and Cuba was simply a hiccup. Rather than turning around and heading home, they saw it as a chance to pursue new opportunities. XS shares this same adventurous and free spirit.

Rich and Jay were backcountry skiing before it was a sport. They were sailing boats to exotic destinations in Post-World War II America. And they started bold new business ventures together, including Amway in 1959.

By turning entrepreneurship into an adventure sport, XS continues to celebrate the legacy of Rich and Jay.



*Rich & Jay founded 'Wolverine Air' flight school - 1948*



*"Rich and I didn't see any point in cutting short our trip just because our boat sank from under us, so we decided to continue on to South America."*

- Jay Van Andel

*Rich & Jay and 'The Elizabeth' - 1949*

# FOUNDERS

## David Vanderveen and Scott Coon co-founded XS while they were successful Amway business owners.

Together, they pioneered the zero revolution and sugar-free movement, reigniting the energy drink market. In 2002, XS Energy was launched as its own brand and business, Amway being its exclusive distributor. Dave and Scott made their goal to create a brand inside Amway that was compelling for the next generation of Amway business owners—and they did.

Their intention was crystal clear: XS is about experience. It's a lifestyle. It's about creating a culture and a community—at outdoor and sporting events, celebrations, parties, and beyond. It's about taking action, doing more, wanting more, and ultimately experiencing more.

***“Our aim is to go out into the world... not to conquer it, but to add value to it in ways that generate the lives we all want to live.”***

– David Vanderveen, XS co-founder

***“Everywhere we go, we’re having a good time changing the game.”***

– Scott Coon, XS co-founder



# PURPOSE

XS exists to build a community of people who believe in better health, better habits and better outcomes. We deliver scientifically proven, functional nutrition, a supportive fitness program, and a platform for connection and growth.



# VISION

To lead the performance-wellness space with clean, functional products that are scientifically proven, paired with an empowering fitness program—helping people elevate their everyday through energy & nutrition, consistent progress, and a global XS community.



# MISSION

To fuel your next level with purpose-built nutrition, energizing experiences, and a fitness program that makes wellness feel accessible, achievable, and fun.



# VALUES

- Fitness
- Community
- Self-care & positive mindset
- Adventure & everyday exploration
- Fun + functional gear
- A life lived in motion



# TARGET AUDIENCE

XS is not about an age, a race or a gender. XS serves high-intention individuals who are striving for their next level—whether that's in business, fitness, family, or personal growth. **They're goal-oriented.**



# POSITIONING

For the intention-driven individual, XS provides performance wellness and functional energy & nutrition that fits into the rhythm of a demanding life. We believe everyone has a 'next level,' and we provide the scientifically proven portfolio of products needed to get there. By supporting the body from preparation through recovery, XS empowers you to show up at your best for the moments that matter most.



# COMPETITIVE ENVIRONMENT

XS competes in the fast-moving world of performance wellness—where fitness, sports nutrition, functional beverages, and lifestyle wellness collide.

**Where XS stands out:**

We combine clean, intentionally formulated products with the added value of a comprehensive fitness program and a global community—something mainstream brands can't match.



# CONSUMER INSIGHT

You want to feel your best so you can be your best—at work, at home, in the gym, and everywhere in between. You're chasing health, longevity, and progress, but the wellness world can feel confusing, expensive, and oversaturated with hype.

You crave products that are clean and easy to use, and a community that gets how hard you're trying. You don't want guesswork; you want guidance. You don't want trend-chasing; you want tools that help you show up stronger every day.



# BRAND PERSONALITY

## XS shows up as:

**Empowered, not intimidating** – confident energy without the ego.

**Curious and driven** – always learning, leveling up, and bringing others with us.

**Optimistic and forward-leaning** – fueled by the belief that tomorrow can be better than today.

**Energetic with intention** – spirited, fun, and grounded in real-life momentum.

**Community-minded** – built on shared experiences, support, and connection.

**Adventure-ready** – sporty, dynamic, and inspired by movement in all forms.



# PORTFOLIO

XS is a portfolio of active and adventure products designed to optimize physical performance by giving the body the fuel it needs to perform.

XS is designed to be used and shared throughout the day, delivering results instantly.

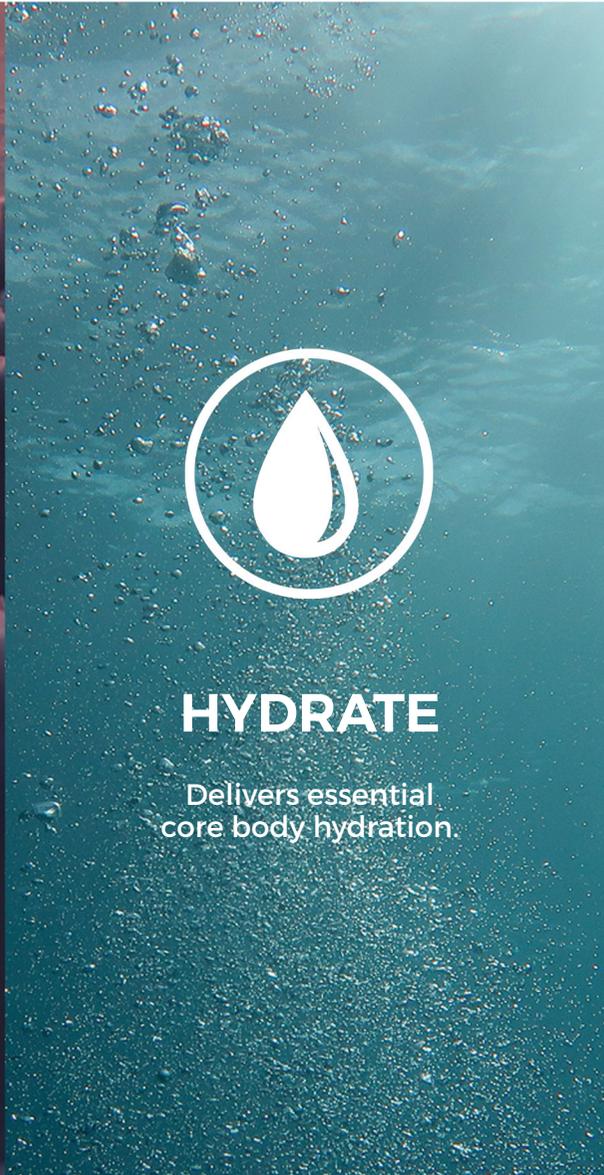


# BRAND ARCHITECTURE



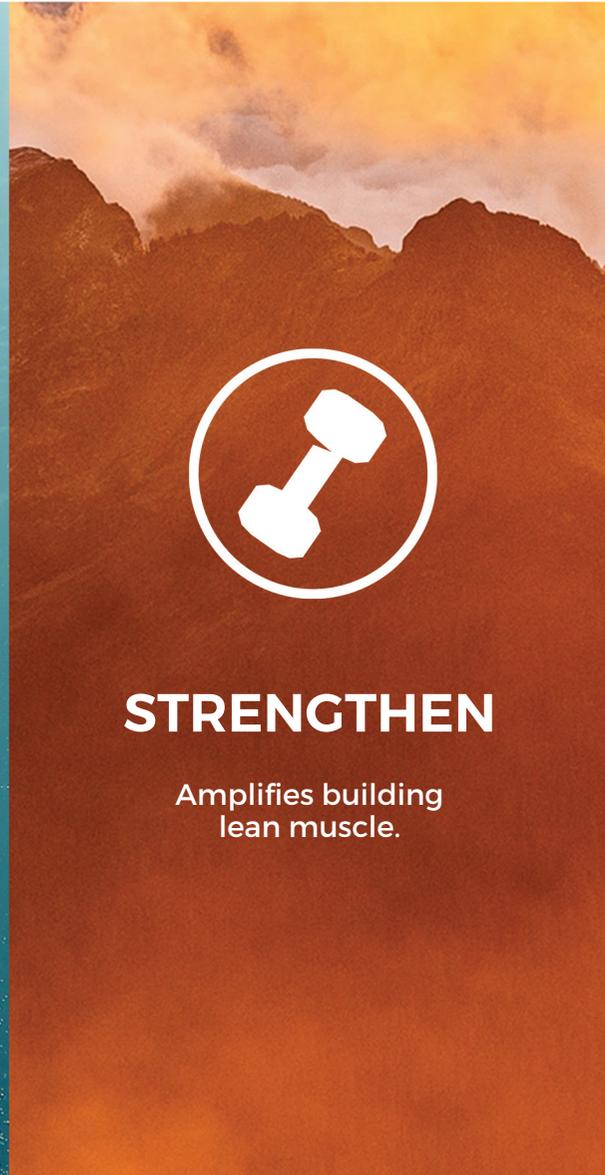
## ENERGIZE

Boosts energy.



## HYDRATE

Delivers essential core body hydration.



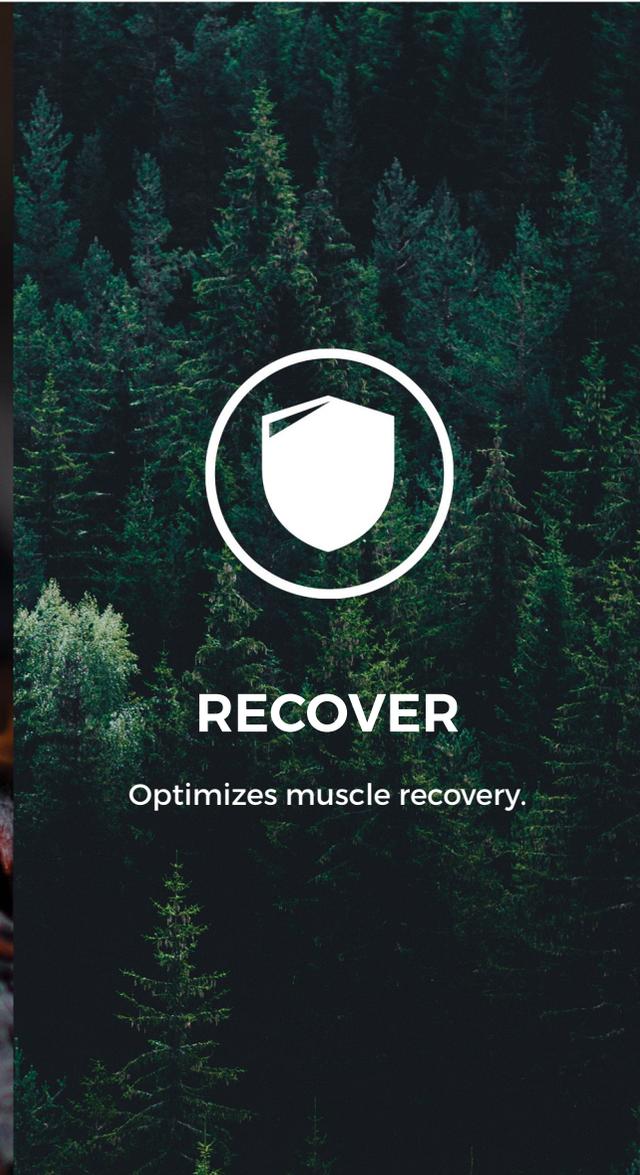
## STRENGTHEN

Amplifies building lean muscle.



## BURN

Ignites metabolism.



## RECOVER

Optimizes muscle recovery.

Between the names of ingredients and number of milligrams per serving, nutrition labels are complicated and can be overwhelming. XS cuts the clutter by segmenting into five, easy-to-understand product categories.

Each category is characterized as a verb, because the spirit of XS is always in motion and ready to deliver.

**Note:** Each global market is allowed to define their own category names to account for localization needs. The names shown above are specific to the U.S. The icon designs however, cannot be changed, altered, or edited.

# ENERGIZE: Boosts energy.



Positive energy is the origin story of XS. Great taste, a wide range of flavors and an energy boost that helps people experience more and get the most out of their day.

Optimum energy levels are a critical component to increasing overall performance. Effective amounts of caffeine, rhodiola, Essentra™ and low levels of protein help deliver them.

Examples of the XS energy-boosting line-up include: **energy drinks, bars, gum, pre-workout** and **rhodiola** in both **tablets** and **powder**.



XS™ ENERGY DRINK

XS™ POWER WATER+

XS™ ENERGY BAR



XS™ PRE-WORKOUT BOOST

XSTRA™ ZOOM FOCUS

XS™ ENERGY GUM

XS™ ENERGY+FOCUS

# HYDRATE: Delivers essential core body hydration.



Every body needs effective core hydration. And XS delivers it by eliminating empty calories and providing convenient on the go hydration to instantly replace what you sweat out.

Maintaining proper fluid levels is a cornerstone of superior performance, particularly in endurance sports.

XS offers a range of hydration products that include **ready to drinks (RTDs), twist tubes, cocowater powder and activepowder.**



XS™ ACTIVEPOWDER™



XS™ SPORTS TWIST TUBES



XS™ AQUA BLAST



XS™ COCOWATER

# STRENGTHEN: Amplifies building lean muscle.

Working hard can be fun, but improvement and progress require stronger, leaner muscles and bodies. Getting in better shape is easier with protein that is nutrient-rich and supports the body's ability to build lean muscle.

Low-carb, high-protein snacks are popular among those simply trying to get into better shape. These products elevate the level of play, fill in gaps and can be consumed multiple times throughout the day.

XS focuses on lean protein options like **ready to drinks (RTDs), grass-fed whey protein, EAA powders, protein crisps, bars** and other snacks.



XS™ PROTEIN CRISPS

XS™ MUSCLE MULTIPLIER™

XS™ SPORTS PROTEIN SHAKE



XS™ GRASS-FED WHEY PROTEIN



XS™ SPORTS PROTEIN BARS

# BURN: Ignites metabolism.



The weight management journey starts with getting lean. While all XS products aim to be low sugar and low carb, XS offers products that take the extra step to improve your body's ability to ignite metabolism through great tasting, easy to consume products.

XS delivers burn products like **Energy+Burn** and **Ignite Powder**, to ignite your body to fight off the barriers to getting fit.



XS™ ENERGY+ BURN



XS™ IGNITE POWDER

# RECOVER:

Optimizes muscle recovery.



Getting back in action faster means you get to do more. High performance generates lactic acid and breaks down muscle fibers.

Supporting the body's ability to repair itself means shorter downtime and more time on the trail, snow, in the surf or whatever adventure is being fueled. Recovery products work well for athletes pushing their bodies to the limit as well as those who are aging gracefully and deal with slower recovery times.

XS recovery products include **CBD**, **post-workout** and **magnesium sticks**.



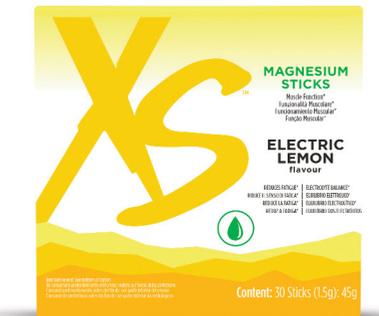
XS™ CBD PRO CREAM & CBD CREAM



XS™ CBD SPRAY



XS™ POST WORKOUT RECOVERY



XS™ MAGNESIUM STICKS

# GLOBAL COMMUNITY

Together we are united. We are one. We are XSNation.

XSNation: a global collective united by the pursuit of better. We are a community of high-intention individuals who believe that wellness is a shared journey, not a solo finish line. Beyond the products, XSNation is a space for authentic progression, where we exchange the tools, support, and stories needed to hit our next level. Together, we celebrate the daily wins and the long-term habits that define a life lived with purpose.



# FOOTPRINT

## NORTH AMERICA

DOMINICAN REPUBLIC  
CANADA  
MEXICO  
USA



## SOUTH AMERICA

BRAZIL  
COLOMBIA  
COSTA RICA  
EL SALVADOR  
GUATEMALA  
HONDURAS  
PANAMA  
ARGENTINA

## EUROPE

AUSTRIA  
BELGIUM  
BULGARIA  
CROATIA  
CZECH REPUBLIC  
DENMARK  
ESTONIA  
FINLAND  
FRANCE  
GERMANY  
GREECE  
HUNGARY  
IRELAND  
ITALY  
KAZAKHSTAN  
LATVIA  
LITHUANIA  
NETHERLANDS  
NORWAY  
UNITED KINGDOM  
POLAND  
PORTUGAL  
ROMANIA  
SLOVAKIA  
SLOVENIA  
SPAIN  
SWITZERLAND  
SWEDEN  
TURKEY  
UKRAINE



## AFRICA

BOTSWANA  
NAMIBIA  
SOUTH AFRICA

## ASIA

BRUNEI  
CHINA  
HONG KONG  
INDIA  
INDONESIA  
JAPAN  
KYRGYSTAN  
KOREA  
MALAYSIA  
MONGOLIA  
PHILIPPINES  
TAIWAN  
THAILAND  
SINGAPORE



## OCEANIA

AUSTRALIA  
NEW ZEALAND

**Xs** | **61 MARKETS**  
AROUND THE GLOBE

# AMBASSADORS

XS Ambassadors are professional athletes, adventure photographers, and storytellers. All capturing high-quality, engaging, and authentic content for XSNation.

These individuals promote XS and have signed global agreements for worldwide use. They are paid with XS gear and nominal fees.



**NATE DARY**  
FITNESS AMBASSADOR  
UNITED STATES  
@thegreatnate85



**ANGELICA COUNCILMAN**  
FITNESS AMBASSADOR  
UNITED STATES  
@angelicamarier



**HANYS ALVAREZ**  
FITNESS AMBASSADOR  
UNITED STATES  
@hanysfitness



**JASON ROBERTS**  
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AUSTRALIA  
@chefjasonroberts



**ANTHONY WALSH**  
PRO SURFER  
AUSTRALIA  
@anthony\_walsh\_

# RESOURCES



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## XS HUB

DestinationXS.com is a great introduction to the XS brand. It's a one-stop place for anyone who is passionate about learning more.

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## XS RESOURCES LIBRARY (CANTO)

Canto hosts all XS owned assets\* with global rights, including brand logos, fonts and images created on a global scale to support the markets.

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## XS GEAR.COM

XS Gear is your home for the official merchandise of XS. XS Gear is constantly striving to create the most on trend promotional materials from workout gear to custom accessories, each item is designed to catch the eye of potential customers. Reach out to see how XS Gear can elevate your market activities.

\*99% of XS assets have global rights.

# CONTACTS

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## XS GLOBAL

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## XS GEAR

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## XS Manifesto - “Elevate Your Everyday”

At XS, we believe energy isn’t something you chase—it’s something you choose. It’s built in the small moments, the daily reps, the quiet decisions that move you forward.

We were born from an entrepreneurial spark and a thirst for more—more possibility, more adventure, more life in motion. And we still carry that spirit today. XS is here for the go-getters, the goal-setters, the people who believe that better isn’t a destination—it’s a habit.

We create functional, purposeful products that work with your body and your goals. Scientifically proven for real life: workouts, workdays, long days, and “I-didn’t-sleep-enough” days.

But products are only half the story. The other half is community. XS is powered by people who show up, lift each other up, and move together. Our fitness program gives you the tools, the guidance, and the support to take action—no intimidation, no ego, just progress.

We champion momentum.  
We celebrate effort.  
We believe every day is a chance to level up.

Whether you’re building strength, building consistency, or building a business—XS meets you where you are and helps take you where you want to go.

This is intention.  
This is progress in motion.  
This is how you elevate your everyday.

A photograph of a road stretching into the distance, heavily blurred to convey a sense of high speed. The scene is bathed in the warm, golden light of a setting or rising sun, which is positioned in the upper right, creating a bright lens flare. The road's white lane markings are also blurred. In the center of the road, the letters 'XS' are superimposed in a bold, black, stylized font. The background shows a hazy horizon with some distant trees and a guardrail on the left side.

**XS**