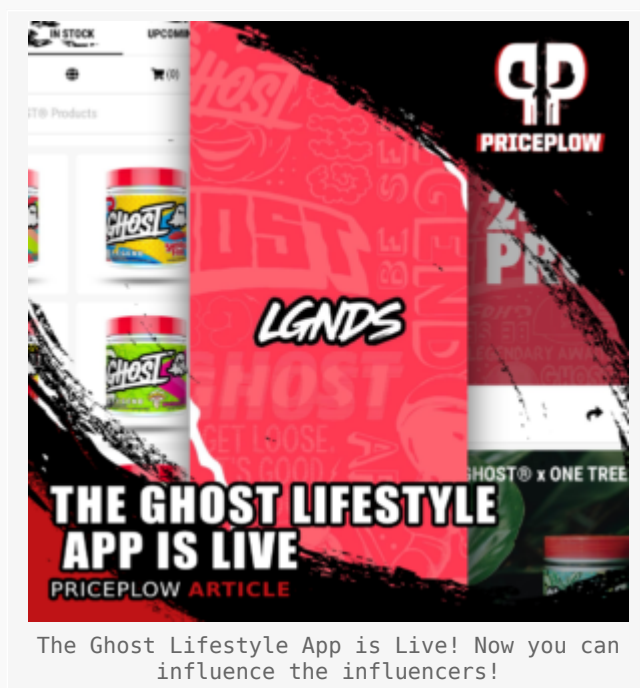


The GHOST Lifestyle APP: More Lifestyle at Your Fingertips

written by Mike Roberto | April 29, 2021

A **Ghost Lifestyle App** is here, and it's not your average supplement brand app!

Announced by Ghost Founders Dan Lourenco and Ryan Hughes in March of 2021, the **Ghost App** has been in development for quite some time. As self-proclaimed perfectionists, it took a while to release, but it was worth the wait. Below we look at the app's features.



More app, more Ghost Lifestyle, more *engagement*

The Ghost App puts more user *influence* over the brands' products at the fingertips of the Ghost customers and loyalty reward members. Ghost customers will be able to help determine flavors on current products, bringing previous products back, and push decisions on apparel and other Ghost products.

Customer feedback is something that most companies welcome (or say they welcome), but by allowing the feedback provided to influence their current and future product lines, Ghost is really putting their money where their app is. You can only communicate so much on someone else's social media platforms, after all.

Before we dig in deeper to the Ghost app, sign up for our Ghost news and deal alerts, find the download links, and see PriceFlow's coupons below:

Ghost – Deals and Price Drop Alerts

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Get Ghost alerts
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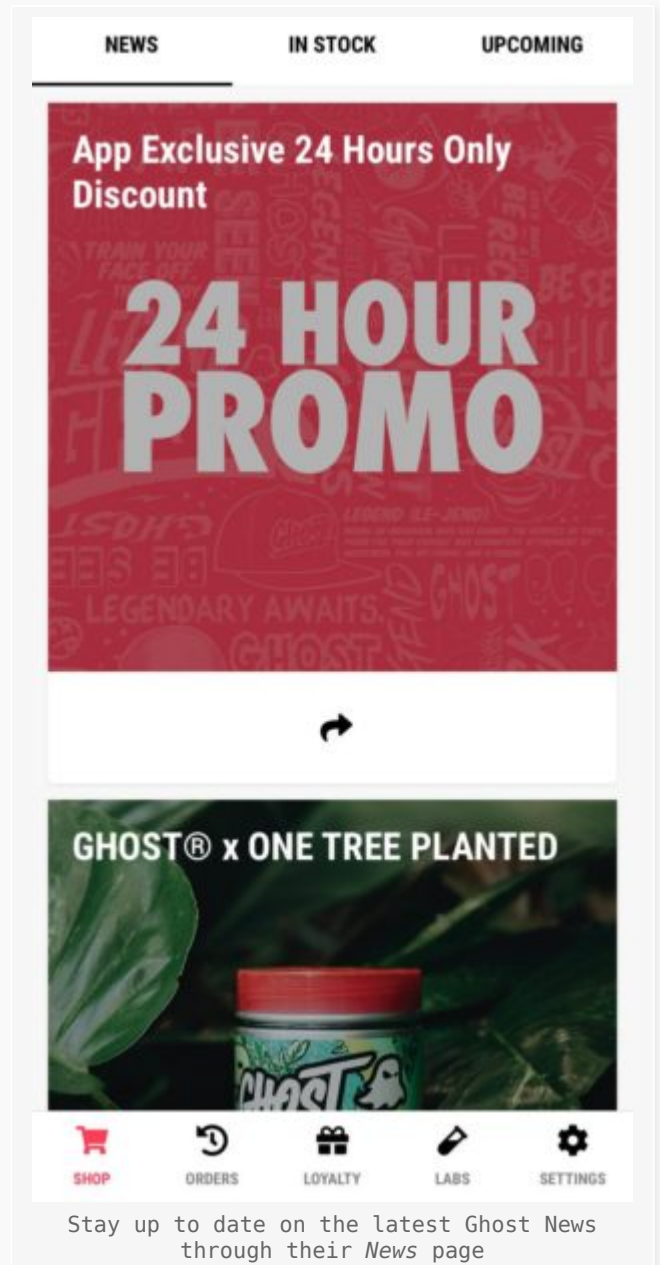
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The App design itself is creative, just like the company. Across the top of the app has *News*, *In Stock*, and *Upcoming*, but there will also be a *Loyalty* section. Breaking each one down:

- **News**



The *News* section provides updates on product launches, information on current supplement and apparel products, social initiatives from the brand, and will provide shareable content.

- **In Stock**

The *In Stock* section provides information on everything that is readily available to ship when it comes to the supplements and their Ghost apparel and accessory products.

Note: if something's out of stock, you may be able to find it on [PricePlow.com/ghost](https://www.priceplow.com/ghost), as we list GNC's official listings too.

- **Upcoming**

The *Upcoming* section provides information on future product launches, upcoming apparel offers, and information is exclusive to the app.

- **Loyalty**

The Loyalty area provides information exclusive to the loyalty rewards members which includes a “**Redeem Code**” tab which will allow you to redeem reward points. Additionally, the Loyalty section will allow members to see their current rewards points and how many of those points earned are qualifying points.

See the development in Ghost’s *Building the Brand S7:E5*

You can watch some of the app’s development in “*GHOST ON ICE?*” (Episode S7:E5) of their *Building the Brand* YouTube series right at the 45 second mark or so:

[SUBSCRIBE ON YouTube](#)

Note that this is one of the episodes where the brand announced **Ghost Hydration**, which we also covered and will update over time.



And in case you needed reminding, the new Legend V2 is upon us!

Ghost Labs: Getting user involvement

There's also *Ghost Labs*, which will encompass many of the **user-driven features** discussed in the introduction, as well as leaking other things that Ghost is testing. We're excited to see Ghost get more feedback on flavors, apparel, athlete collaborations, and everything else they're up to.

The App launched April 29, 2021, and is now live. This article was updated to reflect its launch and to update screenshots.

As always, sign up for Ghost alerts to get notified for more product and brand news:

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