

ISAGENIX®

**FITNESS
PROFESSIONAL**

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Program Information & Benefits

The Isagenix Professional program is an exclusive retail program for Business professionals looking to increase their income while providing targeted health solutions to their clients.

PROGRAM BENEFITS

- 25% Discount from Wholesale Pricing
- 80-100% Mark-Up on Products and Systems
- Specialized Catalogs
- Exclusive Marketing Tools
- Online Tracking and Replenishing System
- Creates an Immediate Cash Flow
- Increases Your Bottom Line



Add \$65,000 – \$130,000 to your bottom line

POWER OF ONE

Sell one 30 Day System, per day, for 30 days and make an additional \$5,437.50 per month!

$$\text{\$181.25} \times 30 = \text{\$5,437.50}$$

That's over \$65,000 added to your bottom line per year!

POWER OF TWO

Sell two 30 Day Systems, per day, for 30 days and make \$10,875 per month!



$$\text{\$181.25} \times 30 \times 2 = \text{\$10,875}$$

That's over \$130,000 added to your bottom line per year!





Recommended Systems & Packs

Determine your customers goals and what system is right for them.

GOAL	PRODUCT SUGGESTION
<p>Weight Loss Better Health and Well-Being and Nutritional Cleansing</p> <p>RETAIL PRICE \$383</p> <p>PROFIT \$181.25</p>	 <p>30-Day Cleansing and Fat Burning System™</p>
<p>Maintaining Weight Better Health and Well-Being Nutritional Cleansing</p> <p>RETAIL PRICE \$383</p> <p>PROFIT \$181.25</p>	 <p>Healthy Aging and Telomere Support System</p>

Determine your customers goals and what system is right for them.

GOAL	PRODUCT SUGGESTION
<p>Take Your Fitness and Athletic Performance to the Next Level</p> <p>RETAIL PRICE \$501.00</p> <p>PROFIT \$289.25</p>	 <p>Energy and Performance System</p>
<p>Building Lean Muscle Better Health & Well-Being Better Athletic Performance</p> <p>RETAIL PRICE \$248</p> <p>PROFIT \$113.75</p>	 <p>Athlete's Pak™</p>

*This program
has increased
my profit.*

*I now average
\$2,000 a
month. It
allows me to
have a display,
is convenient
and creates
an additional
revenue stream.*

SEVILLE KO

GYM OWNER
OVERLAND PARK, KC



Professionals Program Price List

U.S. Price List as of September 2013

SKIN CARE SOLUTIONS	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
IsaDermix® Antioxidant C Serum with CoQ10™ - 1 oz (30mL) bottle	\$90.00		\$59.00	\$44.25	\$45.75	20
Ageless Renewal Serum - 0.7 fl oz (20 mL)	\$119.00		\$99.00	\$74.25	\$44.75	33
Isa SunGuard™ - 3.4 oz tube	\$32.00		\$22.00	\$16.50	\$15.50	8
IsaDermix® Refreshing Body Wash - 8 oz (236mL) tube	\$32.00		\$22.00	\$16.50	\$15.50	8
IsaDermix® Ultra Hydrating Hand & Body Cream - 8 oz (236mL) tube	\$32.00		\$22.00	\$16.50	\$15.50	8
Rejuvity® Purifying Cleanser - 2.5 fl oz	\$32.00		\$22.00	\$16.50	\$15.50	8
Rejuvity® Hydrating Toner - 1.7 fl oz	\$32.00		\$22.00	\$16.50	\$15.50	8
Rejuvity® Moisturizing Day Cream™ SPF 15 - 1.7 fl oz	\$60.00		\$39.00	\$29.25	\$30.75	15
Rejuvity® Renewing Night Cream™ - 1 fl oz	\$75.00		\$49.00	\$36.75	\$38.25	18
Rejuvity® Age-Defying Eye Cream - 0.5 fl oz	\$60.00		\$39.00	\$29.25	\$30.75	15
Rejuvity® Bamboo Exfoliating Polish™ - 2 fl oz	\$60.00		\$39.00	\$29.25	\$30.75	15
Rejuvity® Essential Youth Serum™ - 1 fl oz	\$90.00		\$59.00	\$44.25	\$45.75	20
Rejuvity Essentials Pak	\$198.00		\$165.00	\$116.25	\$81.75	52

HEALTHY AGING	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
Ageless Essentials™ Daily Pack	\$89.00		\$69.00	\$51.75	\$37.25	23
Ageless Essentials™ with Product B™	\$180.00		\$138.00	\$103.50	\$76.50	45
Ageless Joint Support™ - 90 tablets	\$32.95		\$24.95	\$18.71	\$14.24	9
Joint and Pain Relief System™	\$46.95		\$34.95	\$26.21	\$20.74	12
Ageless Pain Relief™ Cream - 2 oz tube	\$19.95		\$14.95	\$11.21	\$8.74	5
Product B™ - 120 capsules	\$99.00		\$77.00	\$57.75	\$41.25	25
IsaOmega Supreme® - 60 Softgels	\$25.00		\$20.00	\$15.00	\$10.00	8

WEIGHT LOSS SOLUTIONS	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
Natural Accelerator™ - 60 capsules	\$32.00		\$21.00	\$15.75	\$16.25	10
Cleanse for Life® - 32 oz liquid bottle or 3.4 oz powder canister	\$46.00		\$32.00	\$24.00	\$19.00	13
Cleanse for Life® - 16 Count, 2 oz bottles	\$44.00		\$33.00	\$24.75	\$19.25	13
IsaFlush!® - 60 capsules	\$22.00		\$17.00	\$12.75	\$9.25	8
IsaLean® Shake Packets - 14-meal packets	\$52.95	\$3.78	\$40.95	\$30.71	\$22.24	13
IsaLean® Shake Canisters - 14-meal canister	\$51.95		\$39.95	\$29.96	\$21.99	13
IsaLean® Shake - Black Sesame - 14-meal canister	\$51.95		\$39.95	\$29.96	\$21.99	13

ENERGY AND PERFORMANCE SOLUTIONS	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
e+™ Natural Balanced Energy Shot - 6 Ct	\$24.00	\$4.00	\$19.00	\$14.25	\$9.75	6
e+™ Natural Balanced Energy Shot - 12 Ct	\$46.00	\$4.00	\$36.00	\$27.00	\$19.00	13
e+™ Starter Pak (102 bottles)	\$383.00	\$4.00	\$308.00	\$201.75	\$181.25	92
Ionix® Supreme - 32 oz liquid bottle or 32 serving powder canister	\$43.00		\$32.00	\$24.00	\$19.00	13
Ionix® Supreme - 30 count single-serve powder packets	\$46.00	\$1.53	\$35.00	\$27.00	\$19.00	13
IsaPro® Canisters - 30 servings	\$46.95		\$39.95	\$29.96	\$16.99	13
IsaLean Pro® - 14-serving packets	\$65.95	\$4.71	\$49.95	\$37.46	\$28.49	16
t+ Chai - 30 snap packs	\$39.00		\$30.00	\$22.50	\$16.50	10
Want More Energy?® Sticks - 24 count	\$34.00	\$1.42	\$24.00	\$18.00	\$16.00	8
Want More Energy?® Canister - 45-servings	\$28.00		\$21.00	\$15.75	\$12.25	8

Professionals Program Price List

U.S. Price List as of September 2013

SNACKS & MINI MEALS	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
FiberSnacks!™ - 12 bars	\$27.00	\$2.25	\$21.00	\$15.75	\$11.25	7
IsaDelight Plus™ - 30 count	\$53.00	\$1.76	\$39.95	\$29.96	\$23.04	15
Isagenix Snacks!™ - 60 chewable wafers	\$30.00		\$21.00	\$15.75	\$14.25	10
Isagenix Snacks!™ - Natural Wild Berry - 60 chewable wafers	\$33.00		\$24.00	\$18.00	\$15.00	10
SlimCakes® - Natural Oatmeal Berry - 14 fiber cakes	\$24.00	\$1.71	\$18.00	\$13.50	\$10.50	7
IsaLean® Bars - 10 bars	\$32.00	\$3.20	\$26.00	\$19.50	\$12.50	8

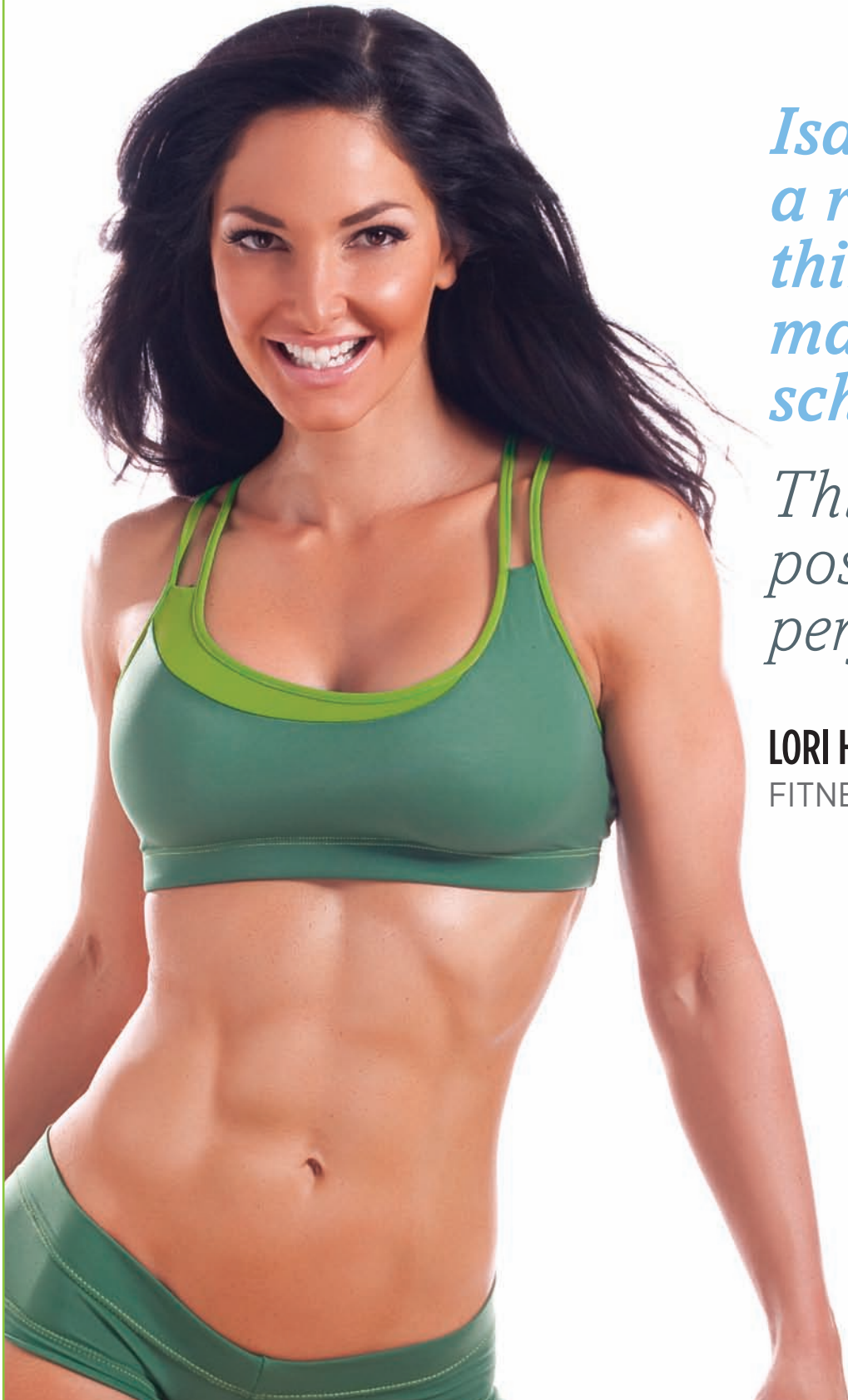
TARGETED SOLUTIONS	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
Multi-Enzyme Complex™ - 30 capsules	\$20.00		\$15.00	\$11.25	\$8.75	5
IsaFruits® - 30-serving canister	\$42.00		\$32.00	\$24.00	\$18.00	13
IsaFruits® - 30-count packets	\$47.00		\$35.00	\$27.00	\$20.00	13
Isagenix Greens!™ - 30-serving canister	\$42.00		\$32.00	\$24.00	\$18.00	13
Isagenix Greens!™ - 30-count packets	\$47.00		\$35.00	\$27.00	\$20.00	13
Isamune® Plus with Zinc - 1 oz spray bottle	\$25.00		\$19.00	\$14.25	\$10.75	8
Brain Boost & Renewal™ - 90 capsules	\$60.00		\$44.95	\$33.71	\$26.29	15
Sleep Support & Renewal™ - 2 oz spray bottle	\$16.95		\$12.95	\$9.71	\$7.24	5
Brain & Sleep Support System™	\$65.00		\$49.00	\$36.75	\$28.25	17
IsaCalcium® - 30-serving canister	\$28.00		\$21.00	\$15.75	\$12.25	8
IsaWater® Alkalized Concentrate - 4 oz bottle	\$39.00		\$29.00	\$21.75	\$17.25	10
C-Lyte® - 30 capsules	\$22.00		\$14.00	\$10.50	\$11.50	5

SYSTEM PAKS	Catalog Retail	Retail Price per Single	Catalog Wholesale	Professional Price	Profit	BV
Healthy Aging & Telomere Support w/Sleep & Brain w/Packets	\$442.00		\$353.00	\$236.00	\$206.00	107
Healthy Aging & Telomere Support w/Sleep & Brain w/Packets, 2oz Cleanse	\$447.95		\$358.95	\$241.95	\$206.00	107
Healthy Aging & Telomere Support System w/Brain & Sleep w/Canister	\$440.00		\$351.00	\$234.00	\$206.00	107
Healthy Aging & Telomere Support w/Sleep & Brain w/Canister, 2oz Cleanse	\$445.95		\$356.95	\$239.95	\$206.00	107
30 Day w/IsaLean Pro & AEDP w/Product B w/2oz Cleanse	\$586.90		\$493.90	\$332.15	\$254.75	143
30 Day w/IsaLean Pro & AEDP w/Product B	\$575.00		\$482.00	\$320.25	\$254.75	143
30 Day w/Packets & AEDP w/Product B w/2oz Cleanse	\$565.90		\$456.90	\$305.40	\$260.50	132
30 Day w/Canisters & AEDP w/Product B w/2oz Cleanse	\$561.90		\$452.90	\$301.40	\$260.50	132
30 Day w/Packets & AEDP w/Product B	\$554.00		\$445.00	\$293.50	\$260.50	132
30 Day w/Canisters & AEDP w/Product B	\$550.00		\$441.00	\$289.50	\$260.50	132
30 Day w/IsaLean Pro & AEDP w/2oz Cleanse	\$535.90		\$426.90	\$287.90	\$248.00	124
30 Day w/IsaLean Pro & AEDP	\$524.00		\$415.00	\$276.00	\$248.00	124
30 Day w/Packets w/AEDP w/2oz Cleanse	\$517.90		\$392.90	\$263.40	\$254.50	112
30 Day w/Canister w/AEDP w/2oz Cleanse	\$513.90		\$388.90	\$259.40	\$254.50	112
30 Day w/Packets w/AEDP	\$506.00		\$381.00	\$251.50	\$254.50	112
30 Day w/Canisters w/AEDP	\$502.00		\$377.00	\$247.50	\$254.50	112
30 Day w/IsaLean Pro w/2oz Cleanse	\$418.90		\$359.90	\$243.65	\$175.25	104
30 Day w/IsaLean Pro	\$407.00		\$348.00	\$231.75	\$175.25	104
30 Day w/Packets w/2oz Cleanse	\$398.90		\$323.90	\$217.65	\$181.25	92
30 Day w/Canisters w/2oz Cleanse	\$394.90		\$319.90	\$213.65	\$181.25	92
30 Day w/Packets	\$387.00		\$312.00	\$205.75	\$181.25	92

Professionals Program Price List

U.S. Price List as of September 2013

30 Day w/Canisters	\$383.00		\$308.00	\$201.75	\$181.25	92
Total Health and Longevity w/Packets w/Product B	\$532.00		\$397.00	\$283.75	\$248.25	130
Total Health and Longevity w/Canisters w/Product B	\$528.00		\$393.00	\$279.75	\$248.25	130
Energy & Performance w/IsaLean Pro & AEDPw/Product B	\$501.00		\$376.00	\$291.75	\$209.25	112
Energy & Performance w/IsaLean Pro w/AEDP	\$383.00		\$308.00	\$201.75	\$181.25	92
Healthy Aging & Telomere Support w/Packets	\$385.00		\$310.00	\$203.75	\$181.25	92
Healthy Aging & Telomere Support w/Packets, 2oz Cleanse	\$390.95		\$315.95	\$209.70	\$181.25	92
Healthy Aging & Telomere Support w/Canister	\$383.00		\$308.00	\$201.75	\$181.25	92
Healthy Aging & Telomere Support w/Canister, 2oz Cleanse	\$447.95		\$358.95	\$207.70	\$240.25	107
Athlete's Pak w/WME Sticks	\$273.00		\$210.00	\$149.25	\$123.75	66
Athlete's Pak w/WME Canister	\$248.00		\$189.00	\$134.25	\$113.75	59
9 Day System: Canister, 2oz Cleanse	\$188.85		\$144.85	\$111.61	\$77.24	51
9 Day System: Canister, Liq or Pwd Cleanse	\$176.95		\$132.95	\$99.71	\$77.24	51
9 Day System: Packets, 2oz Cleanse	\$189.85		\$145.85	\$112.61	\$77.24	51
9 Day System: Packets, Liq or Pwd Cleanse	\$177.95		\$133.95	\$100.71	\$77.24	51
Fast Start Cleanse Pak	\$99.00		\$85.00	\$62.25	\$36.75	35



*Isagenix is
a realistic
thing for so
many peoples
schedules.*

*This is easy,
possible; it's the
perfect answer*

LORI HARDER

FITNESS COMPETITOR

Implementation Strategies

A large part of your continuing success with the Isagenix Professional Program is to establish a personal connection with clients and patients. That's done through simple follow-up and product coaching.

We know that your time is valuable, so we came up with **3 different strategies** to follow that will increase interest, retention and profits.

OPTION 1

Enroll Your Office Staff

Enrolling the office staff will be a great opportunity to earn additional income. Since you've created buy-in they will have a personal interest in seeing new customers gain success with Isagenix. You can then train them to do the follow-up and product coaching with clients and patients. This sets both of you up for steady residual income as they start to personally enroll people themselves.

OPTION 2

Team Support

Take advantage of the product knowledge and industry experience of your team. Ask for their support and plug them into follow-up and coaching calls with clients and patients. Your team has the experience in converting product users into Associates.

OPTION 3

Owner Only

Set aside a specific block of time every week to follow up with your clients and patients to make sure they are on track for success. Giving each new client specific health and wellness advice and personal coaching will establish an even greater personal connection. Making a personal connection with a product user is proven to aid in converting them into an Associate, which will ultimately increase your bottom line.



Isagenix in Comparison to “Heart-Healthy” Diet

How does an Isagenix system compare to a well-established heart-healthy diet?

Isagenix products were evaluated in an independent, third-party clinical study performed at the University of Illinois at Chicago (UIC) that demonstrated superior results across key measured parameters.

The 10-week study evaluated the effects of both dietary plans in combination with intermittent fasting, or “Cleanse Days,” on body weight, body composition, cardiovascular risk factors and oxidative stress markers in 54 obese women with a body mass index above 35.

The two groups fasted one day per week. However, the Isagenix subjects consumed the herbal-drink Cleanse for Life, whereas the subjects on the “heart-healthy” diet plan received a similar product to serve as placebo.

Subjects on the Isagenix system had a serving of IsaLean® Shake for breakfast and a serving for lunch and were counseled to eat a 400- to 600-calorie meal for dinner. They also took Ageless Essentials™ Daily Pack supplements as directed. The “heart-healthy” subjects received instruction from a registered dietitian on how to follow heart-healthy guidelines, which included limiting calories by 20 to 25 percent daily, limiting total fat to 35 percent, limiting cholesterol intake, and increasing intake of fiber-rich foods such as whole grains, fruits and vegetables.



“The Isagenix group had better adherence, better weight loss, and better visceral fat loss. The greater weight and visceral fat loss equated to a greater decrease in certain cardiovascular risk factors.”

KRISTA VARADY, Ph.D.

Assistant professor at the UIC College of Applied Health Sciences with more than 30 peer-reviewed publications. She has devoted her professional career to the evaluation of calorie restricted diets and investigating strategies to facilitate weight-management and decreasing cardiovascular disease. Her findings have shown intermittent fasting to be an effective means for encouraging weight loss and improving vascular health.

UIC COLLEGE OF
UNIVERSITY OF ILLINOIS
AT CHICAGO **APPLIED HEALTH SCIENCES**

“When you see successful weight and visceral fat loss, you should see a reduction in cardiovascular risk factors. This well-designed clinical trial further goes to support what an impact someone can have on his or her life by controlling calorie intake and using Isagenix!”

SUK CHO, Ph.D.
ISAGENIX CHIEF SCIENCE OFFICER

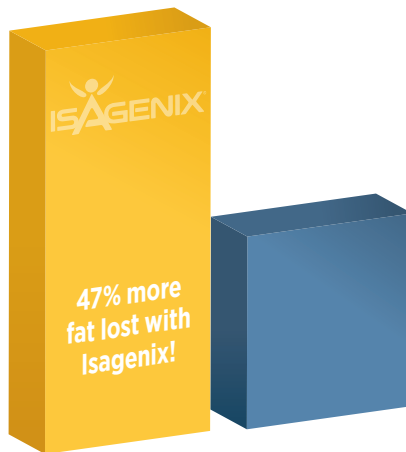
RESULTS:

ISAGENIX HEART-HEALTHY DIET

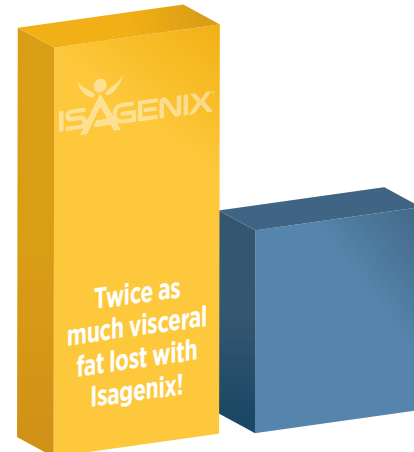
AVERAGE TOTAL WEIGHT LOSS



AVERAGE TOTAL FAT LOSS



AVERAGE VISCERAL FAT LOSS[†]



AVERAGE REDUCTION IN OXIDATIVE STRESS – Marker: ROS



[†] vMRI. Findings of the study concerning visceral fat were acquired using Magnetic Resonance Imaging (MRI).

Results summary with the Isagenix system

- More Total Weight Was Lost
- More Body Fat—Especially Visceral Fat—Was Lost

Due to the successful weight and visceral fat loss, results also showed

- A Greater Reduction in Biological Oxidative Measurements

The Isagenix system also showed

- Greater Adherence
- Easier and More Convenient

For a technical summary of the study go to IsagenixHealth.net



ELIZABETH M.

ISABODY CHALLENGE® FINALIST
LOST 18 LBS. & WENT FROM 34%
BODY FAT DOWN TO 13.9%*

* The weight-loss testimonial presented applies only to the individual depicted, cannot be guaranteed, and should not be considered typical. This testimonial is from an actual participant of the IsaBody Challenge using an Isagenix System, and not from the UIC clinical study. A 2008 university study showed a statistically significant weight loss of seven pounds during the first nine days of the Cleansing and Fat Burning System.

ISAGENIX®: IT WORKS

What Makes IsaLean® Shake Superior?

Since 2002, IsaLean Shakes and the other products in our Cleansing and Fat Burning Systems have helped hundreds of thousands reach their health and weight-loss goals. And we have the testimonials to prove it. Stick to the shake and products with the proven track record.

THE ISAGENIX ADVANTAGE

THE FACTS

IsaLean is a full-meal replacement—not a “snack shake,” and it provides optimal support for Nutritional Cleansing and Replenishing, weight loss and weight maintenance, as well as peak performance. IsaLean Shake is the perfect balance of high-quality protein, healthy fats and energizing carbohydrates while also providing a full spectrum of vitamins and minerals (including calcium, vitamin C, vitamin B12, and vitamin D). Plus, you get active digestive enzymes that help maximize absorption of key nutrients. Many products touted as “meal-replacements” are designed to control calories, but don’t deliver adequate nutrition or the most efficacious amount of protein to stave off hunger and the muscle loss that often can accompany weight loss.

In 240 calories you get maximum nutrition in minimal calories

IsaLean Shake delivers 24 grams of high-quality protein. Studies have shown that getting enough of the right kind of protein, in the right amounts, at the right times of day can help you lose weight while maintaining muscle. You need around 20 to 40 grams of high quality protein such as whey protein—not soy protein, which is usually the main protein source in most other shakes on the market—for maximum muscle building and maintenance. IsaLean Shake is truly the meal replacement of choice for losing weight while maintaining and building muscle.

Using the purest ingredients starts with Isagenix only sourcing dairy protein that is produced in New Zealand, where dairy cows are never given artificial hormones and enjoy a quality life on pasture. Their fresh milk, exceeding USDA organic standards, is guided through a series of fine filters under low heat to separate whey from other dairy components such as fats and lactose. This gentle system uses no acids, keeping the protein in a natural state, undenatured as it should be.

Setting IsaLean Shake apart from the competition are also 8 grams of fiber from flax seed and prebiotic oligonucleotides that help keep your gut healthy and regular. The fiber also helps to keep you feeling fuller, longer. With 24 grams of carbohydrates, it’s just enough to provide sustaining energy to balance out the complete meal that IsaLean Shake is, while still remaining a low-glycemic profile for healthy, long-term weight management.

Did we mention the healthy fats in IsaLean Shake? Well, your heart will thank you for the balanced fatty acid profile it will get from the combination of omega-3s from flax seed along with monounsaturated fatty acids from extra-virgin olive oil and medium-chain triglycerides from coconut oil.

All of the ingredients in IsaLean Shakes fall under what we call, “No Compromise Quality” — meaning that no cost is too much to ensure the best products are made. Our Quality Assurance Department inspects all ingredients to test quality and potency, as well as the presence of microbial content, pesticides and heavy metals. This ensures the purest product possible.

We are so confident in the quality of our products, we offer 100% satisfaction or your money back—guaranteed. Isagenix is more than a weight-loss company. We offer a complete line of nutritional products for long-term health, providing products for cleansing, replenishing nutritional support, nutritious snacks and foods, healthy aging, and skin care.



**JILL B.
lost 131 pounds *
Pictures don't lie.**

* The weight loss testimonials presented apply only to the individuals depicted, cannot be guaranteed, and should not be considered typical. A 2008 university study showed a statistically significant weight loss of 7 lbs during the first 9 days of the Cleansing and Fat Burning System.

The Shake Difference:

ISALEAN® SHAKES COMPARED TO COMPETITOR SHAKES

The facts speak for themselves! Isagenix® has spent the last 10 years revolutionizing the health-and-wellness industry with products like the IsaLean Shake. Made from the highest-quality whey and milk protein, IsaLean Shakes contain at least 23 grams of protein and 240 calories. Each nutritionally complete meal is clinically proven to cut calories, reduce cravings and maintain lean muscle. Perfect for all age groups and lifestyles, our shakes take 20 seconds to blend in an IsaBlender® and leave you feeling full for hours.

ISAGENIX® FITNESS PROFESSIONAL PROGRAM

Nutrients per Serving:	
Calories	240
Total Fat	6 g
Saturated Fat	2 g
Source of Fat	Olive oil, sunflower seed oil, flax seed oil, coconut oil
Carbohydrates	24 g
Sugar	11 g
Source of Sugar	Fructose
Sodium	265 mg
Dietary Fiber	8 g
Protein	24 g
Protein Source	Whey Protein, Milk Protein
Full Spectrum of Vitamins/Minerals	YES
Artificial Sweeteners	NO
Artificial Flavors	NO

Isagenix	Ensure	Boost	Slimfast	Glucerna	Carnation	Special K
IsaLean Shake (Natural Creamy Dutch Chocolate)	Nutrition Shake	Original	Shake Mix	Shake	Complete Nutritional Drink	Protein Shake
240	250	240	200	200	130	190
6 g	6 g	4 g	4 g	7 g	0.5 g	5 g
2 g	1 g	1 g	0.5 g	0.5 g	0 g	0.5 g
Olive oil, sunflower seed oil, flax seed oil, coconut oil	Soy oil, canola oil	Canola oil, sunflower oil, corn oil	Sunflower oil	Safflower oil, canola oil, soy oil	N/A	Canola oil
24 g	40 g	41 g	30 g	27 g	27 g	29 g
11 g	22 g	28 g	24 g	6 g	19 g	18 g
Fructose	Sugar	Sugar, corn syrup	Sugar	Fructose, sucromalt	Sugar	Sugar, corn syrup solids
265 mg	190 mg	150 mg	240 mg	210 mg	90 mg	220 mg
8 g	1 g	0 g	4 g	3 g	<1 g	5 g
24 g	9 g	10 g	10 g	10 g	5 g	10 g
Whey Protein, Milk Protein	Milk Protein, Soy Protein	Milk Protein, Soy Protein	Milk Protein Concentrate	Casein, Soy Protein	Milk	Milk, whey protein, soy protein
YES	YES	YES	YES	YES	YES	YES
NO	NO	NO	YES	YES	NO	YES
NO	YES	YES	YES	YES	YES	YES

The Shake Difference:

ISALEAN® SHAKES COMPARED TO COMPETITOR SHAKES

The facts speak for themselves! Isagenix® has spent the last 10 years revolutionizing the health-and-wellness industry with products like the IsaLean Shake. Made from the highest-quality whey and milk protein, IsaLean Shakes contain at least 23 grams of protein and 240 calories. Each nutritionally complete meal is clinically proven to cut calories, reduce cravings and maintain lean muscle. Perfect for all age groups and lifestyles, our shakes take 20 seconds to blend in an IsaBlender® and leave you feeling full for hours.

Isagenix		HerbaLife	Amway - NutriLite	Melaleuca	NuSkin - Pharmanex	Visalus
IsaLean Shake (Natural Creamy Dutch Chocolate)		Formula 1 Nutritional Shake Mix	Meal Replacement Shake	ProFlex20 Shake	My Victory - AC Shake	Vi-Shape Nutritional Shake
		90	140	150	160	90
		1 g	3 g	5 g	2.5 g	1 g
		0 g	0 g	1.5 g	0 g	0 g
Olive oil, sunflower seed oil, flax seed oil, coconut oil		Canola oil, medium-chain triglycerides	Safflower oil	Sunflower oil	Corn oil	Sunflower oil, medium-chain triglycerides
24 g		13 g	15 g	9 g	21 g	7 g
11 g		9 g	11 g	2 g	7 g	<1 g
Fructose		Fructose	Sugar	Corn syrup	Fructose	N/A
8 g		3 g	3 g	5 g	8 g	5 g
24 g		9 g	15 g	20 g	15 g	12 g
Whey protein, milk protein		Soy protein	Milk protein, soy protein	Whey protein	Milk protein, soy protein, whey protein	Soy protein, whey protein
YES		YES	YES	NO	YES	YES
NO		NO	YES	YES	NO	YES
NO		YES	NO	YES	NO	YES

ISAGENIX® FITNESS PROFESSIONAL PROGRAM		Nutrients per Serving:
		Calories
		Fat
		Saturated Fat
		Source of fat
		Carbohydrates
		Sugar
		Source of sugar
		Dietary Fiber
		Protein
		Source of protein
		Full Spectrum of Vitamins/Minerals
		Artificial Sweeteners
		Artificial Flavors

Professionals Program FAQ

Can anyone start with the Professionals Program?

The program is in the pilot phase and is not open to all Associates. Candidates must be pre-approved by the corporate office or be referred by a Manager or above who attended NYKO.

Can items purchased through the Professionals Program be sold at prices less than retail?

No, the items purchased through the Professionals Program are intended for retail sales. Any sale of a pak must go through the "Professionals Program Orders" section of the Back Office. If someone would like to purchase product at the wholesale price, they should be enrolled as a Preferred Customer or Associate. Failure to charge the indicated prices would result in a breach of the Professionals Program Agreement and will result in termination from the Program.

How do I place a bulk order through the Professionals Program?

The Professionals Program tab is only for placing a customer's retail order. You can replenish an individual item once an order is placed but cannot select items for purchase at the Professionals Program Price through the Back Office. To place a bulk order please call 1-888-991-9949. For more information watch the "How to Place an Order" Tutorial.

Can anything be sold through the Professional's Merchant account?

Yes, while it is recommended everything be processed through the Back Office single unit items such as single canisters of shakes, 14 count boxes, single packets of shake, a single box of bars, an individual bar, a single stick, a box of sticks, a canister of Want More Energy®, Isagenix Greens!™ or IsaFruits®, can be sold through the Professionals Business and does not have to go through the Professionals Program ordering screen.

After being designated as a Professional, are all orders processed with reduced BV?

No, only orders placed through the Professionals Program Catalog via Customer Care or replenishment in the Back Office "Professionals Program" tab will have reduced BV. This retail program is designed to complete the initial sales at the retail price and once the patient or customer shows a long term commitment convert them to an Associate or Preferred Customer. Once the patient is enrolled in Isagenix, they will accrue BV normally.

Are there any marketing materials available for use in the Professional's Office?

Yes, the "Special Programs" Section of the Back Office Library has been updated. You can find the most up-to-date marketing materials and information by going to the "Resources" dropdown menu, and selecting "Professional Retail Program".

Do listed prices include tax and shipping?

No, tax and shipping will be calculated during the order process.

Does the customer pay shipping?

Shipping is not paid by the customer when they remove the product from inventory and replenishment product is not shipped back to the office. Shipping is added when the product is directly shipped to the customer or when a replacement product is selected to be sent back to the office.

Can my customers access my website to do their own orders?

In order to receive the benefit from the larger profit margin the professional must process all customer orders through the "Place Professionals Program Order" tab in the "My Orders" section of the Back Office. Any order placed through the professional's personal website will be processed as a normal retail order and they will not

receive the excess profit.

Does the 100% Money Back Guarantee still apply for this program?

Yes, as long as the item was purchased through the Back Office by the customer it can be returned. If it was a single unit item purchased through the Professional's merchant account, it cannot be returned to Isagenix. The process is done in the same way as a normal return.

Does participation in the Professionals Program keep the Professional active?

An initial order of \$1,000 or more will qualify the professional for 90 days. The professional will need to purchase a minimum of 100 BV each month to remain active otherwise.

How do I convert my individual associate account to be under my business?

In order to have your Associate account under your business name you must submit the following information to TaxCompliance@isagenixcorp.com:

US Residents: Signed and dated W-9 with EIN filled out (do not include SSN on this form), IRS issued letter providing EIN number and Articles of Incorporation or a legal document verifying ownership.

Canadian Residents: Articles of Incorporation or Certification plus your Canadian Business Number (CBN).

I do not have my letter issuing my EIN number; how can I get it?

The IRS can reissue the letter verifying your EIN by calling 800-829-4933.

Can I become tax exempt through this program?

Yes, however you must first convert your account to be under your business and then a resale license must be submitted to SalesTax@Isagenixcorp.com.

Steps to Getting Started

Fitness Professional Program

Thank you for your interest in the Isagenix Professionals Program.

Contact the person who sent you this information to register as an Associate and submit the following to PromotionalOrders@isagenixcorp.com or fax to (480) 636-5386:

- 1. A valid Medical or Business License**
- 2. Professional Program Registration Form**
- 3. Professional Program Agreement**
- 4. Resale License***

After submitting the required materials please allow for two business days to be approved as an Isagenix Professional. Once approved as a Professional you may call 1-888-991-9949 to make your initial order of \$500.

*Recommended not required.

Isagenix Compensation Plan

OVER \$15 MILLION ADDED TO THE COMPENSATION PLAN!

5 WAYS TO MAKE MONEY

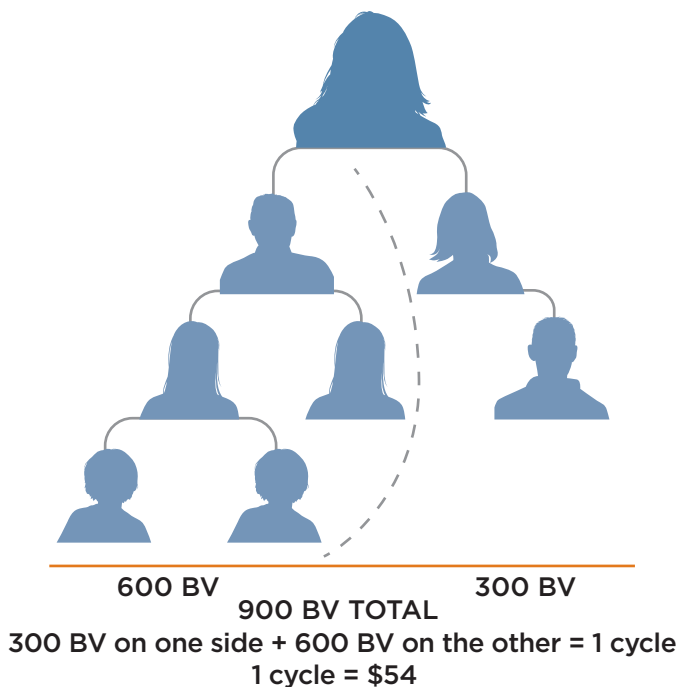
1. PROFESSIONAL PROGRAM



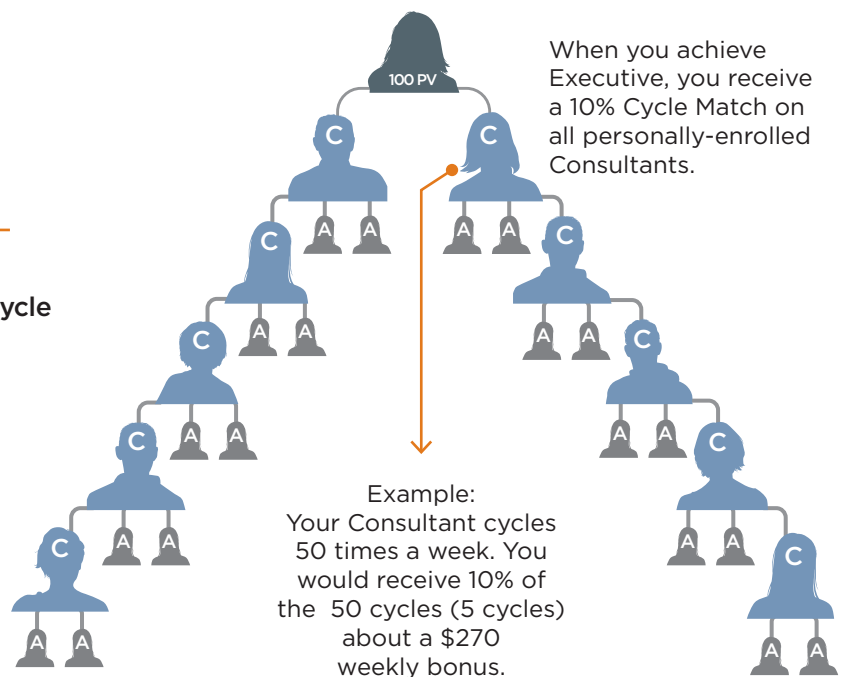
2. PRODUCT INTRODUCTION BONUS (PIB)



3. TEAM BONUSES



4. EXECUTIVE MATCHING TEAM BONUS



5. INCENTIVES/PROMOTIONS

Special programs for being on Autoship

- Healthcare Benefits
- Product Savings

Rewards for Team Building and Leadership

- Leadership Pool
- Contests
- Bonuses

Be sure to watch the
Compensation Plan Video
at IsaMovie.com

Why Isagenix?

Isagenix® has the healthy solution for you!

WHY IS ISAGENIX DIFFERENT?

We believe in impacting world health, freeing people from physical and financial pain, and in the process, creating the largest health-and-wellness company in the world.

Over the last year Isagenix has experienced explosive growth. The number of people experiencing Isagenix has grown by over 75% year over year. This means more people are improving their health and wealth than ever before with the Isagenix solution-based systems.

WHO IS ISAGENIX?

Established in 2002, Isagenix Founder and Master Formulator John W. Anderson, Co-Founder, President and CEO Jim Coover and Co-Founder and Executive Vice President Kathy Coover came together with a united vision. Isagenix is all about its Associates—the Isagenix family—and that's where the motto ***"If it's not right for the Associate, then it's not right for the company"*** was born. Why does everyone need Isagenix?

Simply put: We all want to live life to the fullest, but it's tough to do in today's world. Whether it's obesity, aging or

financial stress, we're all behind the eight ball and searching for a solution to make things right. That's where Isagenix comes in. **Isagenix offers lifelong health and wealth by providing personalized solutions to fit your specific needs.**

HOW ARE ISAGENIX NUTRITIONAL SOLUTIONS SUPERIOR?

Weight Management & Cleansing

The cornerstone 30-Day Cleansing and Fat Burning System focuses on removing what your body doesn't need and replenishing it with what it does so it functions at its highest potential with an ultimate result of safe and effective weight loss.

Energy and Performance

Your body needs vitamins and nutrients and it simply isn't getting it from today's bankrupt foods. Ageless Essentials™ Daily Pack with Product B™ floods the body with key nutrients

like Vitamin D, Resveratrol, CoQ10, Adaptogens and antioxidants to break the harmful stronghold of free radicals and give your whole body a fighting chance at healthy, energetic living. Function at your body's peak potential and discover the true miracle of the human body!

Youthful Aging

The key to aging gracefully comes down to three key factors: toxicity, weight management and replenishment. With these three areas addressed, your telomere (the caps on the ends of your DNA which control how you age) will thank you.



WE'RE ABOUT HEALTH.

- "No-compromise" approach to our products
- Millions spent annually on research and product quality testing
- 300 people have lost 100 pounds or more
- Products used by athletes, nutritionists, doctors and more

WE'RE ABOUT WEALTH.

- Isagenix distributes its products person to person
- No cap on an individual's earning potential
- Over 500 earning six figures or more
- Over 65 self made millionaires

WE'RE ABOUT PEOPLE.

- World headquarters in Chandler, Arizona
- Worldwide presence in Australia, Canada, Hong Kong, Mexico, New Zealand, Puerto Rico and Taiwan.
- Sales over \$1.4 billion in 10 years

YOUR BUSINESS RIGHT AT YOUR FINGERTIPS

Isagenix is committed to making it as easy as possible for you to share the products and opportunity and create a multi-million-dollar business from your laptop or your phone.

That's why we've invested millions of dollars

into our IT infrastructure. From the moment you join Isagenix for \$39 or less, you have the power of technology at your fingertips without the paying the insane overhead costs you'd normally experience with a typical brick-and-mortar business. Order products, customize

your own, free website, contact business leaders and manage everything with just a click of a mouse or touch of a screen thanks to your business nerve center, the Associate Back Office, available via your computer or free smart phone app.

