

WELCOME



Welcome to Isagenix



Welcome to Isagenix

Welcome to Isagenix! We can't wait for you to discover why thousands of people now see Isagenix as an integral part of their daily wellness routine.

In this welcome guide you'll find tips from our nutritionist on how to smash your first thirty days, advice on how to make the most of your products and testimonials from people who've transformed their life with Isagenix. We know when undertaking a lifestyle change, success often comes with a support system, and if that's what you're after, our community are our greatest asset and we'll be there to support you through it all.

So, while you're looking through this welcome guide, think about what you want to achieve long term, not just short term - we're here to support you for both! Yes that initial spark and perhaps some weight loss or muscle gain if that's what you're after, but also beyond that. After all, who wants to feel great for just 30 days? Your journey to lifelong wellness starts here!



Top 10 Tips for your first 30 days

We asked our nutritionist for her top tips to have maximum success in your first 30 days... here's what she had to say.

Rebecca Haresign • Isagenix Nutritionist



1. Take your before photos and measurements

Remember that a scale isn't always the best way to measure progress! Photos and measurements truly show how much you've achieved and you'll thank yourself in few weeks' time when you want to see your progress!



2. Enter the IsaBody Challenge®

This is about you and your own personal progress, and the IsaBody Challenge is great tool to keep you accountable. It's free to join, plus you'll get the support of our IsaBody community, have access to a free fitness programme in our IsaLife™ app, and you'll earn yourself a product coupon worth £150 / €165 just for completing the challenge!



3. Be clear on your goals

Everyone will have a different goal – an ideal weight or dress size, a performance related goal, or just to feel your best every single day – so it's important to decide what it is you want to achieve. If your goal is to lose weight, remember a healthy rate of weight loss is 0.5 – 1kg (1-2lb) per week!



4. Use the IsaLife™ app to track your progress

This app will become your new best friend! It's a great way to keep track of your weight and other measurements, but you can also enter all of your meals and snacks (Isagenix products as well as other foods) so you can keep track of everything!



5. Plan your Cleanse Days

If you're apprehensive about going all day without your regular meals and snacks, you're not alone. Thousands of people around the world have felt the same, but then they gave it a go, loved it, and now include Cleanse Days as part of their wellness routine. Don't go straight into a Cleanse Day though – we always recommend a couple of Shake Days first.



6. Remove temptations

It's best to make sure that you're surrounded by healthy choices for your meals, snacks and drinks. Things like packing away the biscuit tin and keeping the fruit bowl topped up are great ways to make healthier choices without realising!



7. Avoid diet mentality

If your goal is to lose weight, it's easy to have the mindset that less is best and that you need to starve yourself for success. But that's not the case! Follow our tips on the next page to make sure your meals are healthy and balanced – it's much easier than you think! Who said you can't enjoy life and improve your health at the same time?!



8. Don't ban foods

Remember, there's no such thing as an unhealthy food, just an unhealthy diet. Banning your favourite foods will only make you crave them more. Instead, just use the IsaLife app to make sure you still have a healthy balance across the week, even with the occasional treat!



9. Get active!

Good nutrition and physical activity go hand in hand – it's also key for helping you to build sustainable, life long habits, so that you feel great every single day. Activity doesn't mean you have to take up running or join a gym – if that's not for you then check out other activities in your area. It could be anything from yoga to badminton or a walking club.



10. Enjoy time with family and friends

Remember this is a lifestyle change, not a diet. Enjoy yourself, have fun with your loved ones, make memories, and just make sure you get back on track the next day (don't put it off until Monday!).

How to build your plate

If the media has left you confused about what's healthy and what isn't, you're not alone. But here's some guidance so you can feel confident, **be healthy, and still get to enjoy your favourite foods!**

1. Include a source of protein

Use poultry, lentils, eggs, white fish, oily fish like salmon or mackerel, tofu, lean beef mince or meat substitutes. **One Portion: About half the size of your hand.**

2. Don't fear carbohydrates!

Carbohydrates are essential to our diets so include some in every meal and use wholegrain where you can. Try potatoes with their skins on, wholegrain or seeded bread, brown or wild rice, whole-wheat pasta, quinoa, buckwheat or pearl barley. **One Portion: About two handfuls of dry pasta, rice or grains.**



Top tips

- This is a lifestyle change, not a diet, so of course you can still consume your favourite foods, but just be mindful of how that fits into your day and week alongside your other meals and snacks.
- Mix up your meals! Try not to eat the same meals every day, and don't forget you can prepare a whole range of different recipes like stir fries, homemade curries and other family favourites!
- Can I eat out? Yes! There's lots of healthy options available when eating out so you can still enjoy special occasions with family and friends – just make sure that it still ticks all the boxes of a balanced meal!

Balanced nutrition
made easy

Cleanse and
Nourish our way

The original
elixir



The Isagenix Three

Everyone's **health and wellness journey** is unique and with so many options, it can be confusing where to start. Whether you want convenient nutrition, are curious about fasting, need help balancing your busy life, or all three, Isagenix is here to help!

IsaLean™ Shake

A nourishing balanced meal for good nutrition no matter what your goal is. Whether you want to lose weight, get stronger in the gym, or just stay healthy, IsaLean Shake is here for you.

More than half a million people around the world start their day with IsaLean Shake.

Nourish for Life™

A blend of vitamins and botanicals to give you energy and support you on your Cleanse Days (our way of intermittent fasting). Plus, the benefits of fasting go way beyond just weight loss!

Intermittent fasting is so on trend right now, but we've been reaping the benefits of it for years!

Ionix Supreme®

We've combined some of mother nature's best creations, each chosen for their role in supporting physical and mental performance - we like to call them ancient ingredients to support your modern life.

Have you counted how many botanicals are in Ionix Supreme?



These products are at the **heart of any Isagenix system** - whether your goal is to lose weight, stay healthy, or improve your athletic performance, these three products will become your new best friends!



ISABODY CHALLENGE®

The IsaBody Challenge is a vehicle to **transform your life!**

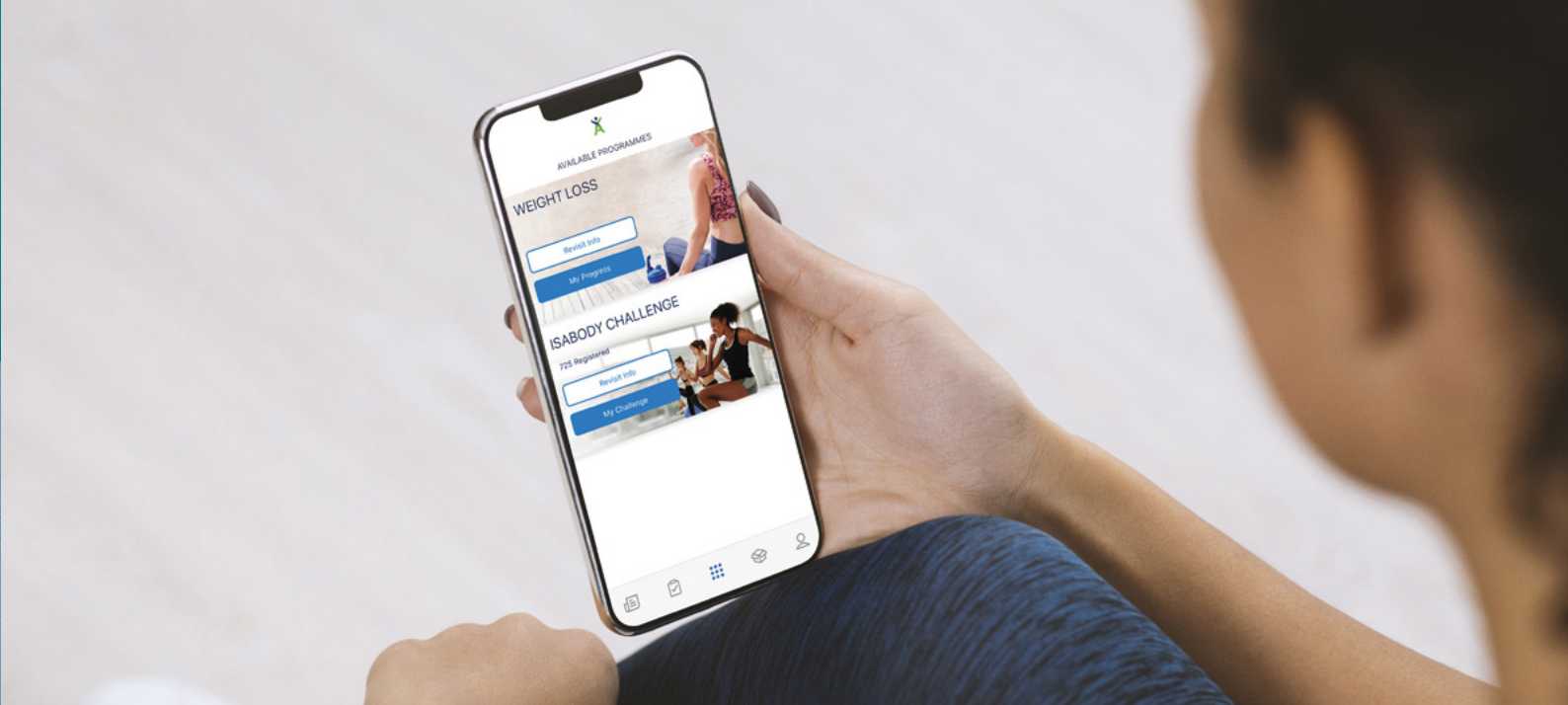
Hundreds of thousands of people around the world have transformed their lives with the 16 week IsaBody Challenge and achieved their health and fitness goals!



“Now I can honestly say I feel healthier than any other point in my life! As a former golf professional, this system supports me on and off the course because no matter how busy life gets, I’m able to get great nutrition without huge amounts of meal prep. I just want to say a big thank you to Isagenix and our IsaBody community, who have helped keep me accountable during each of my IsaBody challenges.”

Danny Malcolm

Customer since 2014
Challenges Completed: 4
Favourite products:
• IsaLean Shake
• Greens



Download the IsaLife App to register for the challenge. The app will help you track your BV and progress in real time, check your previous challenges, order your favourite products, and you'll have access to the IsaBody Fitness programme with new exercises uploaded every month!



Download the IsaLife App from your app store



Log in using the same credentials as your Back office



Select IsaBody Challenge



Enter your weight and height, then take your photos



Now you're ready to start your challenge



Did we mention the **PRIZES!?**

Every person who completes the Challenge will be rewarded for their hard work and commitment with a £150 / €165 product coupon, an IsaBody t-shirt and an Achievement Certificate! You could also be in with a chance of winning £1,000 / €1,100 and Isagenix event tickets if you become a finalist, and you could go on to be the **Grand Prize Winner** and receive a huge **£5,000 / €5,500!**

WEIGHT LOSS

A day in the life of **Susanne Thijssen**

Susanne joined the **IsaBody Challenge** with the goal to lose weight, have more energy and take back her health! In her first challenge she lost 20kg doing a combination of Shake Days and four Cleanse Days a month. In her second challenge she also started incorporating exercise into the plan (which we love to see!) and is now training 5 times a week, feeling in the best shape ever! Here's an example of a typical day on her weight loss plan.

“Before starting Isagenix, I had tried every diet under the sun and was sceptical of Isagenix being just another ‘diet’, but 16 weeks later, it’s now my long-term health solution! I feel fitter, more energetic, my sleep has drastically improved, and I finally feel confident.”

Customer since 2019
Challenges Completed: 2

A TYPICAL SHAKE DAY

Breakfast

30ml Ionix Supreme, 1 Thermo GX capsule and IsaLean Shake.

Morning snack

Either ½ IsaLean Bar or Isagenix Greens and e-Shot.

Before training

AMPED Nitro.

Training

Personal trainer session.

After training

AMPED Post-Workout and 1 scoop IsaPro.

Lunch

IsaLean Shake and 1 Thermo GX capsule.

Afternoon snack

Bowl of reduced fat yogurt with fruit.

Dinner

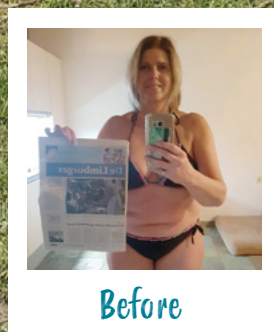
A healthy balanced plate including protein, carbohydrates and vegetables.

Snack

1-2 IsaDelight.

Before bed

1 scoop IsaPro with 1 scoop Isagenix Greens, and 1 IsaMove Capsule.



IsaLean™ Shake

Real food, perfectly portioned,
and ready in seconds

IsaLean Shake is a healthy, natural and balanced meal. We've taken the guesswork out of healthy eating and created the perfect mixture that ticks all the boxes of a healthy meal and is ready in seconds!



What nutrients are in your IsaLean Shake?

Here's some of the nutrients that you'll find in your IsaLean Shake:



24g of protein
Commonly found in chicken



24g of carbohydrates
Commonly found in brown rice



8g of fibre
Commonly found in oats



0.5mg of vitamin B6
Commonly found in eggs



1µg of vitamin B12
Commonly found in cheese



70µg of folic acid
Commonly found in broccoli



500mg of potassium
Commonly found in bananas



160mg of magnesium
Commonly found in Brazil nuts



3.5mg of zinc
Commonly found in pumpkin seeds



45µg of iodine
Commonly found in milk



2.5µg of vitamin D
Commonly found in salmon



24mg of vitamin C
Commonly found in red peppers



325mg of calcium
Commonly found in yoghurt



5mg of iron
Commonly found in kidney beans

How to use Easily adaptable depending on your goals:



Weight loss

You'll replace two of your meals per day with IsaLean Shake, and consume one healthy, balanced meal and snacks throughout the day as needed. This will help to limit your overall calories whilst still making sure you're getting all of the essential nutrients you need each day.

Stay healthy

IsaLean Shake is the perfect solution for a breakfast on the run, to save you from the sandwich shop at lunchtime, or as a healthier alternative to a ready meal on busy evenings. Depending on your goals, you'll have one or two shakes a day, as well as your healthy meals and snacks.

Improve performance

If you're super active, you might find IsaLean Shake is ideal for your post-workout snack, or the perfect base to build your meal from. You can add IsaPro for extra protein, oats, fruits, nut butters...we'll leave you to get creative and fuel your body with what it needs!

In every serving you'll find

- ✓ 24g of undenatured whey and milk protein - we all need protein in our diets to build and maintain all types of body tissue, not just to build muscle.
- ✓ 8g fibre to keep you feeling full and your digestive system healthy.
- ✓ Wrapped up in just 240 calories!
- ✓ 6g of healthy fats - provides essential fatty acids that we need for many different processes in the body.
- ✓ 23 different vitamins and minerals - they have hundreds of roles in keeping the body healthy.



Plant Based

We also have a plant-based alternative so you can reap all the same benefits, just without the dairy! Our plant-based shakes use wholegrain brown rice and pea protein. The amino acid profile is similar to that of animal sources of protein so it's a great alternative for anyone who can't consume dairy or just enjoys following a plant-based diet. We've also included a blend of 11 different fruits and vegetables like acai, kale and pomegranate, for those all-important vitamins and minerals.

Nourish. Balance. Revitalise.

Nourish for Life is packed with nourishing botanicals to support your body's natural detoxification process, and is a key feature that makes Cleanse Days different from ordinary fasting.

What is a Cleanse Day?

Cleanse Days are our version of intermittent fasting. Intermittent fasting is not just for weight loss! It can also benefit your overall health and wellbeing, and we've created an easier way to make fasting part of your routine! You'll drink Nourish for Life four times during the day to maintain energy and focus. Then choose from several tasty snack options to help you out. And remember to always drink plenty of water. Did someone say chocolate? That's right! You can even satisfy your sweet tooth on a Cleanse Day... as long as it's an IsaDelight™!

- ✓ Nourishing B vitamins to help reduce tiredness and fatigue.*
- ✓ Biologically active botanicals, like aloe vera leaf, Siberian ginseng root, peppermint leaf and more.
- ✓ Drink four times throughout your Cleanse Day to maintain energy and focus.
- ✓ Can also include as part of daily routine, either on its own, over ice, or mixed with cold or warm water.

*B vitamins [B6, B12 and niacin (B3)] contribute to the reduction of tiredness and fatigue.

Is Nourish for Life only for Cleanse Days?

No! You can reap the benefits of Nourish for Life every day – we call this 'Everyday Cleansing'. If fasting isn't for you, this is the perfect alternative! Just have one 59ml serving of Nourish for Life either first thing in the morning or before bed in the evening.

How many Cleanse Days can I do per month?

You can include up to four Cleanse Days throughout the month, and it's up to you how this looks. You can do four single Cleanse Days (e.g. one per week), or two Double Cleanse Days, where you do two days back-to-back twice per month.

Ancient ingredients to support your modern life

Ionix Supreme is like mother nature's answer to wellbeing. It's a fortified tonic that's full of botanicals designed to help you tackle the challenges of everyday life.

Researchers have found that a group of plants when consumed daily can help normalise the bodies functions under stress, improve our performance, and reduce fatigue. Take a second to imagine how that might feel... We've combined these botanicals to bring you Ionix Supreme!

- ✓ A carefully selected blend of well-studied but unique botanicals, like eleuthero, schisandra, wolfberry and more.
- ✓ These ingredients have been used for centuries by ancient tribes for prevention and to improve performance.
- ✓ Include as part of daily routine, either on its own, over ice, or mixed with cold or warm water.



Wolfberry



Amla



Eleuthero root



Schisandra



Bacopa



Red ginseng root



In addition to our core products, here's a selection of our other products to help you on your **health and wellness journey...**

IsaDelight™
Guilt free chocolates with feel good ingredients

Individually wrapped chocolates that contain green tea, amino acids, antioxidants and B-vitamins.

- Just 60 calories per square.
- More than just chocolate, with the added benefits of green tea, amino acids and B vitamins to curb your cravings.
- Perfect as a snack between meals, a sweet treat after your meal, and you can even have IsaDelights on your Cleanse Day.



Isagenix Greens™
A simple way to add a blend of green veggies to your day

A blend of green veggies so you can get more goodness into your diet, every day, without any fuss.

- A blend of spinach, kale, spirulina, broccoli, chlorella, and more, all packed into one little scoop.
- Can be mixed with water, IsaLean Shake, or even added to yogurt, pesto, or homemade dressings.
- Suitable for the whole family (4+ years).

Whey Thins™ & Harvest Thins™
A delicious healthy alternative to savoury snacking

Whey Thins and Harvest Thins can help you to satisfy your savoury cravings whilst still staying on track with your goals.

- An alternative to crisps that taste just as good – plus they're healthy too!
- Between 10-11g protein per bag.
- A savoury option for Cleanse Day.



Isagenix Snacks™
The perfect Cleanse Day companion

Isagenix Snacks provide specific nutrients to support you on your Cleanse Days.

- At only 15 calories per wafer, these nutritious bite-sized snacks help reduce cravings and keep you satisfied.
- The chromium in these little wafers can help to maintain your blood sugar levels when you're fasting – so you can carry on your day without flagging.*
- Choose from whey or plant-based options.

**Chromium contributes to normal macronutrient metabolism and to the maintenance of normal blood glucose levels.*



IsaMove™
Natural support for your body

IsaMove provides the right nutrients to help support your body's natural processes that are hard at work while you sleep.

- Includes a blend of psyllium husk, hyssop and peppermint, which have been used for centuries to soothe the digestive system.
- Provides you with a source of magnesium.
- Take 1-2 capsules every evening before bed.



Thermo GX™
Help your body use the energy in the foods you eat

Thermo GX is a supplement designed to be taken with your meals to support your body's metabolism and energy production.

- Provides a source of niacin and chromium to support metabolism.*
- Includes a blend of green tea extract, apple cider vinegar, cayenne and cocoa seed.
- Best consumed alongside your meals.

**Contains niacin and chromium. Niacin contributes to normal energy-yielding metabolism. Chromium contributes to normal macronutrient metabolism.*

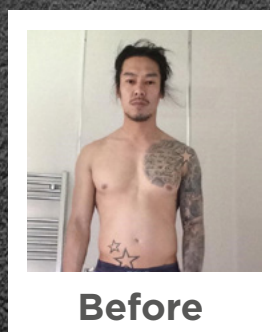
A DAY IN THE LIFE OF PAKKEN YUNG

Pakken is a Brown Belt in Brazilian Jujitsu, a stuntman, a Support Worker, and on top of all that he's also a proud Dad of 3 beautiful boys.

Amidst everything he has going on, Pakken also had a huge transformation on the IsaBody Challenge using Isagenix products! Here's an example of what a typical day would look like on his energy and performance plan.

“The results have been amazing! Very early on I noticed my energy levels went up, and not only has Isagenix helped me to be in the best shape of my life, but I've also gained an amazing community of positive, supportive people!”

Customer since 2019
Challenges Completed: 1



Before

A TYPICAL TRAINING DAY

First thing

30ml Ionix Supreme, 59ml Nourish for Life, cup of coffee and 1 Thermo GX.

Breakfast

Protein smoothie bowl with 3 scoops of Vanilla IsaLean Shake, a scoop of Isagenix Greens, 50g oats, handful of ice and water or almond milk (400-500ml) with a generous sprinkle of granola.

Lunch

Pasta salad with chicken or salmon.

Before training

AMPED Nitro.

2 hour training

Brazilian Jiu Jitsu drilling and technique and sparring.

Intra workout

AMPED Hydrate.

1 hour rest snack

IsaLean Bar or 3 ricecakes with a piece of fruit and 2 IsaDelight.

Before training

e-Shot.

1 hour training

Weight training / strength and conditioning workout.

After training

AMPED Post-Workout and 3 scoops IsaLean Shake + 2 tbsp peanut butter.

Dinner

A balanced plate with 1/3 protein, 1/3 vegetables and 1/3 carbohydrates. This could be salmon, chicken or steak with different coloured vegetables, and carbohydrates such as rice, bulgur wheat or couscous.

Post dinner snack

Protein smoothie bowl with 2 scoops of Vanilla IsaLean Shake, one scoop of Vanilla Isa Pro with a scoop of Isagenix Greens, 50g oats, handful of ice, made with water or almond milk (400-500ml) and a generous sprinkle of granola.

Before bed

59ml Nourish for Life, 2 capsules of IsaMove, 30ml Ionix supreme.

Our **performance products** aren't just for the elite. The right combination and timing of these products can make a significant difference to your results in and out of the gym.

AMPED™

AMPED™ Nitro

Push harder. Train better. Go further.



Training sessions are tough enough, so we've created AMPED Nitro, your new pre-workout solution, to provide energy, strength and focus so you can push harder, train better and go further in your workout.

- A blend of targeted ingredients like arginine, creatine, beta-alanine, caffeine and more.
- Suitable for all abilities - whether you're just getting started or are an elite athlete.
- Consume 15-30 minutes before training.



AMPED™ Post-Workout

Better, faster post-workout recovery

Keeping up with your training schedule is much easier when you recover quickly after a workout. That's why we created AMPED™ Post-Workout!

- Targeted ingredients like tart cherry, curcumin, astaxanthin and collagen to help boost muscle-recovery and ease exercise-related soreness after a hard workout.
- Mix with water, or add to your IsaPro or IsaLean Shake.
- Aim to consume within 30 minutes after your training session.



AMPED™ Hydrate

Optimal hydration for peak performance

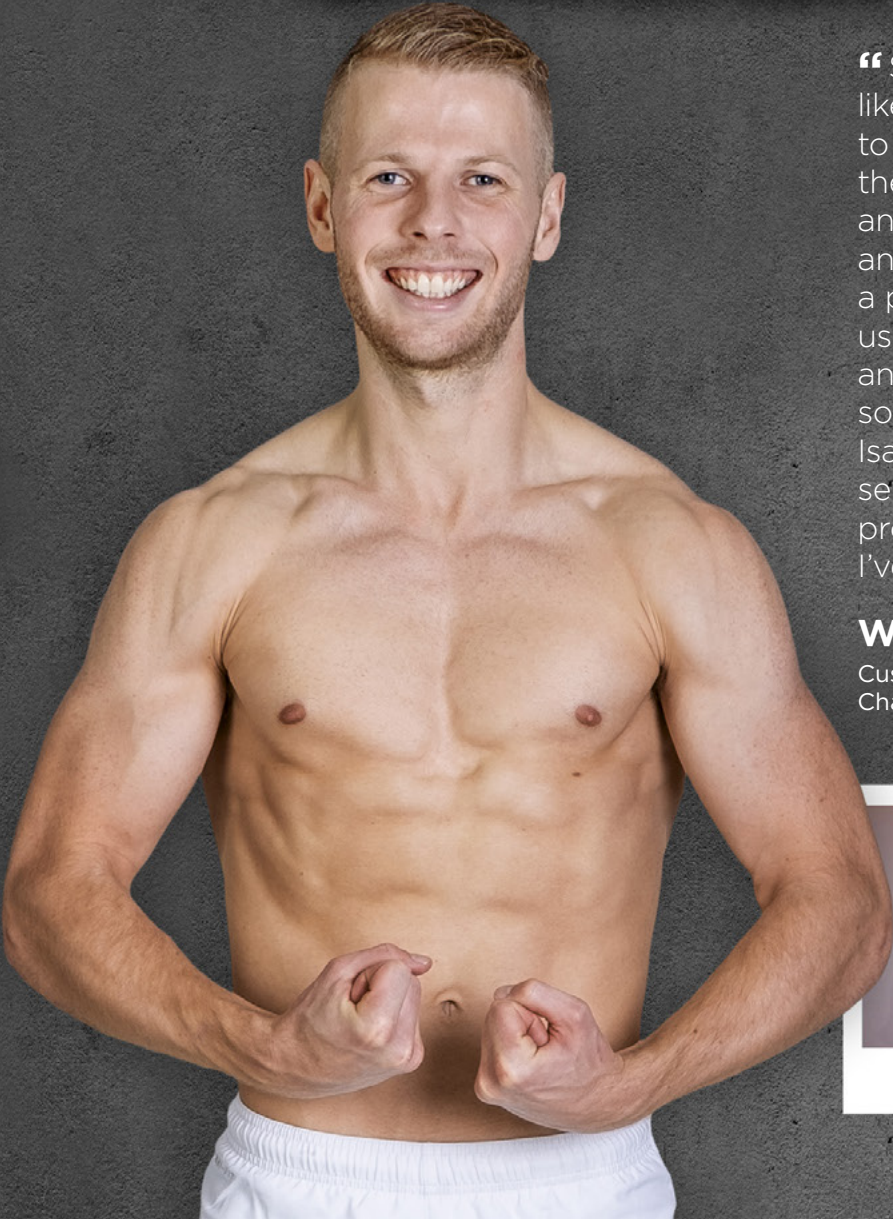
AMPED Hydrate is a refreshing and hydrating drink to quench your thirst all day long.

- When you sweat, you lose more than just water, so when it comes to re-hydrating, we need more than just water too!
- A blend of electrolytes, B-vitamins and vitamin C for hydration in the gym or on the go.
- Only 35 calories per serving.



AMPED™ Nitro and AMPED™ Post-Workout carry the Informed Sport certification, which screens for more than 160 substances banned in sport.

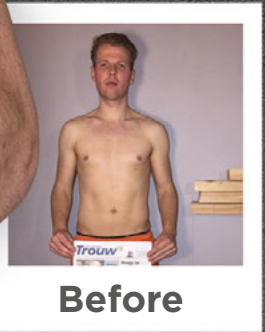
- Recognised by the World Anti-Doping Agency.
- Rigorous testing on ingredients and finished products.
- Every batch tested.
- Not contaminated with banned substances.
- Certified products safe for athletes.



“Starting the IsaBody Challenge seemed like a small decision, but it's turned out to be life changing. Before the challenge the Willem I saw in the mirror wasn't me anymore. I was unhappy, I was always tired and going to the gym once a month was a push. But then I met someone who was using Isagenix and they were full of energy, and I thought I want whatever she's got, so I took the plunge and signed up to the IsaBody Challenge! Now I've got more self-esteem, energy, Isa friends, a body I'm proud of and I'm feeling happy again! I've become the person I want to be!”

Willem Lange

Customer since 2018
Challenges Completed: 3



In addition to our **AMPED** range, here's a selection of our other products to help you reach your performance goals...

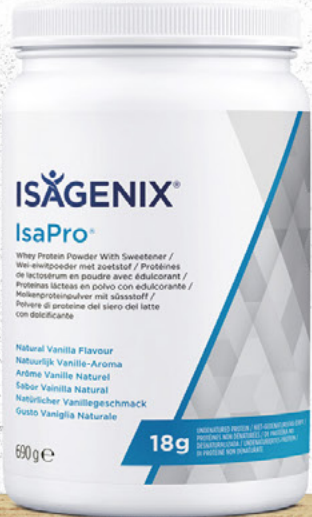


e-Shot™

The natural pick-me-up

e-Shot isn't your typical energy drink. The blend of natural ingredients makes it a healthy alternative to high-calorie, excessively caffeinated, artificially sweetened energy drinks.

- A blend of hand-picked botanicals like Siberian ginseng, schisandra, hawthorn and more.
- Paired with 80mg plant-based caffeine from green tea and yerba mate.
- Jump start your day, combat afternoon lulls, or power through your Cleanse Days with e-Shot.



IsaPro®

The ultimate muscle-building protein*

An easy way to get the extra protein you need whether you're at home, on the go, or after a workout.

- 18g of undenatured whey protein per scoop.
- Whey protein naturally contains branched-chain amino acids like isoleucine, leucine and valine.
- Mix with water, add to your IsaLean Shake, or other recipes like oats, pancakes or smoothies.

**Protein contributes to growth in muscle mass as well as the maintenance of muscle mass.*



IsaLean™ Bar

A protein packed snack to satisfy your sweet tooth

IsaLean Bar is the ideal go-to snack, made from wholesome ingredients with enough protein and fibre to keep you going until your next meal.

- 18g protein and 2-6g fibre in every bar – the perfect combination to keep you feeling full between meals.
- A convenient protein boost after your workout.
- Eat half or a whole bar.



“I’m keen at keeping both my mind and body healthy in my 40s, and I choose to do this through CrossFit every morning at 6.30. My day starts with AMPED Nitro to give me energy for my training, which helps me push past plateaus and reach new goals. I always have an IsaLean shake with a scoop of IsaPro after training to get a good intake of protein before breakfast. Alongside my healthy whole food meals I have another IsaLean Shake in the afternoon, and this extra nutrition really helps with my training sessions. Without it I can feel sluggish, so I rely on Isagenix for my extra nutrition throughout the day!”

Elaine Ash
Customer since 2017
Challenges Completed: 7



ISAGENIX.