

Start Earning
Today
with the
IsaWealth™
System

Your path to financial
freedom, working from
home and spending more
time with your family.



**ISAGENIX**

**World leader in
nutritional cleansing.**



Isagenix — World leader in nutritional cleansing.

Isagenix is a key player in the \$500-billion-a-year health and wellness market, and is one of the fastest-growing companies in North America. Since its inception in 2002, Isagenix's revolutionary nutritional cleansing and fat burning system, health products and rewarding wealth-creation system have helped hundreds of thousands of people improve their quality of life.



Isagenix's products apply proven principles of a healthy and lean lifestyle—mainly a low-calorie, nutrient-rich diet and an increase in physical activity—with the addition of a proprietary nutritional cleansing system that helps you:

- Safely lose unwanted pounds and inches.
- Cleanse harmful impurities from your system.
- Burn fat and build muscle.
- Naturally reduce unhealthy cravings.
- Gain energy and improve mental clarity.

Our Vision

To impact world health and free people from physical and financial pain, and in the process create the largest health-and-wellness company in the world.

Meet the Founders

Our Founder and Formulator John Anderson and Co-Founders Jim and Kathy Coover all came out of retirement to create a company that provides a better quality of life.

*Founder and
Formulator
John Anderson*



Co-Founders Jim and Kathy Coover

Jim and Kathy Coover

President and CEO Jim Coover brings unique breadth and depth to the Isagenix team. His leadership and contributions have played a pivotal role in shaping the Direct Sales industry. Before starting Isagenix, he helped produce one of the fastest-growing weight-loss companies in history.

Executive Vice President Kathy Coover is a nationally recognized and respected field leader and trainer in the Direct Sales industry. Her training and support systems have helped create many millionaires and helped tens of thousands of entrepreneurs achieve new levels of success.

John Anderson

Founder and formulator John Anderson has developed more than 2,300 different nutritional and weight-loss products for more than 600 different companies. His products are recognized and respected worldwide.

Be Rewarded...

with one of the most generous compensation plans in network marketing history



Isagenix co-founders Jim and Kathy Coover (left) and COO/CFO Jim Pierce (right) flank some of the first Isagenix millionaires, including (front) Jimmy Smith and Tony Escobar; and (back) Renata Lee, Peter Oelmann, Carole Taylor and Randi Escobar

5

Ways to Make Money

People are making a fortune just by sharing their own Isagenix product success stories. You can too—through Retail Profits, Product Introduction Bonuses, Team Bonuses and 10% Matching Team Bonuses.

1. Retail Profits

When you become an Associate (see “Rank Qualifications” on page 10), you’re provided your own Retail Business Center (RBC) so you can order Isagenix products at wholesale prices. Not only does this save you money on your own consumption, but it also allows you to sell products to your own customers and earn retail profits in two different ways.

- Sell retail from your own inventory to earn up to 50 percent profit.
- Send your customers to your Associate Web site to make Retail Direct purchases. For a small processing fee for each transaction, Isagenix will do all the work for you. We collect the funds, ship the product and send you the profits.

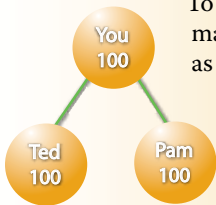


2. Product Introduction Bonuses (PIBs)

As an Associate, you can immediately earn a Product Introduction Bonus (PIB) of \$10-100 each time you personally enroll another Associate with Isagenix who chooses to purchase one or more of the optional introduction paks. Please see the Associate Enrollment Application for more information.

3. Team Bonuses (Cycles)

Team Bonuses provide you a powerful way to develop a lasting stream of residual income.



To earn Team Bonuses, you must maintain Active status and qualify as a Consultant by signing up two Associates—one each on your Left Sales and Right Sales Teams—who maintain Active status (see “Rank Qualifications”). Then build your Left and Right Sales Teams. The Business Volume (BV) you accumulate from those teams (from sales of bonus-eligible products) is then paid to you as Team Bonuses every time you generate a Cycle. Your BV accumulates no matter how many levels deep. (See “How Team Bonuses Work.”)

4. 10% Matching Team Bonuses

Once you become an Executive (see “Rank Qualifications”), you qualify for a 10% Matching Team Bonus as long as you maintain Paid As status. The match is paid to you from income generated from all the personally enrolled Consultants and Executives on your Left and Right Sales Teams (up to 25 Cycles per personally enrolled Consultant or Executive).

Here’s an example: As an Executive maintaining Paid As status, if one of your personally enrolled Consultants earns 100 Cycles in Team Bonuses, you earn an extra 10 Cycles.

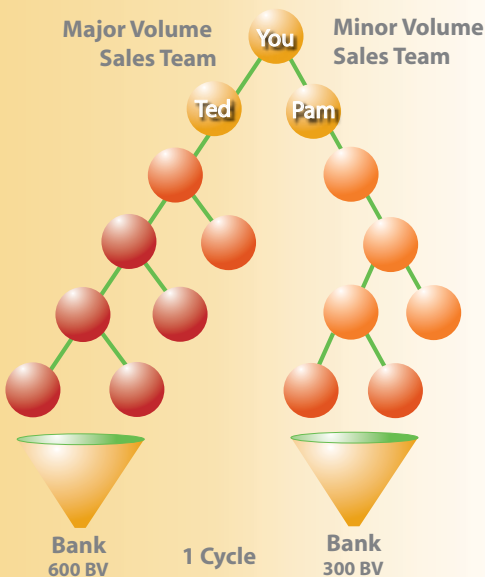
The benefits of the 10% Matching Team Bonuses are powerful because they encourage you to work directly with your team and help everyone become successful. As an Independent Isagenix Associate, you work *for yourself*, but never *by yourself*.

5. Generation Bonuses

Associates can also build their Isagenix teams worldwide by participating in our Global Compensation Plan featuring Generation Bonuses. Contact your Independent Isagenix Associate for details.

How Team Bonuses Work

Visualize your organization as having a bank at the bottom of each of your Left and Right Sales Teams, one on your Left Sales Team and one on your Right Sales Team. As sales occur anywhere within your Sales Teams, regardless of depth, the Business Volumes (BV) accumulate in each bank. As a Paid As Consultant, you earn a Cycle each time you accumulate 900 Business Volume total—at least 600 BV of which is from one team, and 300 BV from the other.

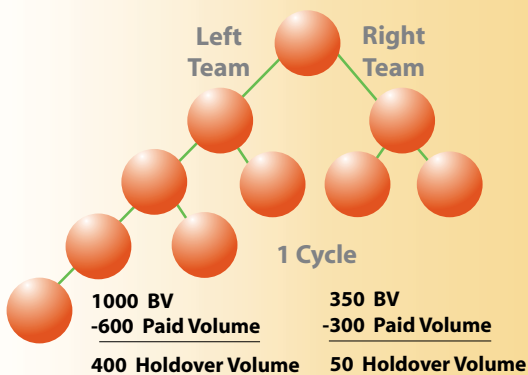


Holdover Volume

Another exciting feature of our plan is our Holdover Volume. Let's assume you've accumulated 1,000 in BV from your Left Sales Team and 250 BV from your Right Sales Team, and a new sale of 100 BV occurs from your Right Sales Team.

When the new sale is added to your Right Sales Team, you now have 350 BV on your Right. Because you have accumulated 600 BV and 300 BV, a Cycle occurs. Once this happens, the 600 BV is deducted from the Left and 300 BV is deducted from the Right, leaving you a Holdover Volume of 400 BV on the Left and 50 on the Right.

This process will occur as long as you remain an Active Paid As Consultant or until the end of any day you've accumulated a Mega Cycle (minimum of 100 total Cycles). At this point, Isagenix will allow you to "hold over" up to 12,000 BV in your Major Volume Sales Team and keep all remaining volume in your Minor Volume Team as Holdover Volume. This process can repeat itself over and over again as you continue to grow your business and your income.



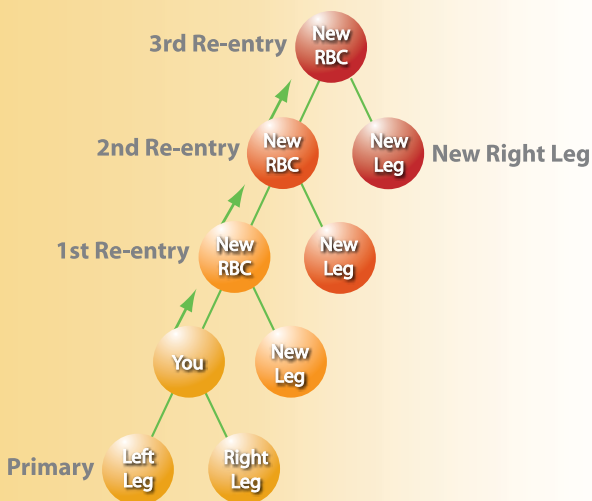
Because the plan pays you on your entire organization (Left and Right Sales Teams) no matter how deep it may grow, you can Cycle multiple times each day. You can earn up to 250 Cycles and 250 Matching Team cycles each week from your Primary RBC.

Our Values

The credibility of a company rests heavily on its values. The key to our success at Isagenix strongly lies in our commitment to **integrity, freedom, wellness, family, passion, purpose** and **personal excellence**.

How to Earn Unlimited Income

Qualified Executives will have the opportunity to earn additional income with Executive Re-entry RBCs. Simply maintain Paid As status and build your organization to where it's producing 250 Cycles in a single week. You'll then have the option of applying for an upline Executive Re-entry RBC positioned immediately above your existing Primary RBC. You may repeat this process over and over.



"Like many immigrants, I came to this country with a very big dream. And, of course, I pursued many ventures. Finally I found Isagenix, and now I'm living my dream."

Luna P., Canada



"You just take the stuff, lose the weight, tell your story and everybody wants it—what's wrong with that? Hmmm, sounded like a good business opportunity to us."

RGG Group, Colorado

Rank Qualifications

Associate

Submit an Isagenix Independent Associate application for the Associate Support System. An annual fee of \$49 is required (\$36 with Autoship).

Consultant

Personally enroll two Associates—one for your Left Sales Team and one for your Right Sales Team—who maintain Active status.

Star Consultant

Personally enroll five Associates who have become Consultants and maintain Paid As status.

Executive

Personally enroll 10 Associates who have become Consultants—five for your Left Sales Team and five for your Right Sales Team—and maintain Paid As status. If you are able to do this within six months of your join date, you achieve the rank of Crystal Executive.

Golden Circle Program

The Golden Circle Program recognizes our Executives for reaching new milestones in their weekly Isagenix income. Here's how it works:

- 1 Star Golden Circle ★ 10 Cycles
- 2 Star Golden Circle ★ 20 Cycles
- 3 Star Golden Circle ★ 40 Cycles
- 4 Star Golden Circle ★ 60 Cycles
- 5 Star Golden Circle ★ 100 Cycles
- 6 Star Golden Circle ★ 200 Cycles
- 7 Star Golden Circle ★ 400 Cycles
- 8 Star Golden Circle ★ 600 Cycles
- 9 Star Golden Circle ★ 800 Cycles
- 10 Star Golden Circle ★ 1000 Cycles

Note: Isagenix will count Team Bonus Cycles and Matching Team Bonus cycles toward your qualification.

Important Terms to Know

Active Status

The status when an Associate has 100 PV in the previous 30 days. You must be active to accumulate BV.

Business Volume (BV)

A point value assigned to each commissionable product.

Cycle

The total accumulation of 900 BV in your Sales Team where at least 1/3 (300 BV) is in the Minor Volume Sales Team and 2/3 (600 BV) is in the Major Volume Sales Team. A Cycle triggers a Team Bonus based on qualification.

Personal Volume (PV)

The combination of the BV of your personal orders and the BV of Retail Direct Customers ordering from your Web site.

Retail Business Center (RBC)

A position to track placement genealogy and BV of your downline sales team.

Financial Freedom
means living your dreams
and seeing each day as a
fulfilling adventure.



"We were introduced to Isagenix by a friend. We fell in love with their products, the company and their mission. With no previous experience in this business, we went on to earn a six-figure income within the first six months. Isagenix has given us an opportunity of a lifetime—to live our passion making a difference in peoples' lives and living my dream of being home with my three children."

Kathy and Todd H., Utah

Creating Wealth, Changing Lives

The IsaWealth System offers one of the strongest payouts of any network marketing company. We guarantee to pay out 50 percent of our entire Business Volume on bonus-eligible product in the form of Team Bonuses (Cycles) to our Independent Associates. As you use and share the “no-compromise” high-quality cleansing, nutrition and skin care products, the IsaWealth System can provide a logical and rewarding pathway to a better financial future not just for yourself, but for many others.



“Our home is now free and clear. We have the ability to pay cash for anything we want! We recently moved and have purchased seven more homes—four that are totally paid off, with two more to be paid off soon.”

Don and LaRee N., Utah



“As a chiropractic doctor, my mission is to increase health and wellness. With Isagenix, I’ve been able to expand that mission dramatically without sacrificing time with my family. In fact, Isagenix has made it possible for me to sell my practice and create a wonderful life filled with quality family time, travel and incredible residual income.”

Dr. Robert G., D.C., Arizona

A comprehensive video and additional details are available online. For more information, please contact your Independent Isagenix Associate.



Earning levels for Isagenix Independent Associates that appear in this publication should not be construed as representative of fixed or typical income earned with an Isagenix business, nor are they intended to represent that other Associates will eventually achieve the same level of income. Income level achievements are dependent upon the individual.