



# HOW TO SAFELY TALK ABOUT CLEANSING

One of the many health benefits of Isagenix's flagship product, the Cleansing and Fat Burning System, is helping people to lose weight. Due to the continual saturation of weight-loss gimmicks in the marketplace, the Federal Trade Commission (FTC) has extremely specific rules of what can and can't be said about losing weight. Here are some guidelines on how you can talk safely about cleansing and weight loss.

## WHAT WE CAN'T SAY ABOUT CLEANSING

According to the FTC, "a claim is too good to be true if it says the product will..."

1. Cause weight loss of two pounds or more a week for a month or more without dieting or exercise

*Example* - By taking Cleanse for Life with every meal I lost 10 pounds without eating less or exercise

2. Cause substantial weight loss no matter what or how much the consumer eats

*Example 1* - Cleanse for Life removes toxins/impurities, which makes you lose weight

*Example 2* - Toxins/impurities make you gain weight, so Cleanse for Life helps you lose weight

*Example 3* - Natural Accelerator capsules will stimulate weight loss.

3. Cause permanent weight loss (even when the consumer stops using product)

*Example* - After you cleanse, you won't gain the weight back

4. Block the absorption of fat or calories to enable consumers to lose substantial weight

*Example* - Ionix Supreme blocks calories

5. Safely enable consumers to lose more than three pounds per week for more than four weeks

*Example* - I lost 30 pounds in 30 days safely

6. Cause substantial weight loss for all users

*Example* - Anyone can lose a lot of weight with Isagenix

7. Cause substantial weight loss by wearing it on the body or rubbing it into the skin

*Example* - I sprayed myself with Ionix Supreme and lost 10 pounds

## WHAT YOU CAN SAY ABOUT CLEANSING

According to the FTC, weight loss is only safe when due to a reduced calorie diet and/or exercise.

Here are some preferred ways to talk about cleansing and weight loss:

- The Cleansing and Fat Burning System helps you remove impurities, and can also help you lose weight through nutritional cleansing, meal-replacement shakes, high-quality nutrients and regular exercise.
- Cleansing has been practiced throughout history to help remove impurities and encourages natural weight loss and optimal health.
- Along with a reduced-calorie diet and exercise, nutritional cleansing is the missing link that helps you lose weight.
- While cleansing, Cleanse for Life nourishes your body with natural herbs, vitamins and minerals.
- Lose weight and become healthier through nutritional cleansing with Cleanse for Life, replenishing the body with delicious meal-replacement IsaLean Shakes, and revitalizing with high-quality nutrients from Ionix Supreme.
- I lost 20 pounds by following the Cleansing and Fat Burning System. Results may vary.
- Cleanse your way to a healthier, leaner body.
- Now in our toxin-laden environment, cleansing is more important than ever. (No mention of weight loss or disease.)
- Research shows that a reduced-calorie diet high in nutrients helps people lose weight and live longer. Now recent studies show nutritional cleansing can also help.