

A Simple Guide to a Healthier You

Weight-Loss Solutions



Welcome to Isagenix!

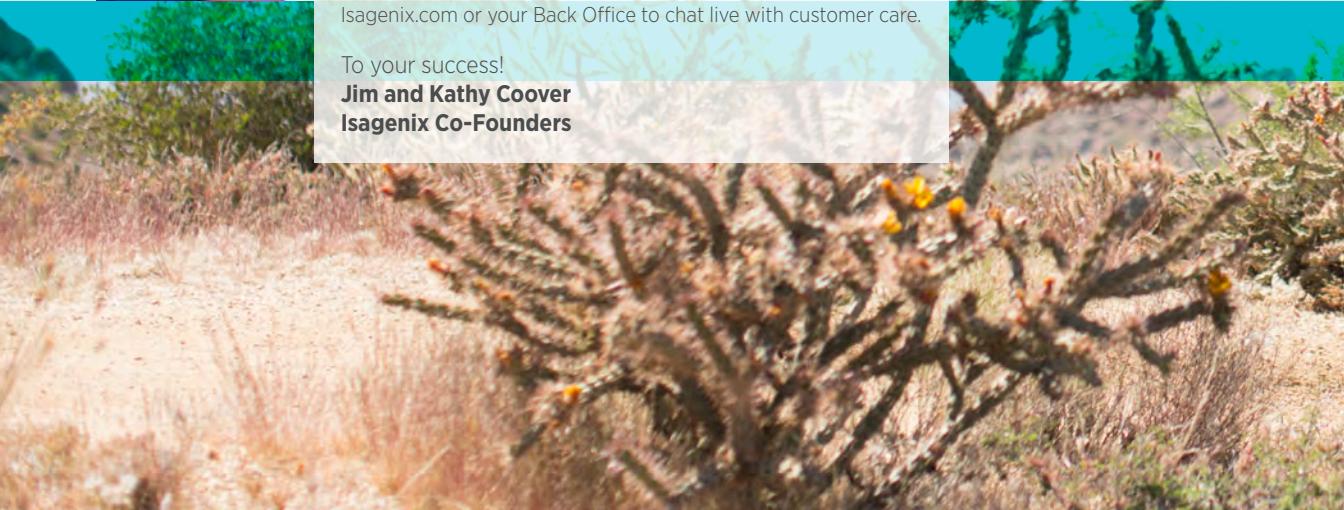
On behalf of the hundreds of thousands of successful Isagenix product users worldwide, we want to congratulate you on starting a journey that can transform your health.

This guide is designed to help you amplify your success. It is simple, easy to follow, and developed by experts and used by people like you who have been successful at reaching their goals and claiming a healthier lifestyle they can sustain for the rest of their lives.

Our goal is to put you in control of your health and to help you learn how to incorporate these nutritional products and healthy eating habits into your and your family's lifestyles. As you read through this guide, you will learn about many of the tools we have in place to support you. No matter what, if you have a question about a product, contact 1-877-877-8111 (toll-free) or visit Isagenix.com or your Back Office to chat live with customer care.

To your success!

Jim and Kathy Coover
Isagenix Co-Founders



This guide is divided into five sections:

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GETTING STARTED

- Set Your Goals
- Take the Pledge
- Take Your Picture
- Take Your Measurements

Your Personal Pledge & Vision Statement will help you solidify your commitment and identify who your Support Team is. This is one of the most important steps to getting started, so take your time and be thoughtful.



PERSONAL PLEDGE & VISION STATEMENT

I, _____, am fully committed to creating a breakthrough in my personal health and quality of life. My goal is to reach and maintain my target weight of _____ by losing _____ pounds while increasing my lean muscle weight.

My “Why”

I know that my success will greatly improve my health, energy levels, and overall quality of life. My life will be better with each day that I get closer to reaching my goal, because I will be able to _____
_____.

My Support Team

Research has proven that written goals are much more likely to be achieved and sharing your goals with others will further support your success.

My Coach is _____. My Coach is there not only to offer support, encouragement, and advice, but also to answer questions and guide me through my journey to a healthier, new lifestyle.

I will surround myself with positive people who will support me and understand how important my Isagenix program is to me. My Support Team includes:

Signed: _____ Date: _____

Coach Signature: _____ Date: _____

YOUR PATH TO SUCCESS BEGINS HERE.

- 1 Weight loss is important, but *inches lost* is also an important measurement. Take your measurements and track your success with our easy-to-use measurement tracker (back panel). Focus on how you feel and how your clothes fit rather than simply focusing on the scale.
- 2 Share your goals with your Support Team members you identified on your Personal Pledge & Vision Statement, and invite them to join you in your transformation. Ask your Coach how you can get paid for sharing Isagenix products with others.
- 3 Follow the right monthly schedule and Shake and Cleanse Day planner on Pages 9 and 10 to remind you when to take each product.
- 4 Buy healthy foods and plan great-tasting meals. Limit temptations by removing unhealthy foods and snacks from your home including soda, foods with artificial sweeteners and coloring, and other “junk” foods. See meal planning tips on page 11.
- 5 Read your Vision Statement daily.
- 6 Join the IsaBody Challenge to help you achieve your transformation and earn a \$200 product certificate. Learn more at IsaBodyChallenge.com.



Amyra Mondon
Grand Prize Winner
IsaBody Challenge® 2014

Take a “before” photo

to see the progress you’ve made when you reach your goal. “Before” and “after” photos are a great way to see just how far you’ve come. This picture can also serve as your “before” picture for the IsaBody Challenge.

If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight-control program, consult your physician before using Isagenix products or making any other dietary changes. Discontinue use if adverse events occur.

Weight loss should not be considered typical. In a study performed in 2012 by University of Illinois at Chicago researchers, subjects lost an average of 9 pounds with an average of 2 pounds of the loss from visceral fat after 30 days on an Isagenix System. The subjects also had a greater level of adherence and had more consistent weight loss from week to week compared to subjects on a traditional diet.

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

YOUR PRODUCTS

What makes Isagenix unique and special is our no-compromise approach to product formulation and our convenient solution systems.

Let's take a moment to get to know the nutritious and delicious products you are about to experience.

1. IsaLean Shake

IsaLean® Shake is one of the core pillars of the Isagenix Cleansing and Fat Burning System. It is a delicious, complete meal replacement with 24 grams of high-quality whey and milk protein, energy-fueling carbohydrates, good fats, filling fiber, and a full array of vitamins, minerals, and enzymes packed in under 300 calories per shake. When used as part of a system, this clinically tested, low-glycemic meal keeps you feeling full longer and helps you lose unwanted fat while maintaining your lean muscle.

This delicious proprietary formula, available in both IsaLean Shakes and Soups, delivers dense nutrition. Replacing two meals a day with an IsaLean Shake while on an Isagenix Cleansing and Fat Burning System enables you to easily reduce your caloric intake without sacrificing nutritional needs.

IsaLean Shake Dairy-Free

Anyone with a plant-based lifestyle or dairy sensitivities now has more shake options. IsaLean Shake Dairy-Free in Vanilla Chai and Rich Chocolate uses pea and whole grain brown rice protein while Natural Berry Harvest uses pea and hemp protein.



IsaLean Shake in Creamy Dutch Chocolate, Creamy French Vanilla, and Strawberry Cream



Flavor Options



Canister

or



Packet

Your Choice



Packet



Flavor Options

IsaLean Shake Dairy-Free in Rich Chocolate, Vanilla Chai, and Natural Berry Harvest



Liquid

or



Powder



Liquid

or



Powder

2. Cleanse for Life

Cleanse for Life® is neither a laxative nor a diuretic, but rather a whole-body nutritional cleansing drink formulated with natural ingredients shown to support your body's ability to cleanse toxins that cause oxidative stress. Cleanse for Life is essential for Cleanse Days, but can also be enjoyed as an everyday drink, and provides the nourishment, antioxidants, and support for healthy detoxification.[†]

3. Ionix Supreme

This daily proprietary Adaptogen-rich concentrate was designed to normalize and balance your body's systems and support its ability to combat the effects of stress. Taken daily and as part of Cleanse Days, Ionix® Supreme promotes overall health, sharpens mental focus, and quickens recovery.[†]

4. Isagenix Snacks

These chocolate, vanilla, or berry wafers contain a perfect balance of nutrients and calories. Isagenix Snacks™ offer support on Cleanse and Shake Days by helping take the edge off hunger just enough to banish cravings.

5. Natural Accelerator

Natural Accelerator™ naturally aids the body's metabolism to help you burn fat without the "jitters."[†]

6. IsaFlush

IsaFlush® combines half of your daily need for magnesium with gentle cleansing herbs and ingredients to aid in digestive regularity and improved overall health. A balanced digestive system improves the body's ability to absorb nutrients and eliminate waste.[†]

7. AMPED Hydrate

AMPED™ Hydrate is a refreshing, hydrating sports drink that delivers optimal levels of electrolytes and carbohydrates to replace, re-energize, and rehydrate the body during exercise. *AMPED Hydrate can be used on Cleanse Days if you are exercising.*

[†] Ionix Supreme, IsaFlush, and AMPED Hydrate not included in 9-Day System.



YOUR SYSTEM

Isagenix offers a variety of weight-loss systems. All of these systems are a combination of Shake Days and Cleanse Days, which are nutritionally solid, science-based, and designed to work with your body's systems to help rid itself of toxins and aid your efforts to remove unwanted body fat. Enjoy complete weight-loss support with additional Isagenix products to curb cravings, satisfy snacking needs, and so much more.



Lori & Chris Harder
Isagenix Associates since 2010



DAIRY
FREE
OPTION
AVAILABLE

30-DAY CLEANSING AND FAT BURNING SYSTEM

Our 30-Day System is our most popular and successful weight-loss solution for people starting on their weight-loss journey! This system is ideal for people who want to lose weight using a long-term, flexible program. Throughout the use of this system, our goal is for you to gain deep familiarity and confidence in the core Isagenix products, and you will establish new lifestyle habits that will support you the rest of your life as part of a new foundation for healthy eating.



CUSTOM 30-DAY CLEANSING AND FAT BURNING SYSTEM

Customize your system to make weight loss work for you! Simply start with the base pak and use the included voucher to select additional products you enjoy to complete your system and help you on your healthy lifestyle journey.



WEIGHT LOSS VALUE/ PRESIDENT'S PAK

The Weight Loss Value Pak has enough products to try for yourself...and plenty to share with friends and family who are interested in healthy weight loss, better body composition, and overall health.



DAIRY
FREE
OPTION
AVAILABLE

9-DAY DEEP CLEANSING AND FAT BURNING SYSTEM

The 9-Day System is a more ambitious approach to weight loss requiring a higher level of commitment, but an excellent choice for those seeking to jump-start their weight loss or overcome a plateau.

It involves starting a minimum of two Shake Days, followed by two consecutive Deep Cleanse Days. On Deep Cleanse Days, you will be consuming Cleanse for Life, liquid or powder, mixed according to instructions four times throughout the day.

A 2012 study from the University of Illinois at Chicago found an average weight loss of 9 pounds with an average visceral fat loss of 2 pounds after 30 days on an Isagenix system. Results may vary based on your own individual metabolism and energy expenditure.

USING YOUR CLEANSING & FAT BURNING SYSTEM COULDN'T BE EASIER.

Your Cleansing and Fat Burning System relies on two easy-to-follow components:

Shake Days & Cleanse Days.

Here's how each works.

WHY CLEANSE?

Unlike harsh laxative cleanses, Isagenix Cleanse for Life is scientifically developed to nourish your body with the vital nutrients it needs while ridding your body of impurities.

Cleansing isn't about deprivation; it's about nourishment! **You will be amazed at how easy it is to cleanse.**



SHAKE DAYS:

Replace conventional meals with 2 IsaLean Shakes per day + 1 healthy, low-glycemic, 400-600-calorie meal.

Most people enjoy a shake for breakfast, plan their meal for lunch, then enjoy another shake for dinner. But you can easily plan your one meal for either dinner or lunch—it's your choice!

Drink 1 serving of Ionix Supreme before your shake + take 2 Natural Accelerator capsules (1 in the morning and 1 in the afternoon).

Drink enough water throughout the day to stay well hydrated.

Plan 2 snacks a day: 1 mid-morning and 1 mid-afternoon. *See below.*

Take 1-2 IsaFlush capsules with 8 oz of water before bedtime.

Snack Options

- IsaDelight®
- e+™
- Isagenix Greens™
- Isagenix Fruits™
- Slim Cakes®
- Whey Thins™
- Fiber Snacks™

Pro Tip: Plan your low-glycemic, 400-600 calorie meals in advance. *Some people find it beneficial to plan a full week of meals at one time.*

Pro Tip: For people engaging in physical activity, consider increasing your protein by enjoying an IsaLean PRO Shake instead of an IsaLean Shake, or add a scoop of IsaPro® to your favorite IsaLean Shake. Extra protein can help curb hunger and satisfy longer.

CLEANSE DAYS:

Enjoy 4 deep cleanse servings:

- 1 in the morning
- 1 at noon
- 1 late afternoon
- 1 at dinnertime

Drink 1 serving of Ionix Supreme when you wake up and (optional) in the early evening + take 2 Natural Accelerator capsules (1 in the morning and 1 in the afternoon).

Drink Isagenix Coffee throughout the day to boost energy, if needed. Be sure to stay properly hydrated throughout Cleanse Days.

Enjoy 4-6 Isagenix Snacks throughout the day to curb cravings (any flavor or combination).

Choose 2 snacks a day from the options below: 1 mid-morning and 1 early evening.

Take 1-2 IsaFlush capsules with 8 oz of water before bedtime.

Snack Options

- 1-2 IsaDelight chocolates (Choose from four delicious flavors.)
- ¼ apple or pear
- 1 serving of AMPED Hydrate (if exercising)
- 1-2 servings of e+™
- 1 Bag of Whey Thins™*

**Whey Thins are now approved for Cleanse Days when enjoyed as the only snack option. Limit one bag throughout the day.*

See Page 11 for healthy guidelines on meals. Optional servings and additional items listed above that are not included in your Isagenix System, such as many of the snack options, will need to be purchased separately.

These calendars can help guide you through your system. If you would like to create your own calendar, see the inside back panel.

30-DAY CALENDAR: OPTION A

Day 1 S**	Day 2 S**	Day 3 C	Day 4 S	Day 5 S	Day 6 S	Day 7 S
Day 8 S	Day 9 S	Day 10 C	Day 11 S	Day 12 S	Day 13 S	Day 14 S
Day 15 S	Day 16 S	Day 17 C	Day 18 S	Day 19 S	Day 20* S	Day 21 S
Day 22 S	Day 23 S	Day 24 C	Day 25 S	Day 26 S	Day 27 S	Day 28 S
Day 29 S	Day 30 S					

30-DAY CALENDAR: OPTION B

Day 1 S**	Day 2 S**	Day 3 C	Day 4 C	Day 5 S	Day 6 S	Day 7 S
Day 8 S	Day 9 S	Day 10 C	Day 11 C	Day 12 S	Day 13 S	Day 14 S
Day 15 S	Day 16 S	Day 17 S	Day 18 S	Day 19 S	Day 20* S	Day 21 S
Day 22 S	Day 23 S	Day 24 S	Day 25 S	Day 26 S	Day 27 S	Day 28 S
Day 29 S	Day 30 S					

9-DAY CALENDAR

S**	S**	Day 1 C	Day 2 C	Day 3 S	Day 4 S	Day 5 S
Day 6 S	Day 7 S	Day 8 C	Day 9 C			

S=Shake Day **C**=Cleanse Day

*To ensure you have product for next month, be sure to enroll in Autoship. Speak with your Coach for more details.

**Two Shake Days are recommended prior to your first set of back-to-back Deep Cleanse Days. These days help to create an environment in the body that helps enhance the effects of cleansing. The 9-Day System comes with enough servings of IsaLean Shake to complete seven full Shake Days.

THE MAIN COURSE

For your 400–600-calorie meal on Shake Days, whether it be for lunch or dinner, make it balanced. That means being nutrient-dense and containing the right balance of protein, carbohydrate, fat, and fiber. Follow these suggestions below to make crafting a healthy third meal easy and delicious.



Portion Size:
Thumb

GOOD FATS

- Coconut oil
- Olive oil
- Avocado
- Other cooking oil



Portion Size:
Size of 2 Fists

VEGETABLES

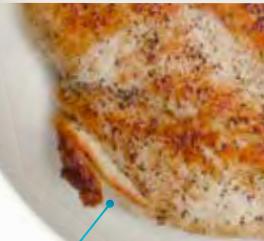
- Raw veggies
- Cooked veggies
- Veggie soups
- Fresh fruit



Portion Size:
Palm of Hand

PROTEIN

- Poultry
- Beef/game/lamb
- Fish
- Eggs
- Low-fat dairy
- Peas
- Lentils
- Beans



Portion Size:
Size of Fist

COMPLEX CARBS

- Grains
- Quinoa
- Brown rice
- Sweet potatoes or yams
- Cereals (sugar-free, whole grain)
- Legumes

SAMPLE RECIPES

Dairy-Free/Vegan



RICH LENTIL VEGETABLE SOUP

- 1 cup dry lentils, rinsed and sorted
- 1 clove garlic, minced
- ½ cup diced red bell pepper
- 1 small carrot, peeled and chopped
- 3 tablespoons olive oil
- 3 cups low-sodium vegetable broth
- 3 cups fresh leafy greens, such as spinach, kale, or chard, washed and roughly chopped, stems discarded
- *Optional: fresh lemon wedges to serve*

Place lentils in a medium pot with enough water to cover by 2 inches. Bring to a boil, then reduce to simmer for about 20 minutes or until tender. Drain lentils into a colander and rinse under cold water.

Meanwhile, heat olive oil in a soup pot. Add garlic, bell pepper, and carrot and cook until tender. Add the drained lentils and broth, bringing to a simmer. In the last few minutes of cooking, stir in the leafy greens until wilted, then remove from heat. Divide between large soup bowls and serve immediately. Makes two servings.

Per Serving: 570 calories, 25 grams protein, 22 grams fat, 67 grams carbohydrate, 4 grams sugar, 12 grams fiber



SAVORY SALMON SALAD

- 2 cups shredded romaine lettuce (or lettuce of choice)
- 4 oz baked salmon
- ½ cup cooked fava beans
- 2 small potatoes, baked & halved
- Homemade salad dressing (*See below for instructions.*)

Bake salmon fillet (4-6 minutes at 450 degrees Fahrenheit). Combine salad greens, beans, and potatoes. Top with salmon fillet and drizzle with homemade salad dressing.

Homemade Salad Dressing

- 3:1 oil to vinegar (or lemon juice)
- Add a dash of soy sauce or sea salt
- Add 2 teaspoons honey or maple syrup
- Add cashews or almond butter
- Add flavor with herbs and spices of choice

Per Serving: 575 calories, 38 grams protein, 46 grams carbohydrates, 12 grams fat, 8.5 grams fiber

Go to [Isagenix.com/en-US/Products/Recipes](https://www.isagenix.com/en-US/Products/Recipes) for more recipes.

YOUR NEW LIFESTYLE

Once you've reached your goal, you'll probably ask yourself, "What next?" The answer is simple: a lifelong healthy lifestyle for you and your family.

“*Isagenix changed my life, body, and spirit. I am forever transformed!*”

Elizabeth Martinsen

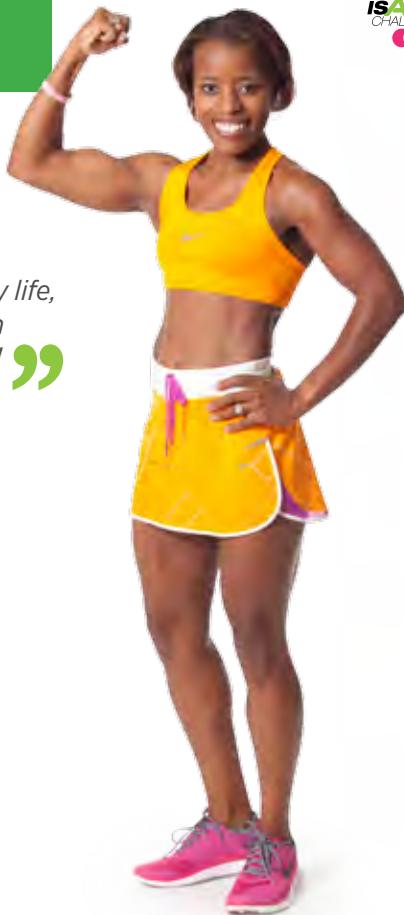


Randy and Elizabeth are proof that success doesn't happen overnight. Your final goals may require more than one 30-Day System, but with consistency and determination, Isagenix can help you continue to achieve the results you want!

“*My new lifestyle transcends across weight loss, healthy aging, energy, and performance!*”

Randy Flood

Four Challenges completed



MAINTENANCE PROGRAM

The Isagenix lifestyle doesn't end at the completion of your 30-Day System. Many people transition to a new Isagenix Solution or use our helpful lifestyle maintenance recommendations below.

- 1 Enjoy one to two IsaLean Shakes per day.**
- 2 Cleanse up to two consecutive days a week but no more than four days a month.**
- 3 Drink enough water to stay well hydrated.**
- 4 Exercise regularly.**
- 5 Use Isagenix Snacks to replace unhealthy food choices.**

BACKED BY SCIENCE

Independent research from the **University of Illinois at Chicago** and **Skidmore College** showed that the Isagenix System was superior to a traditional heart-healthy diet for weight loss and improving cardiovascular health markers. The 15-month study done at Skidmore followed the Cleanse Day and Shake Day protocol compared to a nutritionally balanced diet and validated safe, healthy weight loss and long-term maintenance. Participants who used the Isagenix System during the maintenance phase of the study maintained their weight loss, fat loss, and visceral fat loss while heart-healthy diet participants rebounded. Isagenix maintenance participants also improved their muscle status during the maintenance phase while heart-healthy participants did not.

THE NEXT SOLUTIONS

When you achieve your goals in weight loss, you can move into any—or all—of our other incredible solutions.

ENERGY

Gain more energy during your everyday activities.

PERFORMANCE

Excel in the gym, on the field, and anywhere else you want to boost your competitive skills.

HEALTHY AGING

Support a healthier life and age gracefully.

WEALTH CREATION

Earn financial flexibility and build a business for you and your family.

Go to IsaProduct.com to learn more.



Luna Pang



YOUR SUPPORT

Using your Isagenix System seems easy enough. We realize it's an important commitment, and you will need all the help and support you can get to reach your weight-loss goals in a reasonable amount of time.

Set realistic expectations. Most people don't put on weight in just a few days, so remember that it will take more than just a few to take it off. It's not a race; it's about developing a healthy lifestyle.

Schedule Cleanse Days to work for you. Cleansing on busy days keeps your mind off snacking.

Drink enough water to stay well hydrated.

Balanced nutrition reduces food cravings. Use all of your Isagenix products as recommended to ensure your body is getting the right nutrition every day.

Increase your daily activity to maximize your weight-loss goals. You don't have to start training for a marathon, just move more throughout the day for better results.



Isagenix Associates doing their morning yoga before a Top Achievers event.

ONLINE TOOLS & RESOURCES:

Isagenix has developed a library of online tools with you in mind. We encourage you to visit our Web pages and explore the many tools that are available to help you better understand our culture, products, and philosophies about health and wellness.



• **IsaProduct.com** is the Isagenix product follow-up system. This is your guide to product training.

• **Coaching Call** A product expert right at your fingertips. Clinical Nutritionist Dr. Ina Nozek, DC, MS will answer your questions. *Go to IsaProduct.com for days and times.*



• **Product recipes** can be found at Isagenix.com/en-US/Products/Recipes. In our online recipe library, you'll see some of our product users' favorite recipes that they've customized and shared for everyone to enjoy.

• **IsagenixHealth.net** is where you can get valuable health and wellness info and learn about the science behind our products.



• **IsaBodyChallenge.com** is where you begin your journey to the ultimate lifestyle transformation! Not only will you transform your body and life, but you can also win cash prizes and even a tropical vacation.

• **IsaMovie.com** is one of our primary introductory resources. You can view product and opportunity videos that will help you share your Isagenix experience.



• **IsagenixBusiness.com** is the official Isagenix business training system. On this site, you can learn how to get paid for sharing Isagenix products with others and even more!

SHARE YOUR EXPERIENCE WITH OTHERS

One of the best ways to ensure you maintain your new lifestyle is to learn more about how to get paid for sharing Isagenix products with others. Go to IsagenixBusiness.com to learn how you can sustain your new lifestyle by sharing Isagenix with your family, friends, and neighbors.



Follow Isagenix on Facebook, Twitter, Instagram, and Pinterest, and join our worldwide community of product users.

Meet thousands of people like you who have successfully reached their goals and enjoy a healthy lifestyle. You might even find that you are an inspiration for others on the same journey.



Jason Lew

Isagenix Associate since 2009

FAQ

Q: Why should I cleanse?

A: Cleanse days help kick-start your body's own detoxification systems. Isagenix Cleanse for Life is specially formulated to provide your body with nourishment support as your body's systems detoxify.

Q: What should I expect during the first few days of my journey?

A: During the first week of your journey, be patient with your body and understand it's the beginning of a transformation. The introduction of nutritious and scientifically supported Isagenix products will begin to give your body what it has been craving. The products will help you prepare for an efficient weight-loss journey. If you follow your system as recommended, you should begin to see results and feel the difference.

Q: Should I still cleanse if I'm exercising?

A: Yes, you can exercise while following the recommended cleanse schedule for your Isagenix System. However, if you choose to be active on Cleanse Days, do so with moderation and rely on AMPED Hydrate, IsaDelight, Whey Thins, and Isagenix Snacks to help you get through the day. It may also prove helpful to go to bed earlier on Cleanse Days to avoid the urge for late-night snacking.

Q: Can I use IsaLean Shake Dairy-Free with my current system?

A: IsaLean Shake Dairy-Free is a complete meal replacement and a great tool for the 30-Day System. If you wanted to use an Isagenix System but you prefer to consume plant-based nutrition rather than dairy, you can now substitute with our delicious IsaLean Shake Dairy-Free.

Q: Can I add fruit or other ingredients to my IsaLean Shake?

A: You can customize your Isagenix System to meet your needs. Keep in mind that adding to your IsaLean Shake increases the caloric intake.

Q: If I feel tired or have a headache, should I discontinue my system?

A: Fatigue and a headache are often signs your body is not getting enough fluids or you might be experiencing low blood sugar. Consider eating a snack and be sure to stay properly hydrated. If symptoms continue, please consult your physician.

Q: Can I deep cleanse more than two consecutive days?

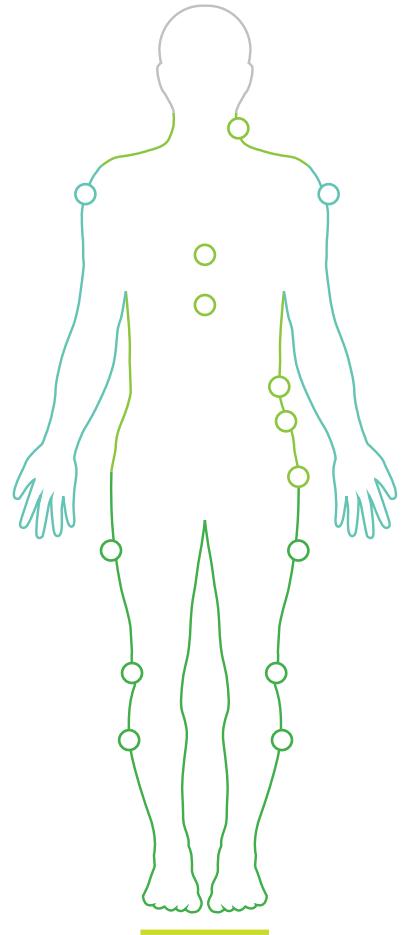
A: You may cleanse up to two consecutive days per week to help you maximize your weight-loss efforts but no more than four days a month.

Q: I'm a very active person and I have been progressively increasing my workouts during my program. Should I eat more if I'm hungry?

A: There are several things you can do. We recommend you switch out one or both of your IsaLean Shakes with IsaLean PRO Shake, or add a scoop of IsaPro to your IsaLean Shake to increase your protein and caloric intake. The extra protein will fuel your body with nutrients and calories your body needs when working out.

MEASUREMENT TRACKER

	Start	Day 3	Day 9	Day 30	Goal
Weight					
Core					
Neck					
Chest					
Diaphragm					
Waist					
Abdomen					
Buttocks					
Arms					
L Upper Arm					
R Upper Arm					
Legs					
L Upper Thigh					
R Upper Thigh					
L Upper Knee					
R Upper Knee					
L Calf					
R Calf					



Tracking your measurements is a great way to gauge your success. Inches lost are just as important to your weight-loss success, if not more so, than your actual weight.

BUILD YOUR OWN CALENDAR

S = Shake Day
C = Cleanse Day



SHOULD I CLEANSE 1 OR 2 DAYS?

Within our 30-Day System, you should deep cleanse at least one day a week, but you can certainly cleanse two days (back-to-back) to maximize your weight-loss results, but you should never exceed two consecutive Deep Cleanse Days.

For other calendar options, see Page 10.



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