

# SUCCESS!



## Dr. Ken S.



Milton-Freewater, OR  
Age: 45  
Height: 5'9"  
Was: 295 lbs  
Lost: 101 lbs

### IsaBody Challenge Taps Into Chiropractor's Competitive Side-

At 295 pounds, Dr. Ken struggled to breathe as he reached down to tie his tennis shoes, and adjusting his patients' backs and necks was becoming increasingly difficult. Luckily, his friend told him about the Isagenix products. That did it. Dr. Ken signed up for Isagenix that day. And the results couldn't have been more impressive.



## Holly D.



Minneapolis, MN  
Age: 33  
Height: 5'6.5"  
Was: 231 lbs  
Lost: 90 lbs

### Holly Sheds Business Suits For Freedom & Bikinis-

For years, Holly hid behind her business suit. The jacket covered the places she didn't want to show and the power she felt wearing it made up for the insecurity she felt on the inside. Then she discovered Isagenix. After committing to the Isagenix Cleansing & Fat-Burning System, she is now 90 pounds lighter and 7 dress sizes smaller—and competing in fitness competitions across the nation.



## Dr. Colgan

At age 73, Dr. Michael Colgan is a living example of the power of nutritional science to maintain lean and vibrant health. From more than 50 years of aging research, and from training many

world champion athletes, he brings a unique understanding of environmental toxins and how to combat them.

Trained at the Universities of Wellington and Auckland in New Zealand, and Rockefeller University in New York, he is acknowledged as one of the world's leading scientists on athletic performance and the inhibition of aging.

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## Isagenix & WEIGHT LOSS

“Isagenix will help you lose weight and keep it off!”

## Jill B.

Pleasant View, UT  
Age: 39  
Was: 263 lbs  
Lost: 131 lbs



IF YOU'VE TRIED TO LOSE WEIGHT, you know that there are thousands of products and programs on the market boasting of too-good-to-be-true results. The truth is that, while they may produce weight loss at the beginning, the vast majority of programs simply fail to maintain significant and lasting weight loss.<sup>(1,2)</sup> In fact, **only 20% of individuals** on weight loss programs **lose at least 10% of their weight** and keep it off for at least one year<sup>(2)</sup>—certainly not encouraging if you're trying to lose weight.

## Isagenix: Today's Leading WEIGHT LOSS SOLUTIONS

But there's good news. Isagenix offers a vastly effective, safe and user-friendly family of products that represent today's leading solution to weight loss. We have hundreds of real people (not paid models) who have lost up to 200 pounds on our system and sustained that loss for five years or more.

What sets Isagenix apart from the weight loss pack? We are the only company with a team of top-level scientists and nutrition experts who have developed a comprehensive and proven weight loss system that addresses every aspect of weight loss. In short, the Isagenix system enables you to become lean and healthy—and stay that way for life!



## Jill B.

Pleasant View, UT  
Age: 39  
Was: 263 lbs  
Lost: 131 lbs



At 263 pounds and a size 22, I was desperate to rekindle my close-knit relationship with my eldest son, which had been strained due to my weight. I was ready to feel energetic again; ready to shake my food addiction for good. I began using Isagenix products, exercising and watching my diet more closely.

“I have lost 131 pounds and am now down to a size 4 and 132 pounds. Thank you, Isagenix!”



Michael Colgan, PhD, CCN

## Step One: Cleansing the Body of Toxins TO RELEASE BODY FAT

Toxins are everywhere. They're in our food, our water, and our air. They're in our homes, automobiles and offices. In fact, the April 2011 "State of the Air" Report from the American Lung Association shows that levels of environmental toxins are worse now than ever before in history,<sup>(3)</sup> and the Environmental Protection Agency reports that the average American body now harbors 40-80 commercial toxins at levels that can damage health.<sup>(4)</sup>

We know that toxins contribute to all kinds of health problems. But did you know that there's also a high correlation between this accumulation of toxins and increases in body fat?<sup>(5)</sup> Scientific research show two main reasons. First, an increased toxic burden encourages the body to use fat as a defense mechanism to store fat-soluble toxins found in the bloodstream. Second, an increased toxic burden causes brain damage that disrupts appetite controls, thereby leading to increased consumption of calories and unhealthy foods.<sup>(6-10)</sup>

### ISAGENIX PRODUCT SOLUTION: 30-DAY CLEANSING AND FAT-BURNING SYSTEM

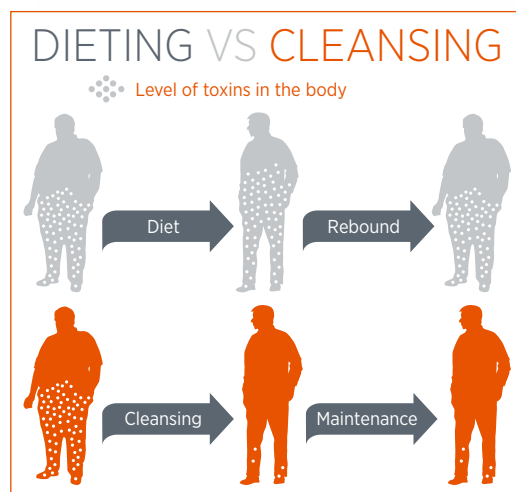
This revolutionary system uses a combination of botanicals and other natural substances to gently stimulate the body's cleansing systems to quickly remove toxins from the body's blood and major organs.

#### FEATURES & BENEFITS

- Gentle, proven cleansing herbs such as pau d'arco, aloe vera and yellow dock
- Other energy-promoting, stress-fighting botanicals such as ginseng and ashwagandha
- Helps increase energy and endurance
- More effectively lose unwanted fat and inches when combined with proper diet and exercise
- Increases resistance to oxidative stress
- Improves mental and physical performance
- Includes printed system guide and audio CD to coach you through your cleanse

#### WE GUARANTEE YOUR RESULTS!

At Isagenix, we're so confident in our system that, if you try it for 30 days and are not completely satisfied with the results, we will give you 100% of your money back!



## Step Two: Nutrition that Balances Appetite, Increases Muscle, AND REDUCES FOOD CRAVINGS

Half the dry weight of your body is proteins, 100,000 different proteins, each built precisely to your DNA code. The body has to manufacture each one from the proteins that you eat. This is important to understand. If you eat garbage proteins you will grow a garbage body, because you are failing to give your genome the construction materials it needs to express its power. In short, your body's shape, movement, and mind will portray the quality of the dietary proteins you consume.

The good news is that Isagenix searched the world for the best protein. We found it in undenatured whey protein concentrate from range-fed cows in New Zealand. Our IsaLean® whey consists of eight different proteins, each composed of ideal proportions of the 21 amino acids in human structure, each with different effects on the human body. It also contains peptides encrypted into amino acid

sequences ("keys" that open gene expression locks in our DNA code) and encrypted bioactive immune factors.<sup>(11)</sup> We combine the protein with the right levels of its co-factors, the complete requirement of vitamins and minerals, that it needs in order to work optimally.

Undenatured whey protein concentrate is also ideal for the brain. The whey triggers satiety (appetite satisfaction) in the brain<sup>(12-14)</sup> and optimally reduces food intake in human subjects.<sup>(14-16)</sup> It also potentiates insulin action and reduces blood sugar levels more than other proteins,<sup>(16,17)</sup> raises brain serotonin levels, improves mood,<sup>(18)</sup> and enhances cognition.<sup>(19)</sup>

**Isagenix Ageless Essentials™** also provide additional nutrients for fat-burning, including long-chain omega-3 fatty acids that assist in appetite control and metabolism shifting that encourages the gain of lean muscle and reduction of body fat.<sup>(20)</sup>

## Step Three: Specialized Supplements TO RELIEVE STRESS

In our rush-rush, high-stress society, it's now well-known that chronic stress is a major contributor to weight gain.<sup>(21)</sup> Constant stress is known to encourage the consumption of high-fat, high-carb foods, and it also creates an imbalance of the brain chemicals that govern eating, mood and fat creation, including cortisol and serotonin.

### ISAGENIX PRODUCT SOLUTION: IONIX® SUPREME

Isagenix recognizes that releasing unwanted weight is not easy mentally or emotionally. To ease the passage to health, we developed the ultimate stress relieving supplement—Ionix Supreme—a potent, cocktail of ancient Ayurvedic and Chinese adaptogens. Ionix Supreme includes, Siberian ginseng, ashwagandha, Rhodiola, Schizandra, wolfberry,



and Bacopa, all of which have demonstrated stress-reduction properties in recent controlled trials.<sup>(22-28)</sup>

#### FEATURES & BENEFITS

- Super-charged with standardized extracts for a higher concentration of bioactives
- Assists other Isagenix products in promoting weight loss
- Increases work capacity of the body and brain
- Reduces fatigue
- Improves attention and focus
- Promotes youthful aging and increased longevity

### ISAGENIX PRODUCT SOLUTION: ISALEAN SHAKES AND AGELESS ESSENTIALS

Getting your proteins from **Isagenix IsaLean Shakes** and additional nutrients from **Isagenix Ageless Essentials** can make you not only leaner, but happier, and smarter too.

#### FEATURES & BENEFITS

- Unique, top-quality whey
- Clinically proven results
- Provides Ionic Alfalfa, a blend of 70 super-charged ionic minerals
- Revitalized level of mental and physical energy
- Concentrated supply of premium-quality nutrients slows hunger
- Enhanced mental focus and functioning
- Significantly diminished junk food cravings



## PERSONAL COACHING and Support is Key

An additional and critical portion of the Isagenix Weight Loss system is the personal coaching and support. Research shows that personal coaching and support are a key component of successful weight loss and retention of weight loss.<sup>(1)</sup> Isagenix programs are applied and supported by Isagenix Associates who have used the program successfully themselves to release body fat. This support is ongoing and continuous.