



## PRODUCT CLAIMS

When you talk about Isagenix products and their impact on your health, follow the principles outlined below.

- ❑ **Tell the Truth.** Make sure any claims you make about Isagenix products are true and remember to give additional information when necessary to avoid being misleading.
- ❑ **Do Not Make Disease Claims.** Even if true, do not make disease or medical claims. Isagenix products do not diagnose, treat, cure, or prevent any disease or medical condition.
- ❑ **Do Not Guarantee Results.** Everyone is different and individual results vary. Avoid giving someone the impression that he or she will achieve the same results as anyone else from using our products.
- ❑ **Use Isagenix Resources.** Only use claims approved by Isagenix. The best sources for information on any product are the product label, the product information sheet, the product catalog, and any official Isagenix marketing material. Avoid making claims based on third-party sources unless those sources have been expressly approved by Isagenix.
- ❑ **Avoid Competitor Comparisons.** Focus on the positive benefits from using Isagenix products rather than attempting to denigrate competitors or their products through comparisons.

## WEIGHT-LOSS CLAIMS

When you share a story about weight loss or other physical transformation, follow the principles outlined below.

- ❑ **Tell the Truth.** When sharing a story, all claims should be true and put in the proper context. For example, implying that your results were solely due to the use of Isagenix products without disclosing the effect of exercise and a change in diet would likely be misleading.
- ❑ **Set Reasonable Expectations.** It takes hard work, determination, proper nutrition, and exercise to transform your body. Everyone is different and will not experience the same results using Isagenix products so do not guarantee results or set unreasonable expectations.
- ❑ **Refrain From Using Time Frames.** Avoid claiming a specific amount of weight loss during a specific time period, especially when it suggests a substantial amount of weight loss in a short time period.
- ❑ **Use Disclaimers as Appropriate.** When making a weight-loss claim, use the standard weight-loss disclaimer provided by Isagenix. This disclaimer is based on a clinical study and helps provide proper context for weight-loss claims.
- ❑ **Use Before and After Photos Carefully.** These photos can be persuasive but also may be misleading if not put in proper context. Always use the weight-loss disclaimer when sharing before and after photos.

## INCOME CLAIMS

When you talk about the potential to earn income with Isagenix, including relying on any lifestyle claims, follow the principles outlined below.

- ❑ **Tell the Truth.** Make sure any claims you make about your Isagenix income are true and put in proper context. For example, displaying a check without disclosing that it's based on a one-time bonus would likely be misleading because it implies recurring income.
- ❑ **Set Reasonable Expectations.** It takes hard work and determination to build a business. Do not guarantee results because not everyone will have the same level of success.
- ❑ **Use the Earnings Disclosure Statement.** When making an income claim, refer to the Earnings Disclosure Statement found at [IsagenixEarnings.com](https://www.isagenix.com/earnings). This document is designed to help prospective Associates better understand the different ranges of average compensation that Isagenix pays to its Associates in a given year.
- ❑ **Treat Lifestyle Claims No Differently.** Follow the same principles whenever making a lifestyle claim. Lifestyle claims include any display of or reference to items associated with a luxurious lifestyle, like photos or descriptions of vacations, cars, or jewelry, and claims relating to early retirement.



## YOUR COMPLIANCE TEAM

The Compliance team is committed to protecting your business and helping to maintain a level playing field for all Associates. We are focused on partnering with Associates around the world to help them build their businesses.



# BUILD YOUR BUSINESS THE RIGHT WAY

## CODE OF ETHICS

Isagenix Associates agree to abide by the Isagenix Policies & Procedures, which include a Code of Ethics. As a member of the Direct Selling Association, Isagenix and its Associates are also bound by the DSA Code of Ethics, set forth at [www.dsa.org/ethics](http://www.dsa.org/ethics). These principles are the foundation of operating your business, and include:

- Conducting yourself and your business in a professional, ethical, and legal manner.
- Representing our products and the income opportunity truthfully and accurately.
- Not using any deceptive, manipulative, or unethical business practice, high-pressure recruiting or selling technique, or making any unauthorized or exaggerated claim about Isagenix products or the income opportunity.
- Protecting Isagenix's confidential information, including the personal information of Associates.



## CONTACT US



1 (877) 877-8111



[Compliance@Isagenixcorp.com](mailto:Compliance@Isagenixcorp.com)



[www.IsagenixCompliance.com](http://www.IsagenixCompliance.com)

