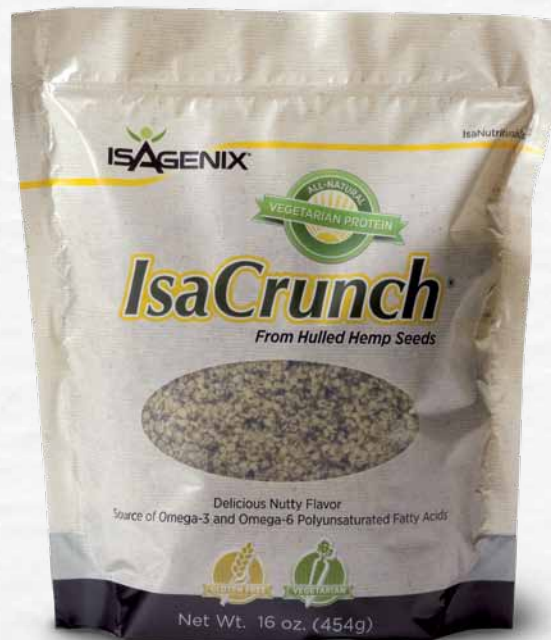


IsaCrunch®

Hulled Hemp Seeds (an All-Natural Vegetarian Protein) with Ionic Alfalfa™

Nature's Perfect Powerfood

Hemp seed is one of nature's most nutritious foods containing protein complete with all nine essential amino acids and an optimal ratio of omega-6 to omega-3 essential fatty acids. Sprinkle IsaCrunch on salads, soups and more or enjoy a spoonful straight from the bag.



What should I know about IsaCrunch?

IsaCrunch adds maximum nutrition to your meals by providing a rich source of essential fatty acids in an ideal 3:1 ratio of omega-6 to omega-3. Essential fatty acids are the "good fats" that are necessary for health, but the body can't make them—you must get them from food. Hemp seed is one of nature's highest botanical sources of these fatty acids. Scientific studies show that omega-3s support cardiovascular and immune systems, as well as increase joint flexibility.

IsaCrunch contains all 20 amino acids including the nine essential amino acids. Your body relies on, but can't produce these essential amino acids. IsaCrunch is a natural source.

IsaCrunch contains more protein per gram than milk, eggs, chicken, hamburger meat and cheese. No other botanical source provides such a complete protein that is so easily digested. Unlike the protein in legumes (containing trypsin inhibitors), the protein in IsaCrunch is easily digested. (See FAQ on back.)

How can I benefit from eating IsaCrunch?

Hemp seed is one of nature's highest botanical sources of omega-3 essential fatty acids. Omega-3s are touted by the American Heart Association as one of the ways to help support heart health. Replacing bad fats with good fats in your diet is key to promoting heart health. The fats in IsaCrunch protect the heart, while the fats in meat can increase risk of heart disease.

The protein in IsaCrunch is a complete vegetarian protein providing all nine essential amino acids. Amino acids play innumerable roles in human health. They support the immune system and are necessary for building muscle.

IsaCrunch can be added to salads, pastas, dips, soups, yogurt, and your favorite recipes. Add IsaCrunch to your IsaLean® Shake or IsaLean® Soup to increase your intake of important nutrients.



ISAGENIX®

How does IsaCrunch® compare to the competition?



Our premium hemp seed is now packaged in an easy-to-use, re-sealable 50-serving pouch. At only \$1.56 per ounce, this larger-size package offers significant savings. Plus, no other hemp seed product contains Ionic Alfalfa™—our proprietary blend of minerals. Using no-compromise ingredients in this “spark plug” of life, these super-charged minerals provide the building blocks that support 95 percent of the body’s functions. IsaCrunch is rigorously tested to ensure there are no traces of pesticides, herbicides, chemicals, preservatives or additives.

IsaCrunch Frequently Asked Questions

WHY IS A 3:1 RATIO OF OMEGA-6 TO OMEGA-3 OPTIMAL FOR YOUR HEALTH?

It is estimated that our ancestral hunter-gatherer diet provided a 3:1 ratio of omega-6 to omega-3. This ratio is considered ideal for your overall health and helps support heart and joint function.

WHAT MAKES HEMP SEED PROTEIN SUPERIOR AND HIGHLY DIGESTIBLE?

The protein in hemp seed is easy to digest because it is two-thirds edestin and one-third albumin. Hemp seed protein contains no trypsin inhibitors that can cause upset stomach (typically found in legumes) and contains no gluten.

IS THE HEMP SEED IN ISACRUNCH HULLED?

Yes. We’ve removed the hard outer shell of the hemp seed—leaving the hemp heart—the tastiest and most nutritious part. This inner kernel is one of nature’s most nutrient-rich foods.

HOW DOES ISACRUNCH TASTE?

IsaCrunch has a wholesome, light nutty flavor and is similar in taste to sunflower seeds.

WHERE CAN I FIND A VARIETY OF RECIPES THAT INCLUDE ISACRUNCH?

Visit IsaProduct.com for great-tasting, nutritious recipes.

HOW DO I USE ISACRUNCH DURING MY ISAGENIX PROGRAM?

Make IsaCrunch part of your Isagenix program by enjoying three teaspoons a day. One of the easiest ways to add the benefits of hemp seed to your daily routine is by adding IsaCrunch to your IsaLean Shake or IsaLean Soup have a couple spoonfuls of IsaCrunch straight from the bag. Sprinkle IsaCrunch on salads, yogurt, dips, or add to your favorite recipes to easily boost nutrients.

ARE HEMP AND MARIJUANA SIMILAR?

Hemp and marijuana are two of the common names used for the plant species *Cannabis sativa* L. Different cultivars of *Cannabis sativa* L. have different levels of THC. Hemp is naturally 100% free of THC. IsaCrunch will not cause a person to fail a drug test over short-or long-term use and does not contain psychoactive effects.

HOW MUCH ISACRUNCH SHOULD I EAT EACH DAY?

We recommend at least three teaspoons a day to support a healthy lifestyle.



For more information, please contact your Isagenix Independent Associate: