

30-DAY NUTRITIONAL CLEANSING SYSTEM

WHAT is the ISAGENIX 30-DAY NUTRITIONAL CLEANSE SYSTEM ?

- It is a 30-Day Nutritional Food System and Total Body Cleanse in an easy to follow system.
- It consists of Shake Days and Cleanse Days . . . see details below.
- Creates an environment for Wellness.
- Has an attractive side benefit of healthy Weight Loss and increases Energy.
- Helps to balance the body's metabolism in a natural and safe way.
- No harmful stimulants . . . and no diuretics.
- "Intermittent Fasting" is the best way to describe the 30-Day Program.

WEIGHT LOSS BASIC PAK . . . GREAT VALUE

ISALEAN SHAKES ~ low-lactose, undenatured whey protein blend with LIVE enzymes, amino acids, vitamins and minerals. Promotes muscle density and suppresses appetite and cravings.

CLEANSE For LIFE DRINK ~ contains Aloe Vera juice, multi-minerals, herbal tea extracts, and other botanicals that feed the body.

NATURAL ACCELERATOR CAPSULES ~ Ephedra-free, Ma Huang-free ~ with ingredients that facilitate Fat Loss and promote Energy. No harmful stimulants.

ISAGENIX CHEWABLES ~ help balance blood sugar through a perfect blend of protein, essential fats, and complex carbohydrates.

ISA-COMFORT ~ (**Isa-Flush**) ~ combination of cleansing herbs and minerals with 200 mg of magnesium to effectively and safely aid in digestive regularity and overall health.

IONIX SUPREME ~ healthy rejuvenating drink that restores and protects the body and helps increase the ability to perform mentally and physically. Contains advanced blend of trace minerals, antioxidants and adaptogenic herbs.

REPLENISH / HYDRATE ~ healthy hydrating energy drink. Enriched with electrolytes. 100% RDA Vitamin C. Full Vitamin B complex. No artificial flavors, colors or sweeteners.

HOW DOES the 30-DAY CLEANSING and FAT-BURNING SYSTEM WORK ?

- Creates an environment for Wellness
- Helps the body cleanse itself of impurities
- Promotes fat-burning
- Helps to increase lean muscle mass
- Replenishes the body with high quality nutrients
- Increases energy and vitality
- Promotes healthy skin, hair and nails
- Convenient, portable, easy to follow system

It takes 21 to 30 days to establish a new habit.

The 30-day system helps the body reset and adjust to a healthy lifestyle.



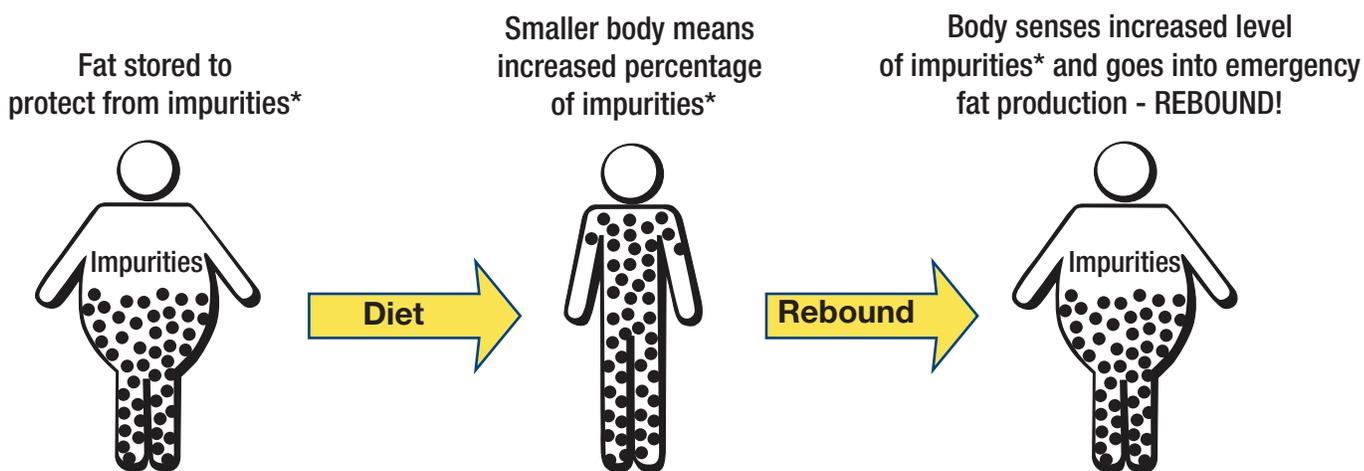
SHED POUNDS WITHOUT THE REBOUND !

Nutritional Cleansing is a safe, healthy, and natural way to achieve a healthier, leaner body.

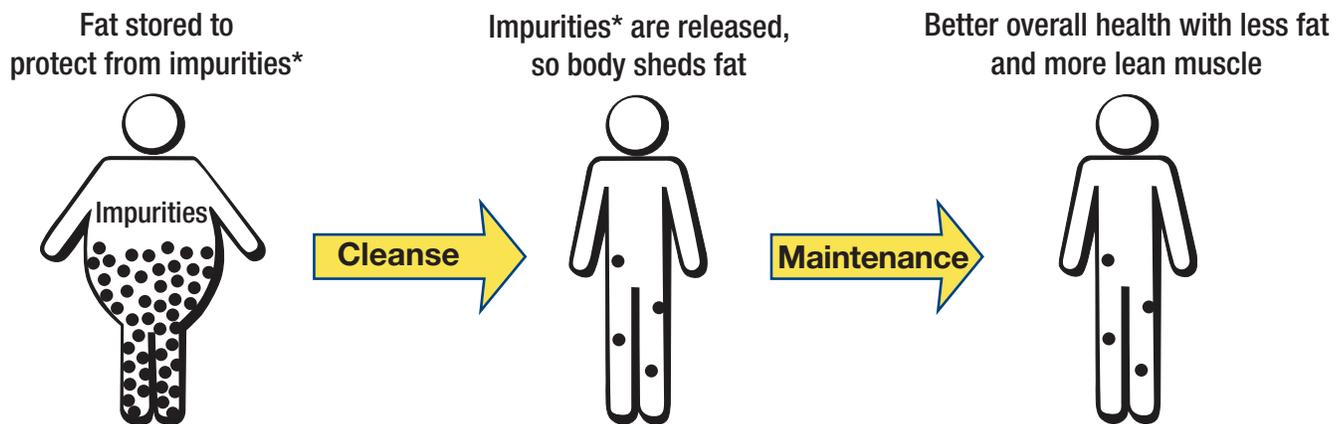
Traditional Diet vs. Cleansing

One of the ways the liver deals with impurities is to increase body fat to enfold these impurities to protect the body from their influence. Diets are not successful for long term weight loss because they don't address the need to cleanse the body of impurities. *

Traditional Diet



Nutritional Cleansing and Replenishing



* The statements (appearing on this Web site) have not been evaluated by the Food and Drug Administration. Isagenix products are not intended to diagnose, treat, cure or prevent any disease. 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.

AMAZING RESULTS !

BEFORE
ISAGENIX CLEANSE

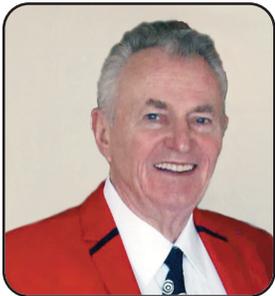


AFTER
ISAGENIX CLEANSE



“Before Isagenix ~ I was overweight, uncomfortable and lacked confidence ~ and I was working out regularly without seeing any changes. After a short time on the Isagenix Nutritional Cleansing System I saw amazing results . . . and one year later I placed 2nd in my first ever bikini competition !”

Mary Chappel *



“I started my career as an Engineer in the Corporate world ~ then water filtration partnership with fellow Engineers ~ then Real Estate . . . then Network Marketing . . . and Isagenix. Who would have thought that in my Golden Years, I would use my Body to make my Fortune ! Here’s my story . . .”

Peter Oelmann

Now 87 . . . Feels like 67 ~ Still Clean and Lean !

PETER STARTED HIS ISAGENIX® JOURNEY AT AGE 67 (2002) . . . NOW . . . 20 YEARS LATER . . .

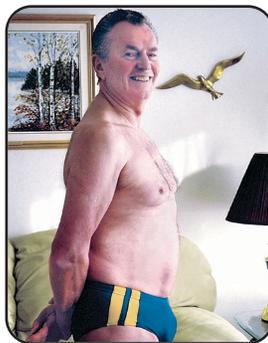
31 POUNDS . . . AND . . . 7 INCHES OFF HIS WAIST ~ AND HIS AMAZING BODY TRANSFORMATION CONTINUES . . . *



BEFORE
Isagenix Cleanse



DURING
Isagenix Cleanse



AFTER
Isagenix Cleanse

WOW

Peter
Age 87 !



POWERED by Isagenix®

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INVITATION TO TAKE THE CHALLENGE !

Transform Your Body. Transform Your Life.

WHAT IS THE ISABODY CHALLENGE ?

The IsaBody Challenge is a 16-week total body transformation challenge for Isagenix Associates and Preferred Customers. Because we believe that transformations are for everybody, we award all who successfully complete their IsaBody Challenge with \$200 of Isagenix Products. And the best part? Everyone who completes the IsaBody Challenge also has the chance to win their share of over \$200,000 USD/CAD in cash, prizes, and trips!

IsaBody Challenge ***The Path to Completion***

1

“Before” Photos:

The Final Look at the Old You

Snap four full-body photos of you standing up (one with proof of start date). Upload within two weeks of your start date.

2

“After” Photos:

Show off the New You

Snap four full-body photos of you standing up (one with proof of end date). Upload within two weeks of your end date.

3

Inspirational Essay:

Tell us Your Story

Write a 250-500 word essay sharing your IsaBody Challenge journey. Submit your essay with your “after” photos.

4

500 BV:

Use the Products

You must purchase and use a minimum of 500 BV in Isagenix products throughout your 16-week Challenge period.

5

Maintenance:

Photos and Weigh-Ins

If you complete three weeks or more prior to your Challenge judging period deadline, you must submit four final full-body “maintenance” photos (one with proof of date).



**Meet some Happy
Winners . . .
who Transformed
their Life**



Luna P.



Dr. Ken S.



Elizabeth M.

NUTRITIONAL CLEANSING . . . INTERMITTENT FASTING



Some call it intermittent fasting. We call them Cleanse Days. They're a fantastic way to work toward losing weight, burning fat, and giving your body's systems the chance to rid toxins naturally. You'll hear a lot about Cleanse Days at Isagenix (if you haven't already) and the impact they have on physical transformations. But, how they work can sometimes feel like a mystery, especially because we can't see what's going on inside our own bodies.

WHAT IS A CLEANSE DAY ?

- A Cleanse Day is a full day of intermittent fasting using Cleanse for Life®.
- Nourishing your body in place of meals and supporting your natural detoxifying systems.
- Cleanse Days are designed to help you lose weight and burn fat while your body gets a break from the calories normally consumed.
- Cleanse for Life nourishes your body with botanicals while your body does the cleansing.

IS CLEANSING HARD ?

- We're not going to tell you that a Cleanse Day is as much fun as a cheat day, but just because something isn't easy, doesn't mean it can't feel doable and even rewarding.
- While intermittent fasting takes many forms, a proper Cleanse Day is a full day without eating a meal. Is it challenging ? Yes. Will you feel amazing after you've accomplished one ? DOUBLE YES. In short, Cleanse Days are worth it.

SO, I DON'T EAT ANYTHING ELSE ?

- In addition to the nourishment from Cleanse for Life, you can enjoy small snacks in limited portions, like Whey Thins™ and IsaDelight® Chocolates.
- They're the perfect way to get you through Cleanse Days without disrupting your routine. It's all about having the tools you need to achieve results while staying comfortable !

HOW OFTEN AM I SUPPOSED TO CLEANSE ?

- Most people choose one day a week to cleanse. However you can do 2 Cleanse Days back-to-back if you like (with a maximum of four Cleanse Days per month).

By Jim Burch

ISAGENIX CLEANSE DAY . . .

WHAT HAPPENS TO YOUR BODY

Have you wondered what happens to your body on an Isagenix Cleanse Day? While researchers commonly use the term “intermittent fasting” to describe the basic concept, an Isagenix Cleanse Day is a nutritionally supported fast that will help you feel nourished and energized, instead of deprived or run-down. There are no laxatives or diuretics involved.

Many beneficial things happen to your body during an Isagenix Cleanse Day. By regularly practicing Cleanse Days, you can tune up your metabolism, burn more fat, and allow your body’s own cellular cleansing and rejuvenation systems to work at their peak. Whether your goal is to lose weight or you are just interested in doing something good for yourself, Isagenix Cleanse Days can have benefits for you.

Cleanse Days are an important part of the Isagenix System and are a powerful tool in helping you to reach or maintain a healthy weight. While there is significant scientific evidence supporting the use of Cleanse Days for aiding weight loss, there are more potential health benefits from Cleanse Days beyond supporting a healthy weight (1). Here are four positive things that go on inside your body during a Cleanse Day.

1. You improve insulin sensitivity.

Regularly practicing Cleanse Days can help to tune up your metabolism. During a Cleanse Day, the body becomes more sensitive to the action of insulin, which is essential for maintaining normal blood sugar levels (1, 2).

2. You not only burn more fat, but burn the worst kind of fat.

When you are fasting, the body mobilizes stored energy in the form of body fat. If burning fat wasn’t enough of a reason to do regular Cleanse Days . . . then consider that as part of an Isagenix System . . . Cleanse Days are shown to go further by helping reduce visceral fat (3). Visceral fat is the type of fat that surrounds internal organs and has been strongly associated with poor health.

3. You rev up your body’s cellular cleansing system.

By eating frequently, you provide your body with a steady flow of nutrients and energy. This environment of abundance keeps your cells in continuous “growth mode.” On a Cleanse Day, you allow your body to rest and permit your own natural cleansing and rejuvenation processes to occur. Nutritional cleansing activates several systems in your cells that break down old cellular components into their basic building blocks to recycle them into new components ~ a process known as autophagy (4). Autophagy goes to work on a Cleanse Day by cleaning up worn-out parts within your cells.

4. You nourish your body with cleansing, health-supporting nutrients.

Cleansing with Isagenix is a unique way to practice nutritionally supported fasting. Depending on which method you choose, an Isagenix Cleanse Day involves abstaining from virtually all food for one or two days. In place of food, you drink Cleanse for Life®, a phytonutrient-rich botanical beverage designed to nourish and support your body’s natural detoxification systems, along with Cleanse Day tools such as Isagenix Snacks™, IsaDelights®, e+™, or Ionix® Supreme to satisfy cravings and boost energy. Finally, you must also consume plenty of water to help maximize your Cleanse Day experience !

References

1. Varady KA, Hellerstein MK. Alternate-day fasting and chronic disease prevention: a review of human and animal trials. *Am J Clin Nutr.* 2007 Jul;86(1):7-13.
2. Halberg N, Henriksen M, Söderhamn N, Stallknecht B, Ploug T, Schjerling P, Dela F. Effect of intermittent fasting and refeeding on insulin action in healthy men. *J Appl Physiol.* 2005 Dec;99(6):2128-36.
3. Klempel MC, Kroeger CM, Bhutani S, Trepanowski JF, Varady KA. Intermittent fasting combined with calorie restriction is effective for weight loss and cardio-protection in obese women. *Nutr J.* 2012 Nov 21;11:98.
4. Bergamini E, Cavallini G, Donati A, Gori Z. The role of autophagy in aging: its essential part in the anti-aging mechanism of caloric restriction. *Ann NY Acad Sci.* 2007 Oct;1114:69-78.

ISAGENIX SHAKE DAY

Isagenix Shake Day During the 30-Day System

400-600 Calorie
Balanced Meal

Isagenix Shakes



Protein Shake



Protein Shake



Nutritious Meal

✓ Nutritious Meals ✓ Calorie Control

✓ Protein Pacing ✓ Adaptogens ✓ Nutrient Support

Isagenix Additional Nutrition Support



Accelerator



IsaComfort / IsaFlush



Ionix Supreme

INSTRUCTIONS . . . 30-DAY SYSTEM

SHAKE DAY PLANNER

Replace two meals / day with 2 Shakes

- **Breakfast**
Take 1 oz of Ionix Supreme
Drink a glass of water
Isagenix Shake ~ blend 2 scoops
or 1 packet with 8 oz water
Take 1 Natural Accelerator capsule
- **Lunch**
Isagenix Shake ~ blend 2 scoops
or 1 packet with 8 oz water
Drink a glass of water
- **Mid-Afternoon**
Take 1 Natural Accelerator capsule
Drink 1-2 glasses of water
- **Dinner**
Healthy low calorie meal
Drink a glass of water
- **Bedtime**
Take 1-2 Isa-Comfort capsules (Isa-Flush)

OPTIONAL: 1 - 2 IsaDelight Chocolates on Cleanse
and Shake Days to assist with cravings.

CLEANSE DAY PLANNER

16 oz / day of Cleanse Drink on Cleanse Day
4 oz x 4 / day . . . or 2 oz x 8 / day

- **Early Morning ~ CLEANSE 1**
Take 2 Isagenix Chewables *
Cleanse For Life Drink 4 oz
Drink 1-2 glasses of water
Take 1 Natural Accelerator capsule
 - **Mid-Morning**
Take 2 Isagenix Chewables *
Drink a glass of water
 - **Late Morning ~ CLEANSE 2**
Cleanse For Life Drink 4 oz
Drink 1-2 glasses of water
 - **Early Afternoon**
Take 2 Isagenix Chewables *
Drink a glass of water
Take 1 Natural Accelerator capsule
 - **Mid-Afternoon ~ CLEANSE 3**
Cleanse For Life Drink 4 oz
Drink 1-2 glasses of water
 - **Early Evening**
Take 2 Isagenix Chewables *
Drink 1-2 glasses of water
 - **Evening ~ CLEANSE 4**
Cleanse For Life Drink 4 oz
Drink a glass of water
 - **Bedtime**
Take 1-2 Isa-Comfort capsules (Isa-Flush)
- * 8 Chewables on Cleanse Day ~ more if needed

S Day 1	S Day 2	S Day 3	S Day 4	S Day 5	S Day 6	C Day 7
S Day 8	S Day 9	S Day 10	S Day 11	S Day 12	S Day 13	C Day 14
S Day 15	S Day 16	S Day 17	S Day 18	S Day 19	S Day 20	C Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	C Day 28
S Day 29	S Day 30	C = Cleanse Days x 4 days S = Shake Days x 26 days		NOTE: For a deeper Cleanse . . . you can do 2 Cleanse days back to back. This requires an additional 32 oz of Cleanse for Life Drink.		