

# ISAGENIX JAPAN PRE-LAUNCH



日本

BUSINESS  
**OPPORTUNITY**

## **Build Local, Grow Global**

As Isagenix expands across the world, your business can too! Ask any Isagenix Associate who is building internationally and they'll tell you that it has transformed their business. A world of opportunity awaits when you build local and grow global.



# PRE-LAUNCH OFFERINGS

The Isagenix Japan pre-launch allows those who are interested in expanding their business internationally the ability to do so before an official grand opening.

Although there are a limited number of products and programs that are available during this pre-launch period, core Isagenix products will be offered through a Not-For-Resale (NFR) option to allow Associates to start building their business and sharing Isagenix immediately.





# JAPAN GEOGRAPHY

Japan is on the Asian continent. Japan is a chain of islands along the eastern coast of Asia, reaching from the northern coast of Russia to the South East China Sea.



THE ISAGENIX OFFICE IN JAPAN IS IN TOKYO, ONE OF THE LARGEST METROPOLITAN CITIES IN THE WORLD.

TOKYO TOWER



# JAPAN QUICK FACTS

- The Japanese national currency is the Yen (¥), the Isagenix exchange rate is approximately US\$1 = ¥108, as of July 2020.
- The time zone in Japan is Japan Standard Time GMT+9, this is 16 hours ahead of Isagenix Headquarters, in Gilbert, Arizona.
- Japan is largely a cash society, while some businesses accept credit cards, many are still cash-only.
- The Japanese diet consists mainly of rice, fish, and vegetables.
- Japan is largely made up of an aging population.
- The Japanese economy is one of the strongest in the world.



# PRODUCTS: LOCAL VS NFR

- **Local** (known as OTG or On-The-Ground) **products** are available and registered in country. These products ship from a local warehouse and can be marketed and resold through direct selling.
- **NFR** (known as Not-For-Resale) **products** are for personal use only. NFR items ship from the USA and cannot be retailed to others. There may also be restrictions on how much and how often Members can purchase these items.

**NOTE:** Local products cannot be combined in the same order with NFR products.



# PRODUCTS: PACKS

## BASIC PACK

- 4 IsaLean Shake (any flavor)
- 2 Cleanse for Life\*
- 1 Ionix Supreme\*
- 1 Natural Accelerator
- 1 IsaFlush



\*Due to high humidity in Asia, we recommend storing products in cool temperatures, preferably a refrigerator.



# PRODUCTS: PACKS

## CUSTOM “MY PACKS”

Create your own custom pack and save up to 15% off. My Pack allows you to create a combination of all your favorite products at many different levels.

My Pack Level	Qualifying Amount	Discount	PIB
100 BV	100 BV	N/A	N/A
150 BV	173 BV	10% discount*	US\$25
300 BV	353 BV	15% discount*	US\$50

\* Discount is applied to price and BV.



**DON'T FORGET!** Local and NFR products cannot be combined in the same order, so you cannot customize your My Pack to include both Local and NFR products.





# PRODUCTS: INDIVIDUAL

## NFR PRODUCTS FROM ISAGENIX

- IsaLean Shake
  - › Creamy Dutch Chocolate
  - › Creamy French Vanilla
  - › Strawberry Cream
- Cleanse for Life\*
- Ionix Supreme\*
- Natural Accelerator
- IsaFlush
- Collagen Bone Broth
- AMPED Hydrate
- e+



\*Due to high humidity in Asia, we recommend storing products in cool temperatures, preferably a refrigerator.



# PRODUCTS: INDIVIDUAL

## LOCAL PRODUCTS FROM ZIJA

- SuperMix
- XM+

## NFR PRODUCTS FROM ZIJA

- SmartMix
- Premium Tea
- Xango Juice

All Zija products are currently available only in the Back Office.



# WAYS TO ENJOY ISAGENIX PRODUCTS

ASSOCIATE	CUSTOMER	RETAIL CUSTOMER
<p>¥3000 membership fee</p> <p>25% off retail pricing</p> <ul style="list-style-type: none"><li>✓ <b>Full</b> Back Office</li><li>✓ Eligible for Autoship</li><li>✓ Can enroll Members</li><li>✓ Eligible for the Compensation Plan</li><li>✓ Eligible for replicated website</li></ul>	<p>No membership fee</p> <p>25% off retail pricing</p> <ul style="list-style-type: none"><li>✓ <b>Limited</b> Back Office</li><li>✓ Eligible for Autoship</li><li>✗ Can enroll Members</li><li>✗ Eligible for the Compensation Plan</li><li>✗ Eligible for replicated website</li></ul>	<p>No membership fee</p> <p>Full retail pricing</p> <ul style="list-style-type: none"><li>✗ Back Office</li><li>✗ Eligible for Autoship</li><li>✗ Can enroll Members</li><li>✗ Eligible for the Compensation Plan</li><li>✗ Eligible for replicated website</li></ul>



# JAPAN TEAM COMPENSATION PLAN

Isagenix has one core Compensation Plan used around the world, and two incredibly generous bonus structures: Traditional and Generational. Bonus structures are tailored to the individual region to ensure we comply with local regulations and meet specific cultural needs in order to remain both customary and competitive. Japan follows the **Traditional Bonus Plan** with the following special incentives available:

- **Rank Advancement Bonuses (RABs)**
- **Executive Matching Bonus**
- **Crystal Bonuses**
- **Double Product Introduction Bonuses**
- **No Leadership Pools**
- **No Lifestyle Bonus**

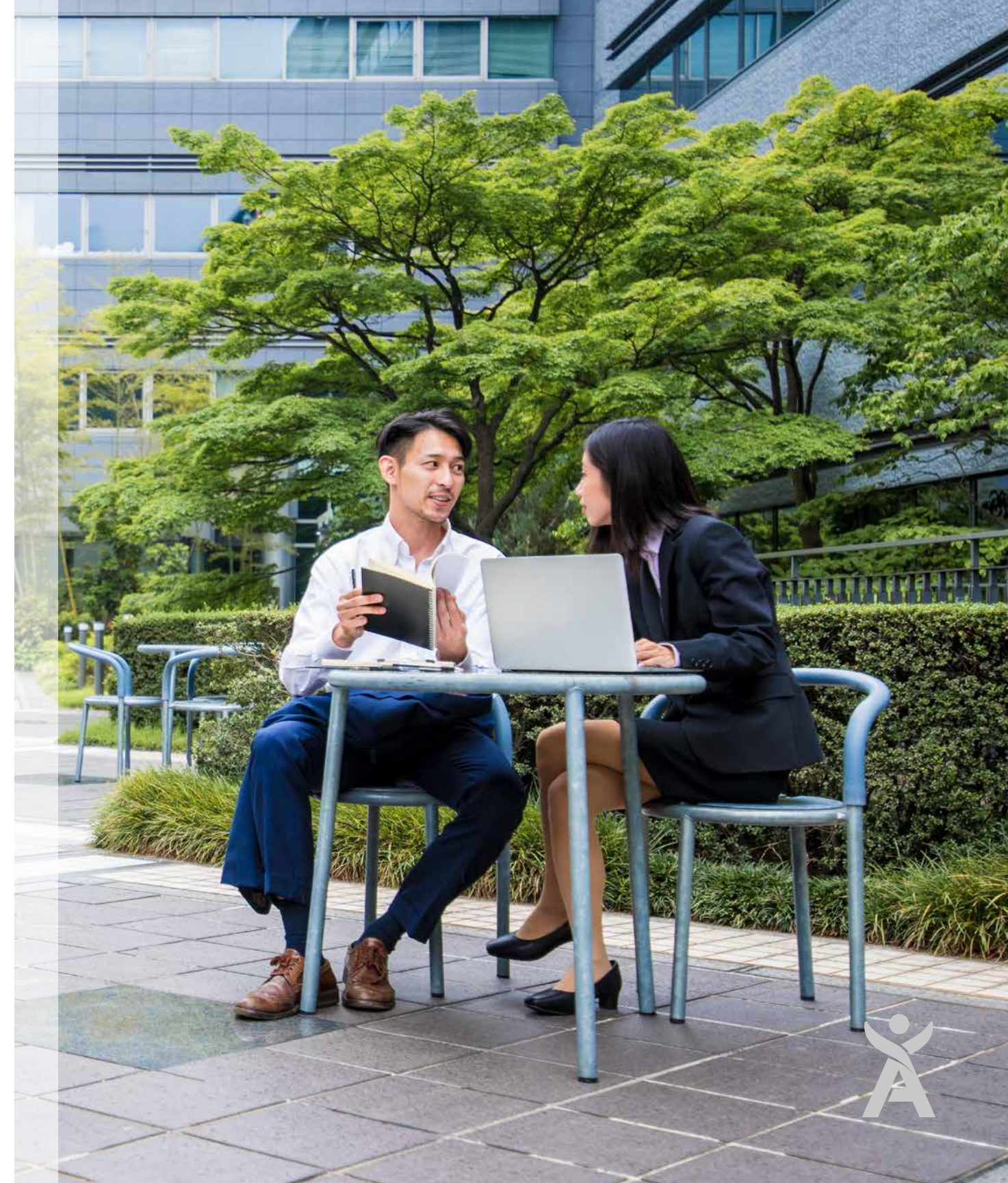
Refer to the Isagenix Japan Team Compensation Plan for full details.



# LEGAL REQUIREMENTS FOR DOING BUSINESS IN JAPAN

## Enrolling New Members

1. When sharing Isagenix, be sure to introduce yourself as an Isagenix Independent Associate.
2. When introducing someone to the opportunity, you **must issue the Gaiyo Shomen** (Isagenix Membership Registration Guide) free of charge, explain its contents, and answer any questions the new Member may have.
3. During enrollment, confirm with the Member that the Gaiyo Shomen has been received.
4. The Member will be issued a Welcome Kit and a printed copy of the Gaiyo Shomen. A reminder document, or Keiyaku Shomen, will also be sent to the prospect confirming the Gaiyo Shomen.



# LEGAL REQUIREMENTS FOR DOING BUSINESS IN JAPAN

## Important Guidelines

- 1. Get down to the last detail.** When talking about Isagenix, always include the following:
  - the type of product offered, highlighting its quality and benefits
  - the cost of the product, shipping, and any other associated fees
  - any potential commission earned from the sale of this product
  - how to return or cancel per the Isagenix policy
- 2. This is no minor point.** Always check to make sure the person is eligible to join Isagenix (minors and students are not eligible to join as a Customer or Associate)
- 3. Cold calling will get you the cold shoulder.** Refrain from approaching or contacting someone without sharing the purpose of the interaction is to recruit for your Isagenix business. It's important to know that any meeting or 1:1 should be held in a location where the public can enter or exit freely.
- 4. Tell the truth.** Do not state or provide any information that may be false or misleading. Refer to [JP.IsagenixCompliance.com](http://JP.IsagenixCompliance.com) for more guidance.



# FREQUENTLY ASKED QUESTIONS

## **Q: When will the Japan pre-launch begin?**

A: July 13, 2020

## **Q. Will there be any programs that are not available during the pre-launch period?**

A: Yes, START, IsaBody, 100lb Club, and Team Isagenix will not be offered at this time.

## **Q. What other markets participate in the Traditional Bonus Structure?**

A. United States, Puerto Rico, Canada, Mexico, Australia, New Zealand, United Kingdom, Ireland, Belgium, Netherlands, Spain, Hong Kong, and Taiwan.

## **Q: Where can I get regular updates about the Isagenix expansion in Japan?**

A: Targeted email campaigns will be used to inform Members about international opportunities.

## **Q: Now that I'm excited about Japan, what should I do next?**

A: Connect with your personal contacts and share that Isagenix is pre-launching in Japan.

## **Q: How do I get set up to build internationally?**

A: Visit your Back Office and sign up for an International Sponsorship.

## **Q: What region does Japan fall into?**

A: Japan falls into Region 6. This region includes South Korea. Any associate in Japan looking to build in another Isagenix market must purchase an International Sponsorship.

## **Q: What is the cost of shipping in Japan?**

A: The fees in Japan are as follows:  
**Local (OTG) Products:** ¥900 for shipping and handling  
**NFR products:** Shipping is 8% of the total order plus a ¥2,700 handling fee.

## **Q: Are there any taxes or VAT in Japan?**

A: Yes.

## **Q: Can I share “before” and “after” photos in Japan?**

A: No, they are prohibited.

## **Q: What can you tell me about the Japan leadership team?**

### **Michael Allen** **GENERAL MANAGER, JAPAN**

Michael Allen has extensive senior management experience, working for some of the world's leading organizations both inside and outside the direct selling arena. With positions such as Chairman, Board Member and CMO, he has managed sales revenue in excess of US\$1B. He has also been a board member of both the Direct Selling Association and Direct Marketing Associations of Japan.

### **Akihito Kannari** **SALES DIRECTOR, JAPAN**

Akihito has worked in the business development for 18 years. During that time he has been active Sales Department Manager, supporting the success of his team for major international organizations. Akihito has been part of the Zija family, as a sales manager and director, for 8 years. He has been instrumental in his team's success in international markets.





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