



ISAGENIX<sup>®</sup>  
BRAND  
PARTNER

**Link. Share. Earn.**

# Hey Brand Partner!

We couldn't be more excited to partner with you for one of our most anticipated programs to date.

As you already know, Isagenix is committed to making easy-to-use wellbeing products, and we believe that everyone deserves to feel and look their absolute best.

For this partnership, we want you to join us in promoting our wellbeing products through fun and engaging social media content. (Which, obviously, you are an expert in.)

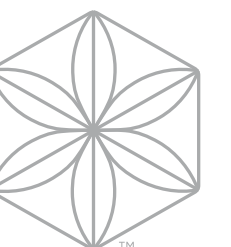
In this creative brief, we'll hook you up with partnership details, best practices, and a content strategy to help you generate excitement and engagement with your followers.

**We can't wait to see where you take this!  
And where it will take you!**



BRAND PARTNER

# Overview

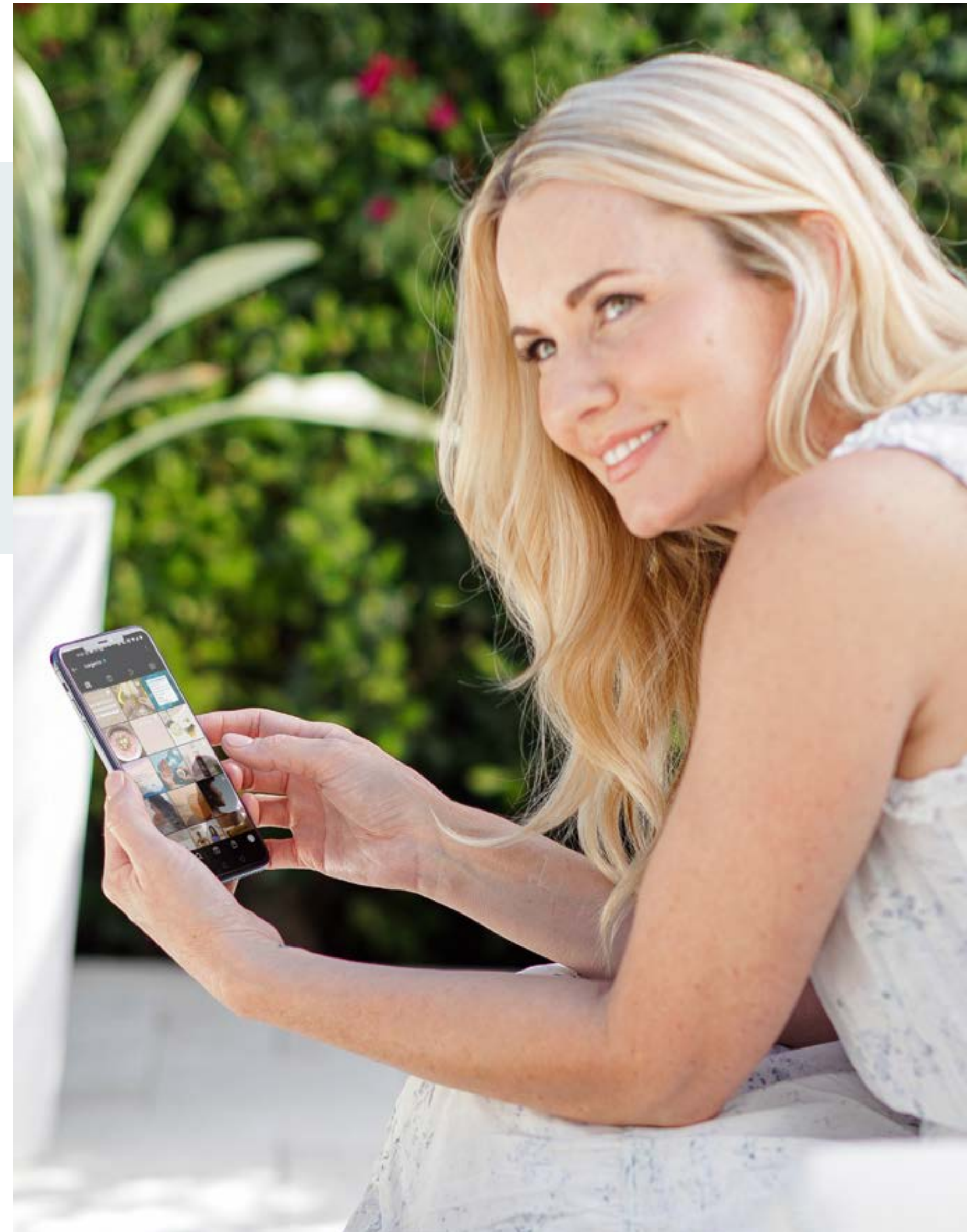


# What You Need to Know

- No Fees. No Team Building. Just you sharing awesome products.
- Brand partners can receive up to 35% commission when your followers purchase from you.

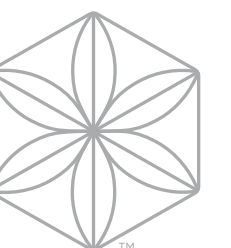
## WHAT WE WANT FROM YOU

- Create awareness for Isagenix products by positioning them as premier, simple, and effective wellbeing solutions that can be added to your follower's daily wellness routine.
- Educate your audience on the benefits of Isagenix products and supporting ingredients unique to each product, (e.g., IsaLean® Shakes, Collagen Elixir™, Recharge NAD™).
- Develop influential content that inspires people to try Isagenix products.
- Fun and engaging social content across platforms (Instagram, Facebook, & TikTok), while becoming a knowledgeable advocate for our incredible wellbeing products.



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# Key Reminders



## BE YOURSELF

It's not a one-size-fits-all; figure out what feels most authentic to you and what your unique audience engages with.

## CONTENT CREATIVITY

Don't be afraid to think outside of the box and create videos or photos that blend into your own brand.

## STAY COMPLIANT

Provide only accurate and compliant product claims. Keep content compliant with guidelines provided in the guidance document below. These can be sourced directly from the guidelines in this brief or our product pages on [Isagenix.com](https://isagenix.com).

## HAVE FUN

The best kind of content is fun and relatable!



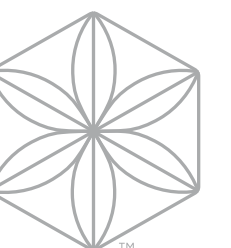
### Key Resources:

- [PRODUCT CLAIMS & DISCLOSURE GUIDANCE FOR ISAGENIX BRAND PARTNERS](#)
- [ISAGENIX.COM](https://isagenix.com)
- [ISAGENIXHEALTH.NET](https://isagenixhealth.net)
- INDIVIDUAL PRODUCT BREAKDOWNS (SEE PAGES 10-16 IN GUIDE)



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# Guidelines



## Do's

- Promote products to be included in everyday wellness routines
- Highlight key benefits and ingredients
- Feature the simplicity and ease of using Isagenix products
- Provide personal testimonials to product experiences
- Refer to yourself as an Isagenix “Brand Partner”
- Disclose relationship with Isagenix

## Dont's

- Promote products as a “Quick Fix”
- Compare directly to Competitors, “Collagen Elixir is so much better than X collagen powder”
- Make claims that Isagenix products are a “cure” for illnesses/diseases
- Refer to yourself as an Isagenix “Brand Ambassador”







WHOLE BLEND & ISALEAN® SHAKE

## Talking Points

### Do

- Promote as a convenient option that provides the nutrition of a balanced meal (or meal replacement)
- 24 grams of high-quality protein
- Grass-fed whey or plant-based blend
- 23 vitamins and minerals
- Whole Blend features vitamins and minerals from organic vegetables and fruit
- No artificial flavors, colors, or sweeteners
- Perfect blend of carbs, fat, & fiber
- Balanced macros

### Don't

- Recommend consuming only shakes and no other meals
- Shakes are meant to be part of your daily meals, not the only thing you consume
- Make specific weight loss claims, such as “You will lose X pounds if you drink this shake”



COLLAGEN ELIXIR™

# Talking Points

## Do

- Helps reduce the appearance of fine lines and wrinkles
- Improves skin elasticity and hydration
- 5 g of sustainably sourced marine collagen peptides
- Excellent source of zinc and biotin
- Boost a healthy glow with a powerful beauty blend of superfoods
- Delicious taste of wild berry and botanicals

## Don't

- Make claims for curing or treating skin diseases; for example, don't say things like "Collagen Elixir cleared up my rosacea/acne"



CELLETOI™

# Talking Points

## Do

- Help soften the look of emerging lines and wrinkles
- Five concentrated growth factors along with advanced tri-peptides in the Celletoi Peptide Blend
- Leaping Bunny certified (Cruelty-free & Vegan)
- Great skincare solution for all skin types
- Created by Korean skincare scientists

## Don't

- Make claims for curing or treating skin diseases, such as acne



## 30-DAY RESET & 7-DAY RESET

# Talking Points

### Do

- 30-Day Reset: Clinically validated weight loss system
- 7-Day Reset: Based on a clinically validated system
- Provides weight loss and weight management support
- Aids in building lean muscle
- Simple, whole-body reset
- Convenient system for maximum nutrition
- Helps manage daily stress
- Supports natural detoxification
- These systems include a nutritionally supported intermittent fasting protocol

### Don't

- Make specific weight loss claims, “You will lose X pounds if you use this system”
- Refer to the systems as a “diet” or “diet plan”



BEA™

# Talking Points

## Do

- Plant-based energy
- Caffeine naturally sourced from green tea and powerful adaptogens
- A source of balancing adaptogens
- Adaptogens are herbs and botanicals that help combat stress and contribute natural energy
- Featuring 12 essential vitamins from organic fruits and vegetables
- Provides 10 calories and 1 g of sugar

## Don't

- Recommend consuming more than 2 daily



E+™

# Talking Points

## Do

- Plant-based energy
- Caffeine naturally sourced from green tea, yerba matte, and powerful adaptogens
- Featuring a targeted blend of adaptogens to support physical endurance, performance, and focus
- Adaptogens are herbs and botanicals that help combat stress and contribute natural energy

## Don't

- Recommend consuming more than 2 daily



RECHARGE NAD™

# Talking Points

## Do

- Promotes cellular protection and detoxification
- Optimizes cellular energy production
- Helps slow the signs of cellular aging
- Has advanced capsule technology, to provide increased absorption and bioavailability

## Don't

- Make claims about any diseases, including those related to aging (e.g., cancer, heart disease, Alzheimer's)





# How & Where Disclosures Should Appear

Make sure people will see and understand the disclosure and that they have enough time to notice and read it.

Place it so it's hard to miss.

The disclosure should be placed with the message itself.

(Make sure the disclosures travel with the endorsement. For example, make sure the disclosure will appear with a TikTok video if it is posted to other platforms.)

## EXAMPLES:

**Like our 7-Day Reset?**  
You'll love our 30-Day System

After 8 weeks of following the Isagenix Weight-Loss System, participants achieved:

**56%** more weight loss\*  
**2x** as much visceral (abdominal) fat loss\*  
**Better improvements** in cardiovascular health markers\*

\*Key findings after 8 weeks of following the Isagenix Weight-Loss System compared to a heart-healthy diet. Study done by the University of Illinois at Chicago.

**3 WAYS TO Support your gut health** →

\*This statement has not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**Adaptogen** elixir

**WHAT IT IS:**  
A bubbly blend of adaptogens and kombucha to give you the balance you need in life. Designed to support your ability to adapt to stress, combining kombucha from black tea leaves and root extracts from adaptogens like astragalus, eleuthero, rhodiola, ashwagandha, and schisandra fruit.\*



\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



# Additional Disclosure Information and Resources

FTC Guides Concerning Use Of Endorsements And Testimonials In Advertising available below:

## [CODE OF FEDERAL REGULATIONS - PART 255](https://www.ecfr.gov/current/title-16/chapter-I/subchapter-B/part-255)

(<https://www.ecfr.gov/current/title-16/chapter-I/subchapter-B/part-255>)

## [DISCLOSURES 101 FOR SOCIAL MEDIA INFLUENCERS](https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers)

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## [THE FTC'S ENDORSEMENT GUIDES](https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking)

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**NOTE:** If you are a medical care provider or expert, please review Section § 255.3 (Expert endorsements) of the FTC Guides Concerning Use of Endorsements and Testimonials in Advertising for specific rules and information.



## SOCIAL MEDIA **Best Practices**

### **SIMPLICITY**

Always keep your unique links accessible even when you're not directly promoting by using a personalized menu (e.g., Linktree).

### **CONTENT VARIATION**

Keep content fresh by mixing it up between lifestyle content and product shots.

[BRAND PARTNER SOCIAL MEDIA LIBRARY](#)

### **VIDEO IS KING**

Video dominates the social media space. We recommend showcasing products in a video element for maximum reach.

[BRAND PARTNER VIDEO LIBRARY](#)

### **LIGHTING**

Always be sure your content is well-lit for best results and clarity.

### **HASHTAGS + TAGGED ACCOUNTS**

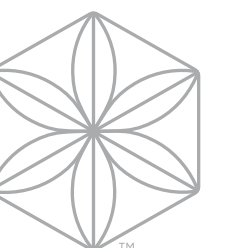
Always include appropriate handles and hashtags: @Isagenix #IsagenixBrandPartner  
Feel free to add in additional hashtags for products and related topics.

**Product Examples:** #IsaLeanShake #WholeBlendShake #CollagenElixir #RechargeNAD

**Topic Examples:** #ProteinShake #IntermittentFasting #CleanseDayWednesday  
#SuperfoodIngredients

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# Content Strategy



## Week 1

1. Feature product in stories on how you have incorporated it into your daily routine
2. Introduce a product into your feed using a lifestyle shot
3. Feature product facts by using an interactive story using the quiz feature
4. Create a reel/video featuring the benefits and ingredients
5. Go LIVE and provide a personal testimonial about how you feel after taking the product

## Week 2

1. Create a carousel post featuring before/after
2. Create a stories series of “Day in the Life” showing how the products are included
3. Create a reel that has a humor element with trending audio
4. Share a recipe with a product in your stories
5. Showcase product knowledge by using a questions box in stories for your followers to ask questions

## Week 3

1. Feature product in feed using a product beauty shot
2. Create a story featuring a poll relating to the product being used
3. Create a reel that has a humor element with trending audio
4. Share a recipe with a product in your stories
5. Showcase product knowledge by using a questions box in stories for your followers to ask questions

## Week 4

1. Feature product in stories, discuss the benefits
2. Introduce a product into your feed using a lifestyle shot
3. Feature product facts by using an interactive story feature
4. Create a reel/video featuring the benefits and ingredients
5. Go LIVE and provide a personal testimonial about why they should try it

\*This content schedule is only a guide, feel free to adjust and make your own as needed. For examples and inspiration, check out our [BRAND PARTNER LIBRARY!](#)

