

THE ART OF WELLBEING™

**REDEFINING
WELLBEING**

***Our Little Bottle
of Amazing...***

and why you need
it in your life!

**MEET MORINGA,
THE MIRACLE PLANT**

MUMPRENEUR:

BUSY MUM BUILDING A
SUCCESSFUL SIDE HUSTLE

**UNLOCK
THE POWER**

OF INTERMITTENT FASTING
FOR OPTIMAL HEALTH

**FROM WORKING
NIGHT SHIFTS
TO BUILDING A
GLOBAL BUSINESS**





Dear reader,

It is with great pleasure that I welcome you to this first edition of The Art of Wellbeing Magazine as we celebrate 21 years of Isagenix. Over the past two decades, Isagenix has been committed to helping people transform their lives and achieve their health goals with our innovative products and a supportive community.

Since its founding in 2002, Isagenix has grown to become a global leader in health and wellbeing, with a presence in over 17 markets here in Europe. From our flagship product, the IsaLean Shake, to our cutting-edge Collagen Elixir, Isagenix has consistently provided top quality products designed to help you achieve your goals.

But we're more than just a product company. At the heart of our success is our incredible community of Customers, Associates, Brand Partners and Employees who are passionate about sharing the Isagenix vision with others. We believe that true health and wellbeing is not just about what you put into your body, but also about the relationships you build and the support you receive along the way.

In this issue, we celebrate the stories of our valued community. From inspiring transformations to entrepreneurial success, these stories showcase the power of the Isagenix.

As we look to the future, we remain committed to our vision and are excited to continue innovating and providing the best products and support to our community, and we look forward to the next 21 years of Isagenix in Europe and beyond.

Be well,

Elaina

Elaina Bird
General Manager, Isagenix Europe



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Redefining Wellbeing

Living a healthy lifestyle is a topic that is more important now than ever before. Wake up “early.” Exercise. Not like that, like this. Eat “healthy”, organic, plants, skip breakfast, skip carbs—wait, is this food on the good or bad list? Avoid toxins. Avoid chemicals. Relax. Work hard. Save money. Spend money. Get plenty of sleep.

With an increase in chronic diseases and mental health issues, taking care of our physical, mental, and emotional wellbeing is crucial. There are so many options available to us when it comes to leading a healthy lifestyle, and it can be overwhelming to know where to start. From different types of diets to various forms of exercise, it can be challenging to find what works best for our individual needs.

Our focus here at The Art of Wellbeing magazine is to explore the many options available to help you live a healthy and balanced life, and provide insight into how you can make positive, simple changes that work for you.

WELLBEING IS INDIVIDUAL— IT'S AN IDENTITY UNIQUE TO YOU.

In this first edition of TAOW we hope to take you on a journey of individualised wellbeing. Instead of worrying about what your results should be from everyone else’s perspective, our clinically validated systems and products will help you redefine what a wellbeing is, on your terms.

WEIGHT MANAGEMENT

Removing the Guesswork

**WE HAVE ACCESS TO MORE
INFORMATION THAN AT ANY
POINT IN HISTORY.**

Which can make figuring out this whole “healthy lifestyle” thing so confusing—until now.

As unique as we all are, we also have common desires. We may have different reasons for being stressed, but many of us share a desire to be able to handle stress better. We may have different reasons for being distracted, but many of us share a desire to be more focused.

At Isagenix, we develop products for every need, want and feeling. That’s why, around the globe, our products are used daily by thousands of people all working towards a common goal, to feel better.

Our goal has always been to simplify things. To ignore all the fads and use science to help you achieve your goals. With Isagenix products, a goal and the support of a like-minded community around you, there’s nothing stopping you from reaching your goals, and staying there.

So let’s dig in to how and why our products and approach to wellbeing work so well.





Clinically Studied and Validated

KEY FINDINGS AFTER 8 WEEKS*

of using the Isagenix System compared to a heart-healthy diet:

56% MORE WEIGHT LOSS

2x AS MUCH VISCERAL (ADOMINAL) FAT LOSS



IMPROVEMENTS IN CARDIOVASCULAR HEALTH MARKERS

KEY FINDINGS AFTER 12 WEEKS*

of following the Isagenix System:

20% DECREASE IN FAT MASS

9% INCREASE IN LEAN MUSCLE MASS

33% INCREASE IN TOTAL TOXINS (PCBs) RELEASED

25% DECREASE IN OXIDATIVE STRESS



CARDIOVASCULAR HEALTH MARKERS SIGNIFICANTLY IMPROVED

*Weight loss should not be considered typical. A study showed an average weight loss of 24 pounds after 12 weeks. Participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week. For more information on the study, see IsagenixHealth.net.

LET'S START WITH

30 days

When starting something new, we need to give our bodies time to adjust. Beginning your Isagenix journey with one of our 30 day systems is the best way to put our products to the test. And no, this doesn't mean you have to cancel every social engagement and take all the enjoyment out of life for a calendar month, far from it.

The beauty of the art of wellbeing ethos is the flexibility it allows. You can effortlessly integrate this lifestyle into your everyday life and watch what happens.

Whether you're looking to lose weight, maintain a healthy weight, or improve your overall wellness, Isagenix can be an effective tool in your weight management journey. Here are some tips on how to use Isagenix for weight management:

- ✓ **Set Realistic Goals:** Before starting any weight management program, it's important to set realistic goals that are achievable. Isagenix can be an effective tool in helping you reach your goals, but it's important to remember that sustainable weight loss takes time and effort.
- ✓ **Follow the Isagenix System:** Isagenix offers a variety of systems to choose from, depending on your individual needs and goals. These systems typically include meal replacement shakes, snacks, and supplements that are designed to support weight management. It's important to follow the Isagenix system as directed to get the most out of the program.

- ✓ **Incorporate Exercise:** While Isagenix can be effective on its own, incorporating exercise can help accelerate weight loss and improve overall health. Isagenix offers a variety of workout programs that can be incorporated into your weight management routine.

- ✓ **Stay Consistent:** Consistency is key when it comes to weight management. Whether you're using Isagenix or any other weight loss program, it's important to stay consistent with your efforts. This means following the Isagenix system, exercising regularly, and staying committed to your goals.

- ✓ **Seek Support:** Weight management can be challenging, and it's important to have a support system in place. Isagenix offers a community of like-minded individuals who can provide support and encouragement throughout your weight loss journey.

By setting realistic goals, following the Isagenix system, incorporating exercise, staying consistent, and seeking support, you can achieve your weight management goals and improve your overall wellness. But don't take our word for it. When you decide to try the products for yourself, you'll have the peace of mind that comes with our 30-day money back guarantee. So what's stopping you?



What's Inside?



IsaLean™ Shake

Great tasting shake with whey or plant-based options.



Nourish for Life™

Packed with botanicals to nourish your body and support its natural detoxification process.



Ionix® Supreme

Ancient ingredients to support your modern life.



Snack Bites

Snack smarter with 5 grams of protein and only 110 calories.



Thermo GX™

Natural ingredients to support your metabolism.



IsaMove™

Gentle digestive support for balanced regularity.

Little Bottle of Amazing

Collagen is taking the supplement game by storm. But what exactly is collagen, and why is it such a big deal? Let's dive in and find out. Collagen is a protein that is found throughout our bodies, in places like our skin, hair, nails, and joints. Think of it as the glue that holds our bodies together. As we age, our bodies naturally produce less collagen, which can lead to wrinkles, sagging skin, and joint discomfort. That's where collagen supplements come in. Taking a collagen supplement can help to replenish the collagen in our bodies, leading to a whole host of benefits.

WHY COLLAGEN?

- ✓ **Improve skin health.** Collagen is a key component of our skin, and taking a collagen supplement can help to improve skin elasticity, reduce wrinkles and fine lines, and promote a more youthful appearance.
- ✓ **Strengthen hair and nails.** Collagen is also found in our hair and nails, and taking a collagen supplement can help to strengthen and improve their appearance.
- ✓ **Support joint health.** Collagen is a key component of our joints, and taking a collagen supplement can help to reduce joint pain and inflammation, and improve joint flexibility.
- ✓ **Aid digestion.** Collagen contains important amino acids that can help to support a healthy digestive system, and even improve gut health.

“BUT WAIT, CAN’T I JUST GET COLLAGEN FROM MY DIET?”

Well, technically yes, but it's not always easy. Collagen is found in foods like bone broth, animal protein, and fish, but it can be difficult to get enough of it through diet alone. That's where Collagen Elixir™ comes in.

Collagen Elixir™ is designed to help you look and feel the way you've always wanted to. Infused with an innovative blend of marine collagen peptides and powerful botanicals, this little bottle of amazing indulges your skin with both beauty and nourishment from the inside out.



Clinically Studied and Validated

NOTICEABLE RESULTS IN THE FIRST 30 DAYS*

93% IMPROVED HYDRATION

92% HEALTHIER SKIN

90% MORE RADIANT SKIN

88% IMPROVED BRIGHTNESS

91% YOUTHFUL COMPLEXION

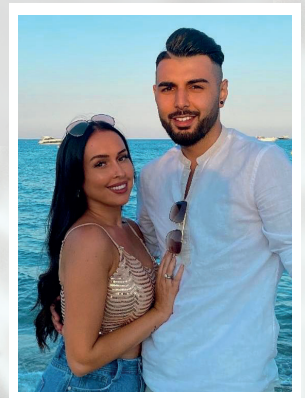
83% IMPROVED FIRMNESS

"Collagen Elixir™ was the spark that ignited my Isagenix journey. As a beauty professional, I loved the premium quality and the benefits it brought to my skin and overall health. But when I became a mum for the first time, I knew I needed to step away from my beauty salon and focus on my family. That's when Isagenix became more than just a supplement to me. It offered me the opportunity to build a business from home and have the financial and time flexibility to prioritise my family while still pursuing my professional goals.

The unique compensation plan and premium products of Isagenix made it an easy choice for me. As a beauty professional, I knew I had the knowledge to support the products I was selling, and my clients could see the results firsthand. In fact, the beauty salons in my team now are the ones with the best retention.

One of the best benefits of working with Isagenix is the time and financial flexibility, but I also know that routine is very important for my progress. So, even while being a full-time mum, I still make sure to prioritise my Isagenix business and the routine that comes with it. And I'm grateful for the opportunity to build a business that not only benefits my family but also allows me to support others on their own wellbeing journey."

Morgane Strijckmans
2-Star Golden Circle,
Crystal Executive



"I have been using Isagenix for almost 9 years, I love all of the products! I started incorporating Collagen Elixir into my wellness routine, taking two bottles each day. The first thing I noticed were improvements around my eyes and the growth of my hair and eyebrows. I'm a fitness instructor so I exercise intensely 5-6 times a week and my body feels a lot happier since using since using Collagen Elixir so it's not just the outward appearance. It's really helped support my body by ageing healthily from the inside as well as diminishing my fine lines and wrinkles."

Angela Hancock
3 Star Golden Circle, 2 Star Crystal Executive



*Individual results may vary. Statistics are based on a survey of 113 participants who used Isagenix Collagen Elixir consecutively for at least 30 days without cosmetic intervention or other known changes to their regular skincare products. The survey participants included Isagenix Independent Associates, who are eligible to earn a commission for sales of Isagenix products.

Results depicted are those of Isagenix Customers who used Collagen Elixir along with a skincare and supplement routine for 30 days with daily use. Results not typical. In a preliminary study, participants experienced a 9.5% reduction in the appearance of wrinkles over 30 days.

NATURAL BEAUTY

Unveil Your Masterpiece

Inspired by you and perfected by nature and science, Celletoi™ is the ultimate skincare line in the age of self-care. The ingredients are pure, the routine is simple, and the results are undeniable.

MOISTURE BALANCING CLEANSER

Removes makeup, dirt, and impurities through its antioxidant-rich botanicals and ceramides in a gentle, yet powerful foam.

ADVANCED YOUTH SERUM

Improves skin elasticity, tone, and texture through a concentration of growth factors working alongside the skin's natural renewal process.

FIRMING CASHMERE CREAM

Defends skin against harmful environmental pollutants through an infusion of all-day moisture support from hyaluronic acid and soothing ceramides.

PEPTIDE EYE CREAM

Reduces the signs of ageing to visibly smooth lines and wrinkles for radiant eyes and brighter skin by utilising our exclusive Celletoi BioFirm Complex™.



Celletoi Trial Results

(KEY FINDINGS AFTER 8 WEEKS)



BEFORE AFTER

74%

increase in skin moisture after 4 weeks and 109% increase after 8 weeks*



BEFORE AFTER

100%

of study participants noticed an improvement in the appearance of fine lines & wrinkles*



NO PARABENS, SULFATES, PHOSPHATES



NO ARTIFICIAL FRAGRANCE



THIRD-PARTY CLINICALLY TESTED



DERMATOLOGIST TESTED



CRUELTY-FREE/VEGAN



LEAPING BUNNY CERTIFIED

BY COMBINING CELLETOI WITH COLLAGEN ELIXIR™, YOU WILL EXPERIENCE THE ULTIMATE INNER AND OUTER BEAUTY ROUTINE[^]

78%

NOTICED AN IMPROVEMENT IN SKIN TEXTURE

85%

NOTICED MORE RADIANT SKIN

92%

NOTICED HEALTHIER LOOKING SKIN

71%

NOTICED AN IMPROVEMENT IN SKIN ELASTICITY/FIRMNESS



“When I first saw some before and afters with Collagen Elixir I thought wow! I use a lot of different products and skincare with my clients but these results were incredible and I was very excited about it. I started selling Collagen Elixir to my clients and got my parents on board too as they were working in my salon with me. Their results were so impressive everyone started asking about what we were doing. Month after month I saw my income with Isagenix grow and grow. I now get so many referrals from my clients recommending the products to their friends! I work this business around my salon and I really focus on sharing this opportunity with other business owners like me who can benefit from earning extra income. Collagen Elixir and Celletoi are so complimentary alongside my aesthetics business, this is a no brainer for me. I’m so passionate about what this business can do for others now I have experienced it for myself.”

Lissa Asselberghs
2 star Golden Circle, Crystal Executive

* Individual results may vary. Statistics are based on a third-party clinical study with 22 participants who used the Celletoi Complete Collection consecutively for 8 weeks without cosmetic intervention or other known changes to their lifestyle.

[^] Individual results may vary. Statistics are based on an internal pilot study of 14 participants who used Collagen Elixir along with the Celletoi Complete Collection consecutively for 4 weeks.

Timeless Wellbeing

Eating a balanced and nutritious diet is essential for maintaining good health, but with our busy lives, it can be challenging to ensure we are getting all the necessary nutrients we need to maintain optimum health.

HITTING THE ON SWITCH

Fatigue, lack of focus, and burnout all limit what we're capable of achieving day to day. With our line of Energy and Focus products, you can feel like you determine when to flip the switch ON to GTD (Get Things Done) and OFF to get some much-needed rest. Putting energy within your control.



E-SHOT™

The Balanced Energy Shot with Naturally Sourced Caffeine + Botanicals

- ✓ 80 milligrams of natural caffeine sourced from green tea and yerba mate.
- ✓ Fuel your day with adaptogens that support alertness and physical performance.
- ✓ Clinically tested and shown to support sustained energy levels.

SO WHAT EXACTLY ARE NOOTROPICS?

We're glad you asked. Nootropics are botanical ingredients with properties that have been shown to enhance thinking and mental performance. Nootropics are one way to support your brain's full potential for a stronger mental edge.



NOOTROPIC ELIXIR™

Fuel Your Focus

- ✓ On-demand focus for cognitive performance.
- ✓ Support your brain's key functions such as memory, focus and alertness.
- ✓ A sleek, ready-to-drink elixir bursting with flavours of tangy cranberries and juicy grapes.



EVER HEARD OF MANGOSTEEN?

This power packed little fruit has some serious health benefits.

First things first, let's talk about taste. Mangosteen has been described as sweet, tangy, and a little bit sour all at once. It's like a flavour explosion in your mouth! But it's not just the taste that makes this fruit so special.

Mangosteen is jam-packed with antioxidants. In fact, it's one of the richest sources of xanthones, a type of antioxidant that has been linked to a range of health benefits including supporting your immune system. Mangosteen is also a great source of fibre, which can help keep your digestive system running smoothly.

So, how do you eat mangosteen? The fruit is about the size of a small apple, with a hard outer shell. To get to the juicy goodness inside, you'll need to slice the fruit open. You can eat the white fleshy part, but be careful to avoid the bitter seeds.

Find your daily dose of mangosteen in our sweet and tangy Xango® Reserve. An all-natural fruit drink that supports your body's overall health and wellbeing using this nutritionally packed superfruit.



TARGETED HEALTH

MEET MORINGA

The Miracle Plant

If you're looking for a natural way to improve your health and wellbeing, then look no further than moringa. This miracle plant has been used for centuries in traditional medicine, and it's finally getting the recognition it deserves in the Western world.

SO, WHAT EXACTLY IS MORINGA?

The moringa (*Moringa oleifera*) tree is a fast-growing, deciduous tree native to subtropical areas in southern Asia, Africa, and South America. Because of its ability to grow year-round, many cultures have used various parts of the moringa tree both medicinally and as a food source. Its leaves, seeds, and pods are all used for their health benefits. Moringa is packed with vitamins, minerals, and antioxidants, making it one of the most powerful and nutrient-dense plants on the planet.

MORINGA IS MORE THAN A SUPERFOOD

The mild flavour of the flower and nutrient-dense leaf are consumed in foods and brewed as a tea, but beyond its nutritional benefits, moringa's versatility makes it a sustainable solution with many applications from skin and haircare to textiles and water purification.

Find your daily dose of moringa in Isagenix Greens and SuperMix making it quick and easy for you to take advantage of the most potent botanical on earth!



Isagenix Greens™



SuperMix™

Here are just a few of the many benefits of incorporating moringa into your diet:

- ✓ **Supports your immune system:** Moringa is loaded with vitamins A, C, and E, all of which are essential for a strong immune system. It also contains compounds like quercetin and kaempferol, which have been shown to have immune-boosting properties.
- ✓ **Improves digestion:** Moringa is a natural digestive aid, thanks to its high fibre content. It can help to regulate bowel movements and prevent constipation.
- ✓ **Supports brain health:** Moringa contains compounds like polyphenols and flavonoids, which have been shown to protect the brain and improve cognitive function.



GRAM FOR GRAM
fresh Moringa
leaves contain:

2×
more Protein
than Yoghurt

4×
more Vitamin A
than Carrots

17×
more Calcium
than Milk

7×
more Vitamin C
than Oranges

15×
more Potassium
than Bananas

* Islam Z, Islam R, Hossen F et al. "Moringa oleifera is a Prominent Source of Nutrients with Potential Health Benefits", International Journal of Food Science, vol. 2021

FITNESS

Powerful Performance

It's amazing what our bodies are capable of. Whether you're weightlifting, cross-training, or just wanting to go for an occasional jog, it's important to perform your best while quieting the noise from the complicated fitness industry.

We believe that a healthy lifestyle is not just about what you eat, but also about how you move. Exercise is an integral part of achieving and maintaining optimal health, and it can

help you reach your goals faster. Whether you're a seasoned athlete or just starting out, we've got you covered with the best products to support your fitness journey.

We understand that everyone's fitness journey is unique, and we're here to support you every step of the way. So, grab your workout gear and get ready to break a sweat with us!

"All my life I've found it very difficult to consistently stay in shape. I often give up and eat way too much. I used to try and lose weight with boring and overly complicated diet plans.

Since choosing to do a 30 Day program with Isagenix my results have been incredible, and I still get to eat my favourite meal, Spaghetti Bolognaise!

I also switched my focus to strength training whereas before I spent a lot of time running and doing cardio sessions.

I was less hungry with this program because I continued to eat enough every day by using a combination of two IsaLean shakes a day plus meals and 1 Cleanse Day a week.

In addition, I used the AMPED™ range of products every day. I also incorporated Nootropic Elixir which gave me even more focus and helped with my sugar cravings.



I started with a fat percentage of 22% and at 12 weeks had already dropped below 8% fat. This is the best result I've ever achieved in my life. While I used to be up and down like a yo-yo, now I can keep my weight stable with this.

The Isagenix system is the easiest but also the best range of products I have ever used!"

Dominique Vandaele
4 Star Golden Circle, 3 Star Crystal Executive

Weight loss should not be considered typical. In a study performed in 2012, subjects lost an average of 9 pounds after 30 days on an Isagenix System. A 2016 study showed an average weight loss of 24 pounds after 12 weeks. The participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week. For more information on the study, see IsagenixHealth.net.

If you are pregnant, nursing, diabetic, taking medication, have a medical condition, or are beginning a weight-control program or exercise program, consult your physician before using Isagenix products or making any other dietary changes, beginning any fitness plan, or attempting to lose weight.



“ There are lots of supplements out there to choose from. As a professional sports person, I use these products to support my training and performance. In addition to a healthy diet, supplementation is really the key as our bodies are under a lot of stress as a result of training and playing.

The convenience and quality of the AMPED range is great and the fact that they come with the Informed Sport certification gives me the guarantee and peace of mind I need. AMPED Post Workout is a product I've used for a long time and it works really well for me. ”

Piers Francis
 England and Bath
 Rugby Union Player



AMPED™ NITRO
 PRE-WORKOUT



AMPED™ HYDRATE
 DURING WORKOUT



AMPED™ POST-WORKOUT
 POST-WORKOUT



AMPED™ NEXT LEVEL PACK

Boost every aspect of your workout to get better results faster. This AMPED™ pack delivers what you need before, during, and after your workout so you can take your goals to the next level.

Ask the expert



Rebecca Taylor, BSc ANutr, our Isagenix nutritionist, is here to answer your commonly asked questions about Isagenix products. With her expertise, she understands how Isagenix products effectively supports your individual health and wellness goals, helping you unlock the full potential of our products for optimal results.



How long does it take to see results with Isagenix?

A The results of using Isagenix depend on your starting point. If you follow the weight loss program, which is designed to support 1-2 lbs per week weight loss, you may see a greater initial weight loss that will start to level off as time goes on. Based on Customer feedback, most people start to see or feel a positive change within the first week or so.



Can I use these products if I am plant-based?

A Yes, Isagenix offers plant-based alternatives to their whey-based products. Many of their products are naturally plant-based, such as Ionix Supreme, e-shot, Greens, and Snack Bites. It's always best to check the ingredient lists to ensure they fit your dietary needs.



Are Isagenix products suitable for people who follow a low-carb diet?

A Isagenix products do provide carbohydrates, as recommended for a healthy balanced diet. If you're following the weight loss program, you can focus your two snacks per day and healthy balanced meal around reduced-carb food choices if you wish. However, Isagenix has seen great results from customers who choose not to restrict this food group.



What are the benefits of taking Collagen Elixir™?

A Isagenix uses collagen to help combat the natural decline of collagen production as we age. The collagen used in their products is clinically studied and proven to improve skin elasticity, reduce the appearance of wrinkles, and improve skin hydration.



What are Cleanse Days?

A Isagenix's Cleanse Days are their version of intermittent fasting. The focus is on small amounts of targeted nutrients regularly throughout the day, rather than just a water fast or setting a certain number of calories with little to no guidance. Cleanse Days have made intermittent fasting an achievable and enjoyable part of a wellness routine. Benefits go beyond weight loss, such as holding onto lean muscle mass while reducing body fat, maintaining weight loss longer term, and autophagy – the body's natural cellular cleansing process that takes place when we're fasting.



Is Intermittent Fasting safe?

A Intermittent Fasting is safe for individuals without medical conditions. If you're nervous to begin, you could start by extending the time overnight you're fasting, gradually extending until lunchtime, late afternoon, evening, until you're feeling ready. Isagenix also offer Cleanse Day support products like Snack Bites, Harvest Thins, e-Shot, and AMPED Hydrate to provide small amounts of targeted nutrients regularly throughout the day. They also recommend breaking the fast with IsaLean Shake to provide the body with essential nutrients like protein, vitamins and minerals.



Is the Isagenix system a sustainable long-term weight management solution?

A Yes! Isagenix targets a sustainable rate of weight loss, which is 1-2lbs per week. This helps the body to adapt and adjust throughout the weight loss journey, which helps to maintain results long-term. Isagenix also offers products and concepts to continue as part of daily wellness routine, like including an IsaLean Shake for breakfast each day, including at least 1-2 Cleanse Days per month, plus any other healthy habits picked up along the way.



Are Isagenix products suitable for people who are trying to reduce their sugar intake?

A Isagenix products contain some naturally occurring sugars, like the dairy in their whey-based IsaLean Shake, and some added to improve flavour and customer experience (although this is kept to a minimum). Isagenix doesn't use any artificial sweeteners, flavours, or colours, and uses small amounts of naturally occurring sugars. Pairing with stevia, a natural sweetener, provides the tastes customers crave with an improved nutrient profile.

2022 EUROPEAN ISABODY CHALLENGE
GRAND PRIZE WINNER

ISABODY
CHALLENGE

PAY
TO THE
ORDER OF

Danielle Burke
FIVE THOUSAND POUNDS

DATE 11-03-23

£5,000

THE
SUM OF

ISAGENIX.

Jim Kathy
JIM AND KATHY COOVER



Danielle Burke celebrating with her £5000 prize as the 2022 European Isabody Challenge Winner



2022 EUROPEAN ISABODY CHALLENGE GRAND PRIZE WINNER

Danielle Burke

“ What an amazing feeling it was to know I had won! I am so proud of what I’ve achieved and to know I’ve been able to help many others do the same. ”

Six months after giving birth to her daughter, Danielle Burke was at a low point in her life.

“I was the biggest I’d ever been, I was miserable and I had no confidence whatsoever. People thought I was still pregnant which was really affecting my day-to-day life and I just wanted to hide away from the world. A friend I used to go to school with was using the Isagenix system and posting on Facebook about it so I got in touch with her. I bought my pack and started the IsaBody Challenge.”

“After just a couple of weeks I got into a skirt I hadn’t worn in ages. I put a post on Facebook and people started to message me about what I was doing. I had two of my friends already doing the program with me for support and from this point people really started noticing the change in me.”

Danielle started to start enjoying her life again, and began sharing Isagenix with others who wanted to experience their own results.

“Earning an additional income alongside this was really unexpected. I didn’t go into this to make money from it, I just wanted to feel better and lose weight. Isagenix has changed my life on so many levels. I’ve bought a whole new wardrobe, I’ve won a trip to Ibiza and I’ve gone on to build an amazing business from home.”

Danielle attributes her success to the IsaBody Challenge keeping her accountable along the way. “Sometimes when you lose weight you quickly go back to old habits but this really kept me on track and helped me learn to treat this as a lifestyle. If you’re thinking about getting started with Isagenix don’t think about it, just do it. Just say yes and figure it out afterwards. What’s not to love about something that is going to help you age healthily and earn extra income!”



BEFORE

Transform with the Isabody Challenge®

The IsaBody Challenge is a 16-week challenge giving every day people the opportunity to set new goals for their health, fitness, and overall wellbeing. Becoming part of the IsaBody Challenge community can be life changing. Challengers receive the support and encouragement they need to continue striving for their goals.

Read on for some serious inspiration and who knows, maybe you could be the next IsaBody Finalist in the making!



Donni Smythe - North America IsaBody Finalist



2022 EUROPEAN ISABODY CHALLENGE FINALIST

Claudia Rodigari

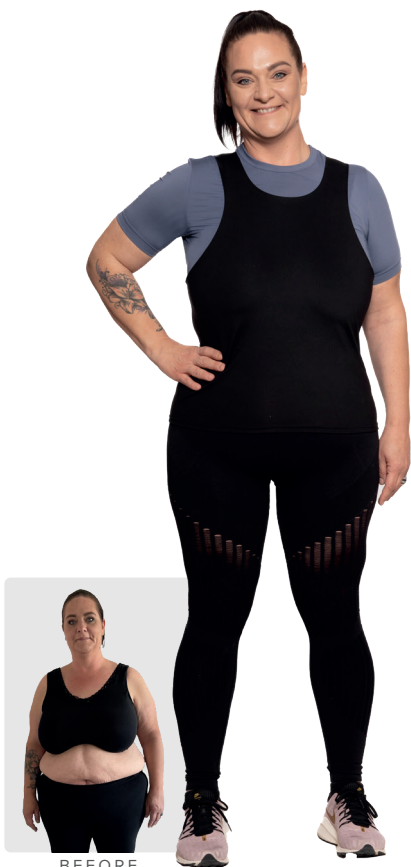
Busy mum of three, Claudia Rodigari wasn't looking for a weight loss program when she joined Isagenix.

"I started with Collagen Elixir as my background is in the beauty industry, but I soon noticed that Isagenix had the weight loss program so I decided to give it a go!"

“ I've tried a lot of things to lose weight in the past which never worked long term. I thought it would be the same with Isagenix. When I look back on the 16 weeks of the challenge, it's just unbelievable how much I have changed. ”

"I had the support of my family because you can integrate this so easily into family life. Being able to get on my bike again with my daughter is just so amazing. I have so much energy, I can move easily and I'm enjoying life - it's incredible!"

Everywhere Claudia goes people are noticing the difference in her, "Now, when people say they want to get started with Collagen Elixir and Celletoi, I also share our nutritional products as the two go hand-in-hand. They compliment each other so well!"



BEFORE



2022 EUROPEAN ISABODY CHALLENGE FINALIST

Lee Barrow

After seeing his wife's transformation with Isagenix he knew he had to give it a go.

"I used to be professional footballer. When I retired I found the transition difficult. I went from being extremely fit to finding it hard to maintain the motivation to train and as a result I put on a significant amount of weight."

By committing to the IsaBody Challenge Lee has got his fitness back and feels incredible.

“ It took me out of my comfort zone which was so worth it because I'm really pleased with the results. I can see a difference in my shape, strength and stamina. ”

This is Lee's 5th IsaBody Challenge and he's more committed to his health than ever before. "My results have been amazing, I've met so many people through Isagenix and it's such a positive environment seeing not only your transformation, but theirs too! I plan to use these products for the rest of my life."



BEFORE



2022 EUROPEAN ISABODY CHALLENGE FINALIST

Suzanne Bos

Mum of two Suzanne Bos turned to the IsaBody Challenge to get her life on track. After tragically losing her Mother at the age of just 55, she started to think about her own lifestyle and knew something had to change.

When her friend Saskia introduced her to Isagenix, she was skeptical. "I wasn't sure about the products, but I was open minded and gave it a go."

“ During the challenge I started running with my dog and I now do HIIT training three times a week. I'd have never believed I would be doing this when I started. ”

"I absolutely love the products now especially Isagenix Greens, AMPED Nitro pre workout, and of course I have an IsaLean Shake every morning. Now, I'm happy with my body. Of course there is still more I can achieve but I'm on the right track. I'm sure my mom is proud to be watching me from above!"



BEFORE



2022 EUROPEAN ISABODY CHALLENGE FINALIST

Marco Cairo

"I used joining the IsaBody Challenge as an opportunity to change."

During his challenge Marco lost 5.5 kilos (12 pounds) and is so happy with his results. "My main results were losing body fat around my waist and gaining lean muscle mass. I feel so much lighter and stronger. I've now started exercising in the gym. My wife Elena and I did the Challenge together and she was also announced as an Honourable Mention which is an amazing achievement."

"I've had to refresh my wardrobe because the clothes I had were feeling so loose on me. I feel so happy I was consistent and focused during the 16 weeks."

"Thanks to my results, many people have started asking me for advice on how they can achieve the same. I want to help more and more people join the IsaBody Challenge, achieve their goals and find self-confidence."



2022 EUROPEAN ISABODY CHALLENGE FINALIST

Karl Fryer

With a summer holiday coming up Karl was ready to make some changes. "I was feeling bloated, overweight and wanted to get rid of my belly ready for my holiday."

"I'd seen lots of great testimonials and with a money back guarantee I had nothing to lose, apart from weight!"

After his first 30 days using the Isagenix products, Karl couldn't believe the changes he was experiencing. "I was sleeping so much better without snoring! I had more energy and was way less bloated. The weight was coming off and I'd lost four inches off my waist."

Karl is feeling better than ever and loves the convenience of the products. "I find Isagenix so simple and easy to follow. The shakes taste great and are so filling. The time it takes to organise my breakfast and lunch is down to minutes as I don't need to think about what I'm having. In my job as a field service engineer I used to grab fast food and sandwiches, not anymore! I also save money by having shakes instead of buying food out every day."



2022 EUROPEAN ISABODY CHALLENGE FINALIST

Sonja Mulder-Kramer

Sonja was looking for a way to improve her energy levels as she was feeling tired and lethargic. "One of my friends Ela suggested I give it a try, to support my energy levels when teaching at the gym."

She soon began feeling the boost in energy she had been seeking and started to try more of the Isagenix products. As someone who has always loved food she couldn't imagine doing Cleanse Days, but they have now become part of her lifestyle and daily routine.

"I have a busy job and then teach four hours of fitness classes every Wednesday evenings. Before I would be so tired but now with Isagenix I am able to do my job and then continue on to teach with no problem at all."

"The gym I teach at is for women only. They noticed that there was something different and asked me what I was doing. I've been able to help my clients get started too and earn an additional income. It is great to be able to share Isagenix with others and help them get amazing results too."





2022 EUROPEAN ISABODY CHALLENGE FINALIST

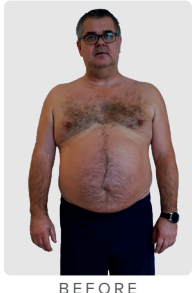
Peter Klar

After his son announced he was getting married, Peter and his wife were spurred on to start taking care of their health. "Initially I was skeptical because I had tried many times to lose weight, but Isagenix was so easy to follow and even now I'm still able to maintain my results."

“ I'd tried intermittent fasting before but without eating for eight hours. I was hungry constantly. But with Isagenix being a supported fast with Nourish for Life and the snacks throughout the day, it completely changed my experience of intermittent fasting. ”

I've tried many different programs before which involved cooking complexed meals and having a strict schedule. It didn't fit around my life, and even though I did lose weight, unsurprisingly I gained the weight again because it was so complicated.

Isagenix is different because it is so easy to follow, and I only have to prepare one meal a day. My advice to anyone else is to trust in yourself and this system. Isagenix is a complete lifestyle change – make the switch in your mind to go for it!”



BEFORE



ISABODY CHALLENGE®

Why not start your own IsaBody Challenge? Each finalist receives £1000/€1100, with our Grand Prize winner being awarded an additional £5,000/€5,500!

And if you're looking for another reason to join, simply for completing the IsaBody Challenge you'll receive a £150/€165 product coupon along with exclusive IsaBody Challenge merchandise.

Head to isagenix.com/isabody-challenge and get started today.



CHALLENGE YOURSELF

Mumpreneur

HOW A MUM IS BUILDING A THRIVING SIDE HUSTLE WHILE BALANCING FAMILY LIFE.

More parents than ever are looking for flexible work that allows them to put their children first but also find fulfilment and purpose in parenthood. With the cost of living increasing and childcare fees soaring, it is no surprise that many parents are turning to Isagenix to improve not only their health, but their financial wellbeing.

There are more ways than ever to grow an additional income with Isagenix. Lara Eastwood has chosen to partner with Isagenix and change the financial blueprint for her family, allowing her to realise her potential whilst not having to miss out on making memories with her children.

LARA EASTWOOD *2 STAR GOLDEN CIRCLE, 1 STAR CRYSTAL EXECUTIVE*

BUILDS HER ISAGENIX BUSINESS PART-TIME WHILST WORKING PART-TIME AS AN NHS NURSE

After becoming a mum for the first time, Lara found her reason to go for it in her Isagenix business. “I had been dabbling with my Isagenix business for a number of years. I never really understood what it meant to have a burning reason to do this. That was until my son Oliver was born.”

With a background in nursing, Lara knew she would have to return to work after her maternity leave. “Thanks to Isagenix, I was able to take an extended maternity leave and be at home with my son until he was 15 months old. Now I’m back at work, my Isagenix income helps pay for childcare costs which is incredible.”

With her career in nursing spanning the past 15 years, Lara has now reached the maximum income she can earn in her position.

By earning a supplemental income with Isagenix she can really maximise her potential and help people, just in a different way by improving their health and wellbeing with the Isagenix products.

“I work part-time and am able to grow my Isagenix business from my phone in the pockets of time I have, whether that is on my lunch break or during Oliver’s nap time. Dedicating an hour or two of my time around my every day life is totally doable and means I’m able to earn an additional income to pay for childcare.”

“I can’t imagine not having these products in my life, they make it so simple and easy to stay healthy. Every mum deserves to feel amazing and have the energy to keep up with her kids.

I’m all in with this now, my why is to be at home with Oliver full time and work this business around him.



“ Dedicating an hour or two of my time around my every day life is totally doable and means I’m able to earn an additional income to pay for childcare. ”



ISAGENIX EUROPE'S

first Legacy Club member

MICHAEL BOCKAERT

Building a business with Isagenix can begin in many different ways. For some, it can be a part-time commitment which brings in a valuable additional income stream. For others, this business offers a real opportunity to create long term wealth, which was just the case for Michael Bockaert when he began his journey with Isagenix in 2017.

Just five short years later he has earned over \$1M USD in cumulative earnings with the company, and the best part... he's only just getting started.

No stranger to traditional business, Michael has a successful gym and coaching business with over 20 years experience in the fitness industry. When he was introduced to Isagenix he had no previous experience in the network marketing industry, but being open minded, he was willing to give the products a try.

"I was introduced to Isagenix by my friend Sander, a personal trainer and coach in the Netherlands. I was willing to put the products to the test and see what they could do. I very

quickly saw the difference with my clients who were using the Isagenix products. They had way more energy and their physique was much better on the day of their competitions. How they were able to recover and stay in good shape after competition along with their ability to maintain low body fat was also far better on the Isagenix products."

After seeing the results with his clients first hand, Michael's interest was piqued and he decided to take a good look at the business opportunity. "Unlike other financial opportunities, I didn't have to invest a huge amount to get started, I just had to give the products a try. I made the decision to give it my all. When I say I'm going all in, I'm going all in!"

In a matter of weeks Michael had reached his initial goal of Crystal Executive and continued to work hard and share the Isagenix program with his network both in person and online. Five years on and Michael has reached the rank of 7 Star Crystal Executive, 8 Star Golden Circle* simply by sharing

his passion and what is possible for others.

"I remember early on in my journey, my friend and mentor Zach Slobin said to me, ignorance on fire is better than knowledge on ice. At first I had no idea what I was doing but I took action. Success in this business comes down to taking action. You have to be consistent. That doesn't mean you have to work 12 hours a day. Simply maintain consistency the whole year round with the time you have to dedicate to your business."

During the pandemic when many small business owners were looking for help, he introduced many of them to another stream of income with Isagenix. "In April 2020 I personally enrolled 18 beauty salons and helped them get started with Isagenix. They were praying for money. The bills were going up and there was no income coming in. 'Giving others a real way to earn residual income through a financial crisis showed the power of what this business model can do for people.'"



“

Giving others a real way to earn residual income through a financial crisis showed the power of what this business model can do for people.

”

As the first Isagenix Legacy Club member from Belgium, Michael is extremely proud of what he and his team have achieved in just a few short years. When he attended his 6th incentive trip to Ibiza in 2022, he was thrilled to have so many of his team there with him experiencing success of their own, “The leaderboard was 40 people from Europe and more than a half were in my team. Being able to celebrate with everybody from Belgium and the Netherlands on a free trip to Ibiza was the best feeling.”

Since joining Isagenix Michael has been awarded International Leader of the Year for 2018 and 2019 and in 2022 was presented with Leader of the Year at Global Celebration in Orlando. He attributes his success to having a great work ethic and building a solid foundation of support for his growing team.

“I had a huge goal to be the first Isagenix Millionaire in Europe, and I have achieved that. Now others can see this opportunity is real! Now they can see it's anyone's game. Anyone can do this. Anything is possible. If I can do it, everybody can do it!”



“

**At 71, I am still very excited
by the opportunity to build
my business with Isagenix.**

”

MEET LEGACY CLUB #419

Wolfgang Sonnenburg

Wolfgang Sonnenburg was a successful lawyer, earning a comfortable salary and enjoying a stable career. But after years of hustle working in the legal field, he found himself feeling unfulfilled and dissatisfied with his life. He knew that there was more to life than just working long hours and earning money. He wanted to make a difference in the world and find true fulfilment.

At first, he was skeptical about the industry, but he soon realised that it was a powerful tool for creating positive change and helping others achieve their dreams. He saw the potential for network marketing to transform people's lives and give them the freedom and flexibility to pursue their passions.

"When I found network marketing in the 90's I had already achieved 'success' in the traditional sense so I wasn't doing this for the money. I quickly realised that I had the opportunity to impact many people through leadership and training in this industry and I was very excited by the prospect of effecting real change in the world."

Wolfgang was inspired by the success stories of others who had built thriving network marketing businesses, and he decided to take the leap and pursue this path himself. He left his lucrative career as a lawyer to become a full-time network marketer, and he hasn't looked back since.

Now a seasoned leader in the industry, with a career spanning multiple decades, Wolfgang is also published author and philanthropist. His focus since leaving the world of corporate law has been on personal growth and building a team of leaders all over Europe and the world. "As Zig Ziglar said, if you help enough people get what they want, you will get what you want."

"I knew I had an opportunity to lead people and grow people within the industry of network marketing. By developing people and helping them secure their own future you can help them overcome their fears. Many people are worried about the future and especially in the wake of the pandemic. The possibility of being able to build a business from your laptop or phone from home is like no other, it is so very different to how it was when I started."

"With Isagenix, their ethical focus on improving technology and being at the cutting edge of product development is impressive. I am very much looking forward to the future with Isagenix and can't wait to see what is to come. At 71, I am still very excited by the opportunity to build my business with Isagenix. It is so easy to grow this business by just sending a link to someone."

Perhaps the most rewarding aspect of network marketing for Wolfgang has been the ability to help others. He has built a team of dedicated and passionate individuals who are committed to making a difference in the world. Together, they have been able to empower people to achieve their dreams and live life on their own terms.

Wolfgang's journey from lawyer to network marketer is a testament to the power of following your passions and pursuing your dreams. It's not always easy to leave a stable career and take a risk on something new, but the rewards can be truly life-changing. For Wolfgang, network marketing has provided him with the fulfilment and purpose he was searching for, and he's grateful every day for the opportunity to make a difference in the world.

Unlocking **Freedom** and **Flexibility**

Do you long for a lifestyle that provides more freedom and flexibility?

In today's world, we are constantly on the lookout for ways to improve our health and financial wellbeing. Isagenix has been helping people achieve both for over 20 years.

Many of us are seeking more flexibility in our lives, as was the case for Ilse Massant and Tim Goosens. This young couple had a strong desire to change the trajectory of their lives, they just didn't know how.

When they were introduced to Isagenix, they knew they had found something that could dramatically change their lives for the better. At the time Ilse was working full time in an office as a sales rep with Tim working night shifts in the police force. They were both searching for something different and a chance meeting set them off on a path to achieving the flexible lifestyle they were longing for.

"We met Kelly Verlez at the airport in Malaga on our way to scope out venues for our upcoming wedding. We were at a car rental

place and got chatting. She mentioned she had something that could potentially change our lives. I was open to taking a look so we connected on social media and reached out to her when we got home," says Ilse

"Ilse was totally open to the idea but I was skeptical," shares Tim. "When Kelly connected me with Michael Bockaert, his experience and knowledge about the products and the company really

piqued my interest so I jumped on board and began taking the opportunity seriously."

As fitness enthusiasts, Ilse and Tim were impressed to discover a brand that suited their lifestyle so well. They had been contacted by other network marketing companies in the past, but none of them felt right. With Isagenix, they were impressed by the science behind the products and how good the products tasted.





“The momentum is there now, and we are so excited for our future with Isagenix.”

Their focus initially was introducing people to Collagen Elixir and then gradually sharing the rest of the Isagenix range with their Customers.

This power couple have achieved remarkable success in a short time although their achievements didn't come easily. Their work ethic and dedication to developing the skills they needed to grow this business has set them a path to becoming emerging leaders in Europe.

“We built momentum with our team with team calls and in person events. The community we have is amazing. We've earned three trips to Ibiza, Orlando and Fiji and having our team members there with us is

the best feeling, this business is so fun when you're able to do it with your friends.”

Ilse and Tim's success story is a testament to the power of hard work, consistency, and having the right mindset. Working together as husband and wife could prove a challenge for some couples, however Ilse and Tim lean in to their strengths and each take on different roles in the business. They also appreciate the flexibility that the business provides, allowing them to prioritise personal appointments and train in the gym every day.

Now, they are focused on developing leaders and are excited about the future with Isagenix. They would love to

move to a warmer climate and build an international team. Tim believes that work ethic in this business is critical, “If you're a leader, you have to put in the work and lead by example. People are duplicating everything that you do. The good habits and the bad too. We continue to share with new people all the time.”

“The momentum is there now, and we are so excited for our future with Isagenix,” says Ilse.

In 2022, the average earnings of all Isagenix Associates, active and inactive, was \$818 before expenses. The average earnings of all US Associates who earned money from Isagenix in the year 2022 was \$3,785 before expenses. See [IsagenixEarnings.com](https://www.isagenix.com/earnings).

Revolutionise Your Business

Earning money with Isagenix just got even better. When you share your favourite Isagenix products with your network you'll get paid 20% commission when they place their first order. And the best part? No minimum orders! So whether they choose a box of Collagen Elixir or a 30 Day Program, you'll earn a 20% product introduction bonus (PIB). It's never been simpler to earn an extra income with Isagenix. But don't take our word for it, here's what some of our Associates have to say...



"I'm so happy to have a partnered with Isagenix. The products and the compensation plan are so unique and now even better with the 20% product introduction bonus. With an opportunity like this, every vision you have for your life can come true. Believe in yourself, believe in your dreams and anything is possible with Isagenix."

Gerhard Klenner
4 star Golden Circle, 5 Star Crystal Executive

"What excites me the most, is that Isagenix has turned the most amazing health product experience into an ability to get it paid for. Not only can you feel, look and be the most authentic person from inside to outside health wise but now with the most generous 20% PIB you can get it paid for and turn your health into a paid for choice."

Sophie Edgar-Parkers
1 star Golden Circle, Executive



"The 20% enhancement is a total game changer. It means I can help more people earn more money faster which means the momentum they will create in the first few months will help them build solid foundations in their Isagenix business."

Emma Poli
4 star Golden Circle, 2 Star Crystal Executive



"Our business provides us an additional income and true time flexibility. The personal growth of the last few years has been really amazing. What is exciting about with the new 20% PIB is the opportunity for our team to earn more! We want our team to be able to earn their products for free or earn an extra income. The best feeling is when others see what is possible for them!"

Tommy Vooren and Esther Otte
4 star Golden Circle, 4 Star Crystal Executive



Share & Earn 20%

PRODUCT INTRODUCTION BONUS (PIB) EXAMPLES



$$£/€250 \times 20\% = £/€50$$



$$£/€300 \times 20\% = £/€60$$



$$£/€500 \times 20\% = £/€100$$



$$£/€1,500 \times 20\% = £/€300$$



Results not typical. For illustration purposes only. Isagenix does not guarantee any amount of earnings. Associates may earn a one-time 20% Product Introduction Bonus (PIB) whenever a Personally Enrolled Member purchases from Isagenix directly at the time they enrol. 20% PIB excludes any applicable discounts, coupons, credits, taxes, and shipping applicable to the initial order. In 2021, the average earnings of Isagenix Associates were US\$962 before expenses. See IsagenixEarnings.com.

Why Isagenix is Easy to Share?

CLEAN, SCIENCE-BACKED PRODUCTS FOR:



NUTRITION



STRESS



ENERGY



NATURAL BEAUTY



FITNESS



FOCUS



FOREVER CHANGED





***Real individuals.
Real results.***



***They ALL Took the
Challenge...Will You?***

Register for the transformational
IsaBody Challenge today!

*Weight loss should not be considered typical. A study showed an average weight loss of 24 pounds after 12 weeks. Participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week. For more information on the study, see IsagenixHealth.net.



ISAGENIX[®]

THE ART OF WELLBEING[™]



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