



ISAGENIX[®]
WELLBEING
MADE SIMPLE

Experience it. Love it. Share it.

Welcome to the ultimate social media guide for Isagenix Associates.

THIS IS YOUR HUB FOR:

- What type of content works best
- How to talk about Isagenix products
- Quick tips and best practices
- Your one-month posting schedule

The goal is to help you build a following, increase likes and engagement, and draw more attention to your Isagenix business.

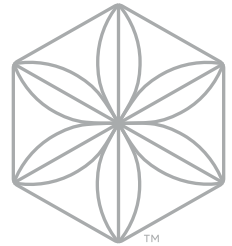
If content is king, then consistency is queen. Put them together: **CHECKMATE.**

Let's dive in.



ASSOCIATE

Overview



What You Need to Know

- Earn money for sharing the products you love
- Access an incredible community of mentors
- Build your business your way
- Maximize the Isagenix Opportunity

WHEN LEADERS KNOW, FOLLOWERS GO

- Create awareness for Isagenix products by positioning them as premier, simple, and effective wellbeing solutions that can be added to your friends, family, and 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.

WHAT EFFECTIVE CONTENT LOOKS LIKE

- Fun, engaging, and informative social content across platforms (e.g., Instagram, TikTok, and Facebook) while representing yourself as an advocate for our incredible wellbeing products.



ASSOCIATE

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 the box and create videos or photos that blend into your own brand.

STAY COMPLIANT

Only provide accurate and compliant product claims. These can be sourced directly from our product pages (Isagenix.com). Keep in mind that you should never suggest Isagenix products can be used to diagnose, treat, or cure any disease.

TELL THE TRUTH

When discussing the Business Opportunity at Isagenix, do not make any untruthful or misleading statements about earnings or income. (Review this guide for more information about what may be “misleading”).

HAVE FUN

The best kind of content is fun and relatable!

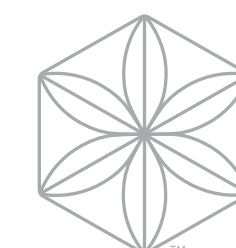
Key Resources:

- [ISAGENIX.COM](https://www.isagenix.com)
- [ISAGENIXHEALTH.NET](https://www.isagenixhealth.net)
- [INDIVIDUAL PRODUCT BREAKDOWNS \(SEE PAGES 10-16 IN GUIDE\)](#)



S O C I A L M E D I A P R O D U C T

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 truthful personal testimonials of product experiences
- Be proud of your relationship with Isagenix

Don'ts

- Promote products as a “Quick Fix”
- Compare directly to competitors or “similar” products (i.e., “Collagen is so much better than X collagen powder”)
- Do not make claims that Isagenix products are a “cure” for any illnesses or diseases





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
 - With New Zealand grass-fed whey or plant-based blend
- 23 Vitamins and minerals
 - Whey-Based IsaLean Shake features 23 vitamins and minerals
 - Whole Blend features 21 vitamins and minerals from organic vegetables
 - Plant-Based Whole Blend features 21 vitamins and minerals from organic vegetables
- No artificial flavors, colors, or sweeteners
- Superior amino acid profile and branched-chain amino acids
- Helps boost metabolism and build lean muscle

Don't

- Recommend consuming only shakes
 - Shakes are meant to be part of your daily meals, not the only thing you consume
- Do not 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 grams of sustainably-sourced marine collagen peptides
- Excellent source of zinc and biotin
- Boosts a healthy glow with a powerful beauty blend of superfoods
- Delicious taste of wild berry and botanicals

Don't

- Do not 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

- Helps soften the look of emerging lines and wrinkles while boosting skin hydration and elasticity
- Helps defend against environmental damage and pollution
- Five concentrated growth factors along with advanced tri-peptides in the Advanced Youth Serum and Restorative Eye Treatment
- Leaping Bunny Certified (Cruelty-free)
- Clinically Studied and Dermatologist Tested
- Great skincare solution for all skin types
- Inspired by the Korean Beauty 10-step routine but simplified into 4 simple steps

Don't

- Do not make claims for “curing” or “treating” skin diseases, such as acne



30-DAY RESET & 7-DAY RESET

Talking Points

Do

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

Don't

- Do not make specific weight loss claims, “You will lose X pounds if you use this system”
- Do not refer to the systems as a “diet” or “diet plan”



BĒA™

Talking Points

Do

- Plant-Based Energy drink
 - 125mg of caffeine naturally sourced from green tea
- A source of powerful and balancing adaptogens
 - Adaptogens are herbs and botanicals that help with stress and contribute to natural energy
- Features 12 essential vitamins from organic fruits and vegetables
- Contains 10–15 calories and 1–2 grams of sugar

Don't

- Do not recommend consuming more than twice daily



BĒA™ BIOTICS

Talking Points

Do

- Supports gut health and microbiome
- Packed with adaptogens and botanicals
- Caffeine free
- Contains 25 calories

Don't

- Make claims about curing digestive issues



E+™

Talking Points

Do

- Plant-Based Energy shot
 - 85mg of caffeine naturally sourced from green tea and yerba mate
- Featuring a targeted blend of adaptogens to support physical endurance, performance, and focus
 - Adaptogens are herbs and botanicals that help with stress and contribute to natural energy
- Provides a long-lasting energy boost any time of the day
- 35 calories per serving with no artificial flavors, colors, or sweeteners

Don't

- Do not recommend consuming more than twice daily



RECHARGE NAD™

Talking Points

Do

- Promotes cellular protection and detoxification
- Optimizes cellular energy production
- Helps slow the signs of cellular aging
- Uses advanced capsule technology for increased absorption and bioavailability
- Includes patented and clinically studied Broccoli Seed Extract which provides potent detoxification benefits

Don't

- Do not make claims about any diseases, including those related to aging (e.g., cancer, heart disease, Alzheimer's)
- Don't describe Recharge NAD as "anti-aging"



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.



Product and Financial Disclosures

THE TWO MOST COMMON DISCLOSURES TO USE ON SOCIAL MEDIA:

1. DSHEA Disclaimer

Use a DSHEA disclaimer anytime you describe a benefit to the structure or function of your body from a dietary supplement.

Pro-tip: you can review our PDP pages and if we use a DSHEA disclaimer, you probably should too.

Reminder: this disclaimer does not allow you to say that Isagenix products can be used to treat, cure, or diagnose a disease.

Official disclaimer: These statements have not been evaluated by the Food and Drug Administration. The products discussed are not intended to diagnose, treat, cure, or prevent any disease.

2. Average Earnings Disclaimer

A financial disclaimer should be used anytime you expressly or impliedly state a level of income or earnings that the average Associate doesn't achieve. If your claim is too extreme, a disclaimer won't fix it. Extreme income claims should not be made.

Reminder: it's not just what you say, it's how you say it. If your post implies an atypical level of earnings, it is likely a non-compliant claim and should be avoided.

Official disclaimer: Earning levels for Isagenix® Independent Associates that appear in this publication are examples and should not be construed as typical or average. Income level achievements are dependent upon the individual Associate's business skills, personal ambition, time, commitment, activity and demographic factors. In 2022, the average earnings of all U.S. Isagenix Associates, active and inactive, was \$892 before expenses. For more information, see the Isagenix Independent Associate Earnings Statement found at www.IsagenixEarnings.com.



Additional Disclosure Information and Resources

FTC Guides Concerning Use Of Endorsements And Testimonials In Advertising available at https://www.ftc.gov/system/files/ftc_gov/pdf/1001A_Influencer%20Guide_508.pdf

<https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>

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 them by using a personalized menu (e.g., Linktree).

CONTENT VARIATION

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

[SOCIAL MEDIA CONTENT LIBRARY](#)

VIDEO IS KING

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

[SOCIAL MEDIA CONTENT 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 #Isagenix

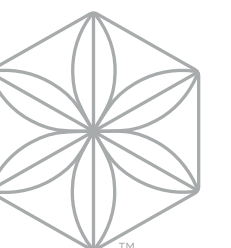
Feel free to add hashtags for products and related topics.

Product Examples: #IsaLeanShake #WholeBlendShake #CollagenElixir #RechargeNAD

Topic Examples: #ProteinShake #IntermittentFasting #CleanseDayWednesday

#SuperfoodIngredients

Content Strategy



Week 1

1. Feature product in stories with how you incorporated it into your daily routine
2. Introduce product into your feed using a lifestyle shot
3. Feature product facts with an interactive story using the quiz feature
4. Create a reel/video featuring product 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 with humor and 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. Showcase product knowledge by using a questions box in stories for your followers to ask questions
4. Create a reel with humor and trending audio
5. Share a recipe with a product in your stories

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 through 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 [SOCIAL MEDIA CONTENT LIBRARY!](#)

