30-Day

Cleansing & Fat Burning System

Step-by-Step Guide

Pictured Left to Right: IsaBody Challenge Finalists Elizabeth Martinsen, Anthony Stefos and Lisa Wolney before and after. Read their incredible success stories at IsaBodyChallenge.com.

Plan Your Shake & Cleanse Days PAGE 4

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ISAGENIX®

30-Day System Overview

30-Day System pictured with IsaLean® Pro packets

Your 30-Day System contains the following life-changing products:

(2) Cleanse for Life®: Liquid or Powder Cleanse your way to better health with a synergistic blend of gentle herbs and nutrients to support the body's natural ability to remove toxins and impurities.*

(4) IsaLean® Shake canisters or 14 packet boxes: Chocolate or Vanilla Lose or maintain your weight, stay full, and build or maintain muscle with arguably the most nutritionally-complete meal replacement in the world.

OR (4) IsaLean® Pro: 14 packets per box A 290-calorie meal replacement that combines the nutrient-packed benefits of IsaLean Shake and the protein power of IsaPro®. Protein has everything to do with lean muscle and IsaLean Pro boasts 36 grams of high-quality undenatured dairy protein.

(1) Natural Accelerator™ Enhance your body's fat-burning furnace naturally without stimulants using a blend of natural thermogenic ingredients.*

(1) IsaFlush!® Stay regular and support digestion with natural herbs and minerals.*

(1) Ionix® Supreme: Powder or Liquid Beat stress and increase mental and physical performance naturally with this powerful adaptogen-rich tonic.*

(1) *Isagenix Snacks!®*: Chocolate or Vanilla Curb your appetite and support healthy blood sugar levels naturally with a balance of nutrients.

(4) *Want More Energy?®* Orange Sticks Hydrate and replace energy-supporting nutrients naturally without caffeine, stimulants, and artificial sweeteners, flavors or colors.*

Popular add-ons to the 30-Day System:

1. **Ageless Essentials™ with Product B™ Antioxidants plus Telomere Support (for Men or Women)** Go beyond the surface symptoms and target the ultimate causes of aging. Add life to your years and years to your life with increased feelings of youth, health, and vitality. Add Product B to your optimal daily intake of vitamins and minerals.*
2. **Ageless Essentials Daily Pack (for Men or Women)** Get your optimal daily intake of premium vitamins, minerals, and antioxidants in convenient, individually wrapped A.M. and P.M. packets.*.
3. **SlimCakes®**
   Tastyhigh-fiber snacks that support heart and digestive health.
4. **e+ Healthy Energy Shot**
   An adaptogen-packed energy shot naturally caffeinated with green tea and yerba mate that gets—and keeps—you active and alert.

1.

2.

3.

4.

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

"I order the 30-Day Cleansing and Fat Burning System over and over again because it's the best value for my money and I get everything I need to be successful."

Kristina R., CA

30-Day System pictured with optional add-on Ageless Essentials™ with Product B™ and Want More Energy?®

"I always knew how to eat healthy, but I had never been introduced to the cleansing. I think that was a key to getting rid of that extra fat I'd been carrying around for years. It's finally gone."

Jesse D.

Your Path to Success

For best results, follow the steps below

1. **Use the Shake and Cleanse Day planner (page 4)** to remind you when to take each product. Print additional copies (IsaProduct.com) of the planner and use this tool to support your success.
2. **Follow the 30-Day Cleansing and Fat Burning monthly schedule** as created by Isagenix® Founder and Master Formulator John W. Anderson (page 5) or create a customized schedule using our Cleanse and Shake Day guidelines and custom calendar tool (page 7). Planning your days in advance will help you create a routine that fits your lifestyle and supports your goals.
3. **Take your measurements** and track your success with our easy-to-use measurement tracker (page 5). Use the measuring tape included in your Welcome Kit.
4. **Success loves company**—so be sure to enlist an accountability partner or Isagenix coach like your sponsor, spouse, friend or co-worker. Have this person join you in your transformation or have them offer you daily support by providing encouragement, tracking your progress and keeping you focused. You can also get free daily advice (IsaDiary.com) and helpful tips from the Personal Coaching section of IsaProduct.com.
5. **Buy healthy foods and plan great tasting healthy meals.** Limit temptation by removing unhealthy foods and snacks from your home including sodas, foods with artificial sweeteners and coloring, and junk food.

Visit ChooseMyPlate.gov for healthy eating tips.

The weight loss testimonials presented apply only to the individuals depicted, cannot be guaranteed, and should not be considered typical. A 2008 university study showed a statistically significant weight loss of 7 lbs during the first 9 days of the Cleansing and Fat Burning System.

Now You're Ready to Begin

SHAKE DAY PLANNER

Early Morning
- ❑ Drink 1 serving of Ionix Supreme
- ❑ Drink 1–2 glasses of purified water

Morning—Breakfast
- ❑ Enjoy an IsaLean or IsaLean Pro Shake
- ❑ Take 1 Natural Accelerator capsule
- ❑ Recommended: Take 1 A.M. packet of the Ageless Essentials with Product B**

Late Morning—Snack
- ❑ Optional: Choose one serving of a Shake Day snack
- ❑ Drink 1–2 glasses of purified water

Early Afternoon—Lunch
- ❑ Enjoy 1 serving of IsaLean or IsaLean Pro Shake or eat a healthy, low-glycemic and balanced 400-600 calorie meal*
- ❑ Drink 1–2 glasses of purified water

Mid Afternoon—Snack
- ❑ Optional: Choose one serving of a Shake Day snack
- ❑ Take 1 Natural Accelerator capsule
- ❑ Drink 1–2 glasses of purified water

Evening—Dinner
- ❑ Enjoy 1 serving of IsaLean or IsaLean Pro Shake or eat a healthy, low-glycemic and balanced 400–600 calorie meal*
- ❑ Recommended: Take 1 P.M. packet of the Ageless Essentials with Product B**

Late Evening—Bedtime
- ❑ Take 1–2 IsaFlush! capsules, as needed

** For more information on meal options that suit your needs, see page 6, check with your trainer, dietary professional or the USDA "My Plate Guidelines" at ChooseMyPlate.gov*

To benefit from Everyday Cleansing, drink 1 Everyday Cleansing serving of Cleanse for Life in the morning and either mid-morning or mid-afternoon as a snack. (Additional Cleanse for Life will need to be purchased.)

SHAKE DAY SNACK OPTIONS:

- 2 *Isagenix Snacks!*™
- 1 *FiberSnacks!*™***
- 1 SlimCakes®***
- 1–2 IsaDelight Plus™ chocolates (Milk or Dark Chocolate)**
- 1–2 servings of e+ or *Want More Energy?*®***
- 6 unsalted almonds

CLEANSE DAY PLANNER

Early Morning—Cleanse 1
- ❑ Enjoy 1 Deep Cleansing serving* of Cleanse for Life
- ❑ Take 1 Natural Accelerator capsule
- ❑ Recommended: Take 1 A.M. packet of the Ageless Essentials with Product B**

Mid Morning—Snack
- ❑ Drink 1 serving of Ionix Supreme
- ❑ Recommended: Enjoy up to 2 IsaDelight Plus chocolates**
- ❑ Take 2 *Isagenix Snacks!*—30 minutes after consuming IsaDelight Plus chocolates
- ❑ Drink 1–2 glasses of purified water

Late Morning—Cleanse 2
- ❑ Enjoy 1 Deep Cleansing serving* of Cleanse for Life

Early Afternoon—Snack
- ❑ Take 2 Isagenix Snacks!
- ❑ Take 1 Natural Accelerator capsule
- ❑ Drink 1–2 glasses of purified water

Mid Afternoon—Cleanse 3
- ❑ Enjoy 1 Deep Cleansing serving* of Cleanse for Life

Early Evening—Snack
- ❑ Recommended: Enjoy up to 2 IsaDelight Plus chocolates**
- ❑ Take 2 Isagenix Snacks!—30 minutes after consuming IsaDelight Plus chocolates
- ❑ Drink 1 serving of Ionix Supreme
- ❑ Drink 1–2 glasses of purified water

Evening—Cleanse 4
- ❑ Enjoy 1 Deep Cleanse serving* of Cleanse for Life
- ❑ Recommended: Take 1 P.M. packet of the Ageless Essentials with Product B**

Late Evening—Bedtime
- ❑ Take 1–2 IsaFlush! capsules with 8 oz of purified water

** Follow "Deep Cleansing Directions" on the Cleanse for Life label to ensure proper serving size.*

CLEANSE DAY OPTIONS/SUPPORT:

- For a boost of energy or to manage blood sugar, eat ¼ apple or pear
- 1–2 IsaDelight Plus™ chocolates (Milk or Dark Chocolate)**
- 1–2 servings of e+ or *Want More Energy?*® (if you are exercising)**
- 2 *Isagenix Snacks!*

*** Products sold separately*

For more Shake and Cleanse Day tips and tools, see the guidelines section on Page 5 and visit IsaProduct.com

Recommended / Optional products sold separately

Deep Cleansing Calendar & Guidelines

30-Day Cleansing Calendar (Start on any day of the week)

Endorsed by John W. Anderson - Isagenix Founder, Master Formulator and Formula Developer of Product B™

S Day 1	**S** Day 2	**C** Day 3	**C** Day 4	**S** Day 5	**S** Day 6	**S** Day 7
S Day 8	**S** Day 9	**C** Day 10	**C** Day 11	**S** Day 1 2	**S** Day 13	**S** Day 14
S Day 15	**S** Day 16	**S** Day 17	**S** Day 18	**S** Day 19	**S*** **Day 20**	**S** Day 21
S Day 22	**S** Day 23	**S** Day 24	**S** Day 25	**S** Day 26	**S** Day 27	**S** Day 28
S Day 29	**S** Day 30					

**To ensure product for next month, make sure to order no later than day 20 or enroll in the Autoship Rewards program.*

S=Shake Days
C=Cleanse Days

Track Your Progress

Measurement tracker

Measurements	Weight	Neck	Upper Arm (left)	Upper Arm (right)	Chest	Diaphragm	Waist	Abdomen	Buttocks	Upper Thigh (left)	Upper Thigh (right)	Calf (left)	Calf (right)	Upper Knee (left)	Upper Knee (right)
Day 1															
Day 11															
Day 30															
Total Lost															
Goals															

Use the tape measure included in your welcome kit.

The Isagenix 30-Day System™ is the most popular system because it's easily adaptable to your lifestyle allowing you to replace two meals each day and enjoy one conventional meal on Shake Days.

Shake Day Guidelines

- Enjoying an IsaLean or IsaLean Pro Shake for breakfast is recommended.
- It is okay to add Isagenix products such as e+, *Isagenix Greens!*™ and IsaFruits® to your IsaLean or IsaLean Pro Shake.
- Your daily 400–600 calorie meal can be prepared for either lunch or dinner. Enjoy this meal with family or friends. For meal ideas see page 6 or go to ChooseMyPlate.gov or IsaProduct.com.
- Engage in an exercise program with both aerobic and resistance training. Enjoy *Want More Energy?*® to replenish lost glycogen, vitamins and electrolytes. Consult your doctor prior to starting any exercise program.
- For athletes or those engaging in high-intensity exercise: Consult your trainer or doctor to obtain optimal caloric intake. This may include an extra meal or shake during the day.
- Drink plenty of water throughout the day. As a guideline for healthy adults living in a temperate climate, approximated recommendations** for total water consumption are 91 oz for women and 125 oz for men.

Cleanse Day Guidelines

- We recommend you do no more than 2 Cleanse Days consecutively or within a week.
- We recommend you do 2 Cleanse Days per week for no more than 3 consecutive weeks, unless there are modifications where more calories are consumed on specific Shake Days.
- Only participate in light to moderate levels of exercise on Cleanse Days.
- Complete at least 2 Shake Days (also referred to as Pre-Cleanse Days) before beginning a 2-Day Deep Cleanse.
- Drink plenty of water throughout the day. As a guideline for healthy adults living in a temperate climate, approximated recommendations** for total water consumption are 91 oz for women and 125 oz for men.

***Recommended by the Institute of Medicine.*

Additional tools can be found online in your Associate Back Office in the "Tools" section and by visiting IsaProduct.com

400–600 Calorie Meal Ideas

Plan to eat sensible meals that are high in protein and fiber, and contain a healthy balance of complex carbohydrates and healthy fats. See table below for suggestions and serving size recommendations. Combine 1 choice from each of the categories below so that the calories in your meal add up to between 400 and 600.

PROTEIN (20 – 35 g protein)	COMPLEX CARBOHYDRATES (~ 45 g carb)	HEALTHY FATS (~ 10 g fat)	VEGETABLES (unlimited)	OTHER (~ 25 g carb)
Free Range Chicken Breast (5 oz.)	**Organic Old Fashioned Oatmeal** (1 cup cooked)	**Olive or Flax Oil** (1 tbsp)	**Dark Greens, Broccoli, Kale, Spinach** (2–3 cups)	**Organic Apple or Pear** (1)
Salmon Or Other Wild Fish (5 oz.)	**Organic Brown, Wild or Basmati Rice** (1 cup cooked)	**IsaCrunch** (2 tbsp)	**Mixed Salad Greens** (2–3 cups)	**Melon or Papaya Fresh** (1 1/2 cups)
Gluten Free Chicken or Turkey Burger (5 oz.)	**Quinoa** (1 cup cooked)	**Organic Almond Butter** (1 tbsp)	**Peppers, Tomatoes & Onions** (2–3 cups)	**Organic Berries** (1 cup)
Wild Bison (5 oz.)	**Gluten Free Pasta or Whole-Grain** (1 cup cooked)	**Avocado** (1/2)	**Steamed Mixed Vegetables** (2–3 cups)	**e+ Energy Shot** (1)
Tofu or Meat Alternative (1 1/2 cups)	**Corn Tortillas** (1 or 2 small)	**Seeds Unsalted, Pumpkin, Sunflower or Sesame** (1 tbsp)	**Sliced Tomatoe** (2 cups)	**Fresh Herbs, Basil, Rosemary, Cilantro or Parsley**
Free Range Egg/Egg Whites (1 egg and 5 whites)	**Baked Yam or Sweet Potato** (1 cup cooked)	**Raw Almonds or Walnuts** (12)	**Asparagus** (6 spears)	**Herbal Tea with 1-2 Tsp Honey, Hot or Iced** (1 cup)
Free Range White Turkey Meat Sodium-Nitrate Free (4 slices)	**Beans or Lentils** (1 cup cooked)	**Reduced-Fat Feta Cheese** (2 tbsp)	**Green Beans** (1 cup)	**IsaLean Bar** (1/2)

*Calorie and macronutrient ranges reflect differences in serving size and variety of item selected
*For greater weight loss, choose serving sizes at the lower end of the range

Customize Your 30-Day System

CREATE A PROGRAM BASED ON YOUR UNIQUE LIFESTYLE.

The 30-Day Cleansing and Fat Burning System is a flexible 30-day program that can easily be customized to fit your lifestyle and long-term health goals. Day 1 can start any day of the week. Just remember to include **4 or more Cleanse Days** total during the month; the rest are Shake Days. Remember to have at least two Shake Days before your Cleanse Days and follow the Shake and Cleanse Day guidelines (on page 5). If you schedule more than 4 Cleanse Days, you will need to purchase additional Cleanse for Life® and *Isagenix Snacks!*™.

Use the calendar below to create your custom, 30-Day experience.

26 x S=Shake Days **4 x C**=Cleanse Days

To be sure you don't run out of product by next month; order no later than day 20 or enroll in the Autoship Rewards program.

Please note: When customizing your 30-Day System experience, the Shake and Cleanse Day Guidelines must still be followed (page 5).

Back-to-back Cleanse Days are defined by John Anderson as "Deep Cleanse Days."

Two More Effective Options

The Isagenix 30-Day System is scientifically designed to help you achieve your weight management goals. Many people have found success in achieving their goals by customizing the 30-Day System to fit their lifestyle and individual needs. Here are two examples of customized calendars that have worked for others.

Option One

S Day 1	S Day 2	S Day 3	S Day 4	S Day 5	S Day 6	C Day 7
S Day 8	S Day 9	S Day 10	S Day 11	S Day 12	S Day 13	C Day 14
S Day 15	S Day 16	S Day 17	S Day 18	S Day 19	S Day 20	C Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	C Day 28
S Day 29	S Day 30					

This popular calendar is used by those who want to schedule their Cleanse Days evenly throughout the month.

Option Two

S Day 1	S Day 2	C Day 3	C Day 4	S Day 5	S Day 6	S Day 7
S Day 8	S Day 9	C Day 10	C Day 11	S Day 12	S Day 13	S Day 14
S Day 15	S Day 16	C Day 17	C Day 18	S Day 19	S Day 20	S Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	S Day 28
S Day 29	S Day 30					

For those interested in a more aggressive weight-loss plan, this option is ideal. Note: if you choose this option, you will need to purchase more Isagenix products.

Your Success is Our Success!

That is why we have developed a collection of resources to help you along the way to a healthier, more energetic lifestyle.

Education: **ISAPRODUCT.COM**
This easy-to-navigate site contains everything you need to know about the products in your 30-Day System. You'll also have access to product information sheets, videos, fast facts, FAQs, success stories to keep you motivated, worksheets to track your health goals and much more!

Inspiration: **ISAMOVIE.COM**
Our most popular videos demonstrate how Isagenix® transforms lives.

News: **ISAFYI.COM**
All of the latest and greatest information about products, incredible deals, breaking news, tips to build your business and much more are now in one place online!

Science: **ISAGENIXHEALTH.NET**
Learn more about the science behind our products, FAQs and more!

Training: **ISAGENIXPODCAST.COM**
Download our weekly training calls straight to your iPod, send your prospects a simple link to the audio or even listen in to the recorded calls from one place.

Coaching: **CONFERENCE CALLS**
Check out daily and weekly programs that coach, inspire and motivate. Visit IsaFYI.com and select the "Calls" page.

Community: **SOCIAL MEDIA**
At Isagenix, we've long recognized social networking—or what we like to call "social entrepreneurship"—as a revolutionary way of doing business. IsaGeeks.com, and our Facebook.com/Isagenix, Twitter.com/Isagenix and YouTube.com/Isagenix sites have something for everyone, including cleanse community support and support for creating a business model by leveraging social networks.

"Isagenix products have blessed my life more than I can say. I am so grateful to have my health and my life back!"

Jill Birth
2011 IsaBody Challenge®
Grand Prize Winner

Total Weight Loss
131 pounds†
Lost 18 dress sizes!

Visit IsaBodyChallenge.com

Do you want to learn how to get your next 30-Day System for free?

- Do you have friends or family that would benefit by using the 30-Day System?
- Do you want to keep losing weight or feel healthier for life?
- Do you want to earn a part-time income (vacations, car payments, mortgages) or even a full-time income?

Go to IsagenixBusiness.com or talk with your sponsor to learn more about the Isagenix Opportunity!

† The weight loss testimonials presented apply only to the individuals depicted, cannot be guaranteed, and should not be considered typical. A 2008 university study showed a statistically significant weight loss of 7 lbs during the first 9 days of the Cleansing and Fat Burning System.

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