

DRINK UP,
glow up



— HYDRATE + HYALURONIC ACID
Your Essential Launch Guide

COMING 23.04.25



HYDRATE + HYALURONIC ACID:

*where beauty meets performance
and big opportunity*

Electrolyte Market

The European electrolyte drinks market is growing fast. **Valued at \$29M in 2023, it's expected to reach nearly \$48M by 2033** – a clear sign that **demand for smarter hydration is on the rise.***

More people are prioritising health and fitness, driving a shift toward products with clean labels, fewer additives, and natural ingredients. This is exactly where Isagenix comes in. As we prepare to launch a game changing electrolyte product, the opportunity is huge. Consumers are actively looking for better hydration options, and we're bringing them a solution backed by science and quality. Now is the time to be part of this growing movement!

Hyaluronic Acid – Ingestible Beauty

By combining hyaluronic acid with electrolytes, we're not just replenishing what your body needs – we're redefining ingestible beauty from within.

Hyaluronic acid is a powerhouse ingredient known for holding up to 1,000 times its weight in water, helping to keep skin hydrated, plump, and glowing. Now, imagine pairing that with essential electrolytes that optimise hydration at the cellular level.

THE RESULT? Deep, lasting hydration that supports not just performance and recovery, but also skin health and radiance.

This is more than just a drink – it's a beauty-boosting hydration experience that works within your body to help you look and feel your best.

* Consainsights. (n.d.). Electrolyte drinks market.
Available at: www.Consalnsights.com/Reports/Electrolyte-Drinks-Market



HYDRATE, GLOW, PERFORM:

The Ultimate Pairings for Beauty, Weight Loss, and Fitness

Two Powerful Products, One Glowing Result

For radiant skin and all-day hydration, Collagen Elixir and Hydrate + Hyaluronic Acid are the ultimate power duo.



We will be combining these two powerhouse products in our **NEW Hydrate + Glow Duo!** Perfect for customers looking for a one month supply of **Collagen Elixir** and **Hydrate + Hyaluronic Acid!**

Hydration. Wellness. Transformation.

For hydration, energy, and radiant skin, Hydrate + Hyaluronic Acid and your weight loss goals go hand in hand.



Hydrate + Hyaluronic Acid will replace AMPED Hydrate in the **Ultimate Pack**. In the **Premium Pack**, there will be a new option to 'Choose your Boost', with a choice between Greens or Hydrate + Hyaluronic Acid.

Elevate Performance. Enhance Recovery. Experience Next-Level Hydration.

For peak performance and optimal recovery, AMPED Next-Level Pack with Hydrate + Hyaluronic Acid is your go-to hydration solution.



Hydrate + Hyaluronic Acid will replace AMPED Hydrate in the **AMPED Next Level Pack**.



WHY WE CREATED HYDRATE + HYALURONIC ACID:

Elevating Your Hydration and Wellness

WE DEVELOPED HYDRATE + HYALURONIC ACID IN RESPONSE TO YOUR EVOLVING NEEDS FOR CLEANER, MORE EFFECTIVE HYDRATION.

Listening to community feedback and the demand for products that support fitness, wellness, and skin health, we knew we could do more.

The new formula features a superior electrolyte blend – potassium, magnesium, sodium and chloride – to enhance hydration and muscle recovery. With no added sugars, it's a cleaner choice for fuelling your body. Plus, hyaluronic acid nourishes your skin from within for a healthy glow.

Hydrate + Hyaluronic Acid enhances the performance and wellness benefits you already loved. Designed to elevate hydration, it keeps you energised, refreshed, and ready to conquer your goals – whether weight loss, fitness, or overall wellness – while delivering superior electrolytes, skin-nourishing hyaluronic acid, and a cleaner, sugar-free formula.

HERE'S WHAT MAKES THE NEW PRODUCT STAND OUT:



Superior Electrolyte Blend: A powerful blend of magnesium, potassium, sodium and chloride for optimal hydration, muscle support, and fluid balance.



Hyaluronic Acid: Hydrates skin from within, boosting elasticity and glow.



No Added Sugars: This formula is free from added sugars, offering a clean, healthy hydration solution without the extra sweeteners.



TIME TO GLOW YOUR BUSINESS: SHARING CONTENT

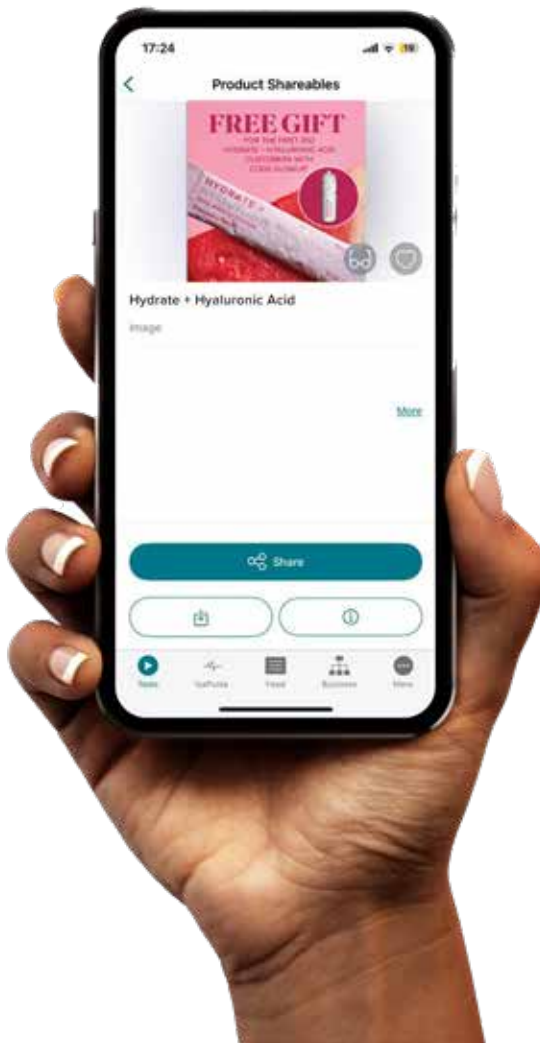
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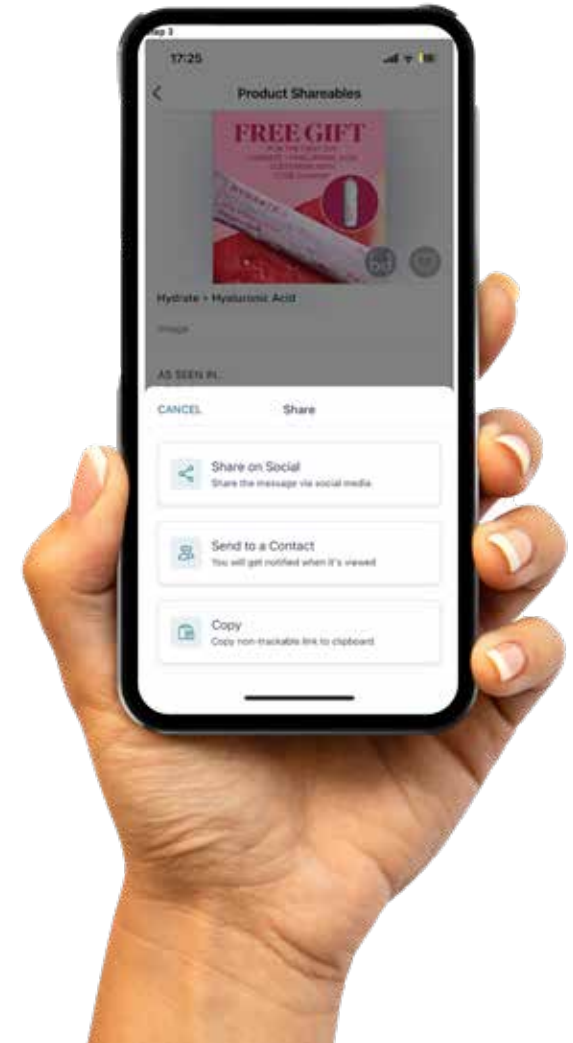
STEP 1:
HEAD TO 'TOOLS'



STEP 2:
FIND THE ASSET +
CLICK SHARE



STEP 3:
CHOOSE WHICH PLATFORM
YOU WANT TO SHARE ON





TIME TO GLOW YOUR BUSINESS: FOLLOW OUR EXAMPLE SCRIPTS AND START REACHING OUT TO YOUR NETWORK

CURRENT CUSTOMERS

Hey X! I know you're already loving your Isagenix routine, so I HAD to tell you about this new product launching in Europe – Hydrate + Hyaluronic Acid! It's been a game-changer in the U.S., giving hydration on a whole new level (think glowing skin + better recovery). Since you're already into wellness, I think you'll LOVE it. Want me to send you more details before it drops?

PROSPECTS

(People Interested but Haven't Bought Yet)

Hey X! I wanted to reach out to keep you in the loop! I know at one point you were interested in Isagenix and they just dropped a hydration booster that's next-level – Hydrate + Hyaluronic Acid! It's been huge in the U.S., and now it's coming to Europe! It's perfect for energy, recovery, and keeping your skin glowing. Wanna try it when it launches? I can get you early access!

PAST CUSTOMERS

(Who Haven't Ordered in a While)

Hey X! I was just thinking about you and had to reach out! We've got something new that I know you'll love – Hydrate + Hyaluronic Acid is finally launching in Europe! It's been a huge favourite in the U.S., and I can totally see why – next-level hydration, glowing skin, and faster recovery all in one. Thought you might want to check it out! Want me to send you the details?

VIP CUSTOMERS

(Big Buyers & Brand Lovers)

Hey X! You're one of my favourite Isagenix fans, so I wanted to give you the inside scoop! The U.S. favourite Hydrate + Hyaluronic Acid is FINALLY launching in Europe! It's an absolute must-have for hydration, skin, and recovery – I know you'll be obsessed! Want me to put you on my VIP list to get it first?

BEAUTY & COLLAGEN ENTHUSIASTS

Hey X! You know how we're always looking for that inside-out glow?

Well, Isagenix just launched Hydrate + Hyaluronic Acid in Europe, and it's the ultimate skin AND hydration boost! Think deep hydration, plumper skin, and all-day energy. It's been a bestseller in the U.S., and because you love our collagen I KNOW you're going to love it! Want me to send you the details?

SOCIAL MEDIA FOLLOWERS

(IG/FB Stories or DMs)

OMG, you guys, IT'S HAPPENING! Hydrate + Hyaluronic Acid is finally coming to Europe, and I am OBSESSED with this one. It's hydration that works from the inside out – hello, energy boost + skin glow! If you want to be one of the FIRST to get your hands on it, drop a below, and I'll send you the details!

(For DMs): Hey X! Saw you liked my post about the new Hydrate + HA – SO excited for this launch! Want me to send you the info on how to get it first?





THE SCIENCE BEHIND THE SIP:

How Hydrate + Hyaluronic Acid works wonders inside & out

Electrolytes Explained:

WHAT THEY DO & WHY YOU CAN'T LIVE WITHOUT THEM

Electrolytes are essential minerals – like sodium, potassium, and magnesium – that help balance fluids, support muscle contractions, and keep your nerves and heart working properly. When you sweat, you lose electrolytes, which can lead to dehydration, cramping, and fatigue. Replenishing them keeps you energised, hydrated, and performing at your best.

The Power of Hyaluronic Acid:

THE SECRET TO PLUMP, RADIANT SKIN

Hyaluronic acid acts like a sponge, holding up to 1,000 times its weight in water to keep skin plump, smooth, and elastic. As we age, levels decline, leading to dryness and wrinkles. Supplementing helps restore hydration and maintain a youthful glow.

Hydration Power Duo:

HOW ELECTROLYTES & HYALURONIC ACID WORK TOGETHER

When combined, electrolytes and hyaluronic acid create a powerful hydration duo. While electrolytes restore fluid balance and prevent dehydration, hyaluronic acid locks in moisture, promoting plump, radiant skin and maintaining tissue hydration. They work together to keep you hydrated and energised both inside and out.



PRICING

HYDRATE + HYALURONIC ACID			
COUNTRY	SUBSCRIPTION REWARDS	PIB	BV
UNITED KINGDOM	£33.00	£5.50	18
NETHERLANDS	€34.88	€6.40	18
BELGIUM	€33.92	€6.40	18
GERMANY	€34.24	€6.40	18
AUSTRIA	€35.20	€6.40	18
PORTUGAL	€33.92	€6.40	18

HYDRATE + GLOW DUO (3x Collagen Elixir, 1x Hydrate + HA)			
COUNTRY	SUBSCRIPTION REWARDS	PIB	BV
UNITED KINGDOM	£134.00	£25.75	85
NETHERLANDS	€158.47	€29.08	85
BELGIUM	€154.11	€29.08	85
GERMANY	€155.57	€29.08	85
AUSTRIA	€159.93	€29.08	85
PORTUGAL	€154.11	€29.08	85



FAQs

WHAT ELECTROLYTES ARE IN HYDRATE + HYALURONIC ACID?

Hydrate + Hyaluronic Acid includes a powerful blend of electrolytes: magnesium, potassium, sodium and chloride. These help maintain fluid balance, support muscle function, and prevent dehydration during exercise or hot weather.

HOW DOES HYALURONIC ACID BENEFIT MY SKIN?

Hyaluronic acid is known for its ability to retain moisture, helping your skin stay hydrated, smooth, and youthful. It can hold up to 1,000 times its weight in water, supporting your skin's elasticity and keeping it glowing from the inside out.

IS HYDRATE + HYALURONIC ACID SUGAR-FREE?

Yes! Hydrate + Hyaluronic Acid is free from added sugars, making it a clean and healthy hydration option with no unnecessary extras.

CAN I USE HYDRATE + HYALURONIC ACID DURING WORKOUTS?

Absolutely! This product is designed to support hydration, muscle function, and recovery during physical activity.

CAN I USE THIS ALONGSIDE OTHER ISAGENIX PRODUCTS?

Yes! It's a great addition to your Isagenix favourites. Pair it with AMPED Nitro for pre-workout energy or Collagen Elixir for the ultimate glow.

HOW MANY SERVINGS OF HYDRATE + HYALURONIC ACID CAN I HAVE PER DAY?

We recommend one serving of Hydrate + Hyaluronic Acid per day to keep you hydrated and support your body's needs. This is the ideal amount to ensure you're getting the benefits of electrolytes and hyaluronic acid without overdoing it.

CAN I HAVE HYDRATE + HYALURONIC ACID ON A CLEANSE DAY?

Yes! You can absolutely have Hydrate + Hyaluronic Acid on a Cleanse Day. It counts as zero credits on your Cleanse Day tracker, providing you with the hydration and skin benefits you need while still keeping you aligned with your Cleanse Day goals.

HOW DO I TAKE HYDRATE + HYALURONIC ACID?

Mix one serving of Hydrate + Hyaluronic Acid with water (follow the instructions on the package depending on how salty you'd like your drink to taste!) and sip throughout the day, especially during and after exercise, or whenever you need a hydration boost.

IS THIS PRODUCT SUITABLE FOR ALL AGES?

Hydrate + Hyaluronic Acid is generally safe for adults. If you are pregnant, breastfeeding, or have any health concerns, it's always best to consult your healthcare provider before adding a new supplement to your routine.



FREE GIFT

**FOR THE FIRST 350
HYDRATE + HYALURONIC ACID
CUSTOMERS WITH
CODE GLOWUP***



*Available on all order types. Use code GLOWUP when purchasing Hydrate + Hyaluronic Acid and Hydrate + Glow Duo to claim a free water bottle. Applies to first 350 orders, while stock lasts.