



FOREVER **STRONG**

THIS BELONGS TO



 ISAGENIX.

Nutritional Science is complex. We're here to make it simple.

At Isagenix, we've made it our mission to optimise human health and performance. Creating simple, proven products to help you protect your greatest asset, your health.

Supported by real science with real humans, Isagenix is backed by peer-reviewed publications and built on a foundation of integrity for more than twenty years.

Isagenix is making precision nutrition an art, with high-quality protein, nutritional fasting and balancing adaptogens. We'll help you take control of your health today, and in the process, become the leading company redefining the longevity industry.

Isagenix — Optimising human health and performance

Saturday 17 February

10:00am	Event Registration Opens
11:00am – 12:00pm	Leadership Meeting with Isagenix CEO, Sharron Walsh <i>Invite Only – Directors & Executives</i>
12:45pm	Doors Open
1:00pm – 5:00pm	General Session
7:00pm – 9:00pm	IsaBody Transformations Showcase

Sunday 18 February

8:00am – 3:30pm	General Session
-----------------	-----------------

WELCOME

I want to thank each of you for dedicating your time and resources into being with us this weekend. As many of you will know, the response to this event was incredible and tickets were sold out within just a couple of days. We're honoured that the Forever Strong messaging resonates with you. We are so passionate about the foundation of this event and can't wait to delve into this with you over the next two days.

We ended 2023 strong, experiencing an incredible upswing we hadn't seen in some years. Our enduring strength over the last 20+ years is truly a testament to our strong core values, world-class products and incredible customers and business builders like you.

Our purpose is to elevate the wellness of consumers to a state of long-term wellbeing that we refer to as Forever Strong. Our Forever Strong philosophy intersects with our goal for longevity. It nurtures the intention to strive for our best in all facets of life – Forever Strong in our physical body, health and financial literacy. This philosophy is the common thread that runs through everything we create. From product development and business tools, to the way we show up each day.

Thank you again for joining us and together let's make this an unforgettable weekend!



Steve Foxwell
General Manager
Australia and New Zealand



WHO WILL BE CROWNED ISABODY® GRAND PRIZE WINNER?

Experience the transformative power of consistent self-care and mindset work as our IsaBody Finalists showcase their results on the runway

- 2023 IsaBody Finalists Reveal
- 2024 IsaBody Grand Prize Winners' Announcement

2023
FINALISTS

NEW ZEALAND



PAUL JOHNSON
HAMILTON
2 KG LEAN
MUSCLE GAINED



ZOE JOHNSON
HAMILTON
9 KG LOSS



BEX GREEN
CULVERDEN
13.5 KG LOSS



KYLIE GILL
TAURANGA
14 KG LOSS



BRADEN LIVINGSTON
TAUPPO
4 KG LEAN
MUSCLE GAINED

AUSTRALIA



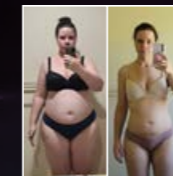
BRETT BAKKER
CROYDON HILLS,
VIC
11 KG LOSS
5 KG LEAN
MUSCLE GAINED



MICHELLE CAMDEN
MASCOT, NSW
10 KG LOSS



LINDSAY KIKER
ANSTEAD, QLD
25 KG LOSS



JORDAN WUNSCH
MOGGILL, QLD
34 KG LOSS



ELLEN LADD
HEATHFIELD, SA
12.5 KG LOSS



LAUREN KINDRED
MOGGILL, QLD
13.5 KG LOSS



NICOLE WILKS
TEESDALE, VIC
13.5 KG LOSS

SATURDAY 17 FEBRUARY | 7:00PM - 9:00PM

GRAND ROOM, THE CALILE HOTEL

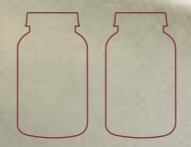
Weight loss should not be considered typical. Individual results will vary. In a 2012 study performed by University of Illinois at Chicago researchers, subjects lost an average of 4.1 kg after 30 days using an Isagenix system.

NEW PRODUCT

EXCLUSIVE EVENT PROMOTION

TRI-BIOTIC

Good things come in threes
PRE+PRO+POST Biotics transform gut health



Purchase
TWO TRI-BIOTIC
at FOREVER STRONG
RECEIVE \$20 OFF

PLUS
15% OFF COUPON
for your next TRI-BIOTIC order.*

*Coupon for 15% off next TRI-BIOTIC order will be loaded into the purchasers Associate Back Office within 7 days of the event. Coupon only applies to the purchase of TRI-BIOTIC and must be used within 90 days.

SUPPORT YOUR



IMMUNE
FUNCTION



DIGESTIVE
SYSTEM



GUT
MICROBIOME

FEATURING THREE KEY MICROBIOTICS
PRE+PRO+POST Biotics

STRAIN SPOTLIGHT

SYNBIO® Blend, a patented blend scientifically proven to support GI health

Lactobacillus rhamnosus GG (ATCC 53103)™, a well-studied strain backed by over 1,200 scientific publications

PACKAGING & STORAGE

Amber glass jar to protect from light damage and desiccant canisters for moisture absorption

TRANSPARENT LABELING

Formulated with strains in mind and proudly showcased on the label for transparency

PREBIOTICS

To nourish the growth of beneficial bacteria in the gut

STRAIN DIVERSITY

Featuring 14 Billion CFU of 7 Probiotic + 2 Postbiotic strains per serve

STRAIN VIABILITY & STABILITY

Tri-Biotic strains have undergone gastrointestinal survival studies

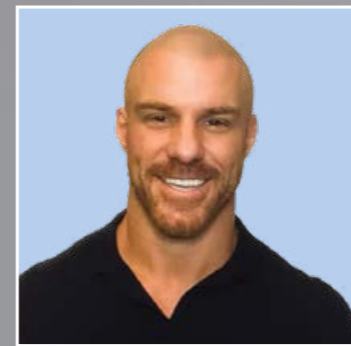
RESEARCH & EFFICACY

Collectively, all 9 strains in Tri-Biotic have been mentioned in over 2000+ clinical publications globally



TRI-BIOTIC

Product Education Calls



LOCHI HORNER

Isagenix ANZ
Product Expert



HEATHER LIVINGSTON

Isagenix Scientific
Advisory Board Member

TUESDAY 20 FEBRUARY

4:00pm WA | 6:00pm QLD
7:00pm SYD | 9:00pm NZ

ZOOM ID: **871 2172 1475**

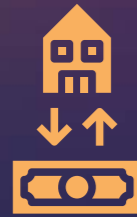
THURSDAY 22 FEBRUARY

6:00am WA | 8:00am QLD
9:00am SYD | 11:00am NZ

ZOOM ID: **896 8585 8492**

PRESENT TRUTHS: A HARSH REALITY!

Financial strain is at an all-time high and families are living paycheck to paycheck more than ever before.



The median house price in Sydney
\$1,460,000*



The average first home deposit in NSW
\$128,469

Due to **increased interest rates** mortgagees in NSW will need
an additional \$16,000 per year
to meet their loan repayments, starting May 2023

WHERE WILL THIS EXTRA MONEY COME FROM??

With these statistics in mind,
how many paychecks do you have left until you can retire comfortably?

Probably not enough!

**You are in charge of your situation.
You can change these numbers.**

Source:

Defies logic: How much income buyers need to purchase a typical house (smh.com.au/property/news)
13 Australian Home Loan & Mortgage Statistics for 2023 (wisebuygroup.com.au)

WHAT DO YOU REALLY WANT?

A \longrightarrow B

What is your current reality?

YOUR A:

Create your OSM* (sit on the nail)
Get clear on why you CANNOT stay where you are .

What are your next levels of freedom?

YOUR B:

Calculate how much your 'head above water' number is in \$
Calculate how much your 'dreams' number is in \$ (bring back the fun!)
Get clear on what you MUST move to.

We cannot **COMMIT** to that which we are not **CLEAR** about
We will not **COMMIT** to that which we do not **FEEL STRONGLY** about

YOUR FINANCIAL INDEPENDENCE NUMBER

Double down your OSM (really sit on the nail)

THE FREEDOM FORMULA

$\frac{\text{Savings/year} \times \text{Number of years left to work}}{\text{Remaining years of life}}$

_____ PER YEAR _____ PER WEEK

EXAMPLE

$\frac{\$5000 \times 30 \text{ years}}{25 \text{ years}}$
 $\frac{\$150,000}{25}$
=
\$6000
PER YEAR
\$115
PER WEEK

Is this enough for you?

If not – what is your **PLAN B?**

Are you settling? Why?

How long are you happy to stick with A?

How soon do you want to get to B?

Are you ok with your current trajectory?

Could Isagenix be your **PLAN B?**

Could Isagenix be the pathway to Your Ideal Life

*OSM = Oh Sh*t Moment!

WHAT OPTIONS DO YOU HAVE TO **CREATE MORE INCOME?**

'EARNED' INCOME

This is money earned for the activity/hours worked i.e 9-5 corporate job, part time work or side jobs such as:

Airbnb
Rideshare Driver
Delivery Driver

Cleaner
Babysitter
Dog Walker

What do you need to consider to create these extra income streams?

Physical labour • Car maintenance • Supplies • License and certification requirements

OR CONSIDER ISAGENIX:

Provides both earned income PLUS the opportunity for leveraged and recurring income



No overhead or stock



175+ products



Consumable products – creates re-orders



Global distribution market



No payroll



20+ peer-reviewed science publications



No qualification or certification requirements



18+ human studies



Scientifically Validated Wellness with 21+ Years of Results

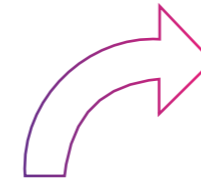
REMEMBER:

Everyone needs to eat

Everyone has something they want to change about their health



Did you know... the average cost of groceries for a family of 4 per week is **\$579!***



Replace a portion of groceries with nutrient dense Isagenix products delivered right to your door.



Create extra cashflow or full-time income by referring products you love. Grow your income by showing people you know how they, too, can earn \$ with Isagenix.

The Isagenix Redistribution of Wealth

Save on your grocery bill + more...

Reveal your healthiest self while saving money on groceries. Each IsaLean Shake is just \$5 per serve and contains 21 vitamins and minerals per serve. That's \$10 per day for two balanced meals.



Share Isagenix products with friends and family and earn 20% commission on each new sale.



Here's an example...

BREAKFAST BEFORE



Bacon & Egg Roll + Coffee = **\$15**
SATURATED FAT + ANXIETY JITTERS

BREAKFAST AFTER



IsaLean™ Shake + e+ = **\$9**
BALANCED NUTRITION + CLEAN ENERGY

HEALTHIER BODY • HEALTHIER HABITS • HEALTHIER WALLET • HEALTHIER LIFE

Source:

* 'The average cost of groceries per month' (www.finder.com.au/average-grocery-bill)

Lined writing area on page 18.

Lined writing area on page 19.

6 SKILLS TRAINING

SKILL 1 FIND PEOPLE TO TALK TO (MARKETING)

- You have the most influence in your warm market. They already know, like and trust you.
BUT: It's not who you know, it's who they know! (follow the rule of 100)
- Every business knows that word of mouth referral is the most effective way to grow

How can you become a better story teller?

KPI

Track how many times you shared your story today.

SKILL 2 TALK TO PEOPLE YOU FIND (SALES)

- Mindset > Mechanics
- How do you FEEL about sales? Take one minute to download now.

Your sales framework:

1. What's their A?

2. What's their B?

3. Is there a gap?

4. What are their obstacles? (Why aren't they already at B?)

5. Make an offer

KPI

Track how many times you shared your story today.

SKILL 3 SUPPORT YOUR PEOPLE

- Product customers
- Business partners

How could you improve the level of care of customers feel?

How could you improve the level of care your business partners feel?

KPI

Do you know your your customer's A-B?

Do you you're your business partner's A-B?

Track the number of checkins each day/week/month:

Customer: _____

Business Partner: _____

6 SKILLS TRAINING

SKILL 4 BRING PEOPLE TO EVENTS

Why are events important?

What are the different types of events

What is the next event you are attending and bringing your team to?

What is the next event you are hosting?

Who are you inviting to this event and why?

KPIs to track:

of events attended:

of team at events:

of people invited to events:

SKILL 5 BUILD BELIEF

- Have a list of the 5 core areas of belief, then have a place where they can rate themselves on a scale of 1-10.

SKILL 6 BECOME A BETTER YOU

What does 'become a better you' mean to you?

Just because you understand what it means, does that mean you are living it out daily?
Ask yourself, are you someone you would want to do business with?
If yes, why?

If no, why?

What can you do to become someone you want to do business with?

KNOW YOUR NUMBERS

- How many people are you talking to a week?
- How many events are you hosting/going to?
- How many reach outs have you done each day?

Use the KPIs table to set goals and track your progress.

WEEK 1 CHECKLIST

ACTIVITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections OFFLINE							
New Connections ONLINE							
FOLLOW UPS (3-WAY CALLS OR MESSAGES)							
INVITE TO TAKE A LOOK (IN-HOME, VIDEOS, TOOLS, EVENT)							
EVENTS HOSTED BY ME							
EVENTS HOSTED BY MY TEAM							
HELPING MY TEAM MEMBERS SHARE ISAGENIX							
NEW MEMBERS (ENROLMENTS)							
PERSONAL RANK ADVANCEMENTS							
TEAM RANK ADVANCEMENTS							

WEEK 2 CHECKLIST

ACTIVITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections OFFLINE							
New Connections ONLINE							
FOLLOW UPS (3-WAY CALLS OR MESSAGES)							
INVITE TO TAKE A LOOK (IN-HOME, VIDEOS, TOOLS, EVENT)							
EVENTS HOSTED BY ME							
EVENTS HOSTED BY MY TEAM							
HELPING MY TEAM MEMBERS SHARE ISAGENIX							
NEW MEMBERS (ENROLMENTS)							
PERSONAL RANK ADVANCEMENTS							
TEAM RANK ADVANCEMENTS							

WEEK 3 CHECKLIST

ACTIVITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections OFFLINE							
New Connections ONLINE							
FOLLOW UPS (3-WAY CALLS OR MESSAGES)							
INVITE TO TAKE A LOOK (IN-HOME, VIDEOS, TOOLS, EVENT)							
EVENTS HOSTED BY ME							
EVENTS HOSTED BY MY TEAM							
HELPING MY TEAM MEMBERS SHARE ISAGENIX							
NEW MEMBERS (ENROLMENTS)							
PERSONAL RANK ADVANCEMENTS							
TEAM RANK ADVANCEMENTS							

WEEK 4 CHECKLIST

ACTIVITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections OFFLINE							
New Connections ONLINE							
FOLLOW UPS (3-WAY CALLS OR MESSAGES)							
INVITE TO TAKE A LOOK (IN-HOME, VIDEOS, TOOLS, EVENT)							
EVENTS HOSTED BY ME							
EVENTS HOSTED BY MY TEAM							
HELPING MY TEAM MEMBERS SHARE ISAGENIX							
NEW MEMBERS (ENROLMENTS)							
PERSONAL RANK ADVANCEMENTS							
TEAM RANK ADVANCEMENTS							

WELCOME HOME CHALLENGE



Earn an ALL EXPENSES PAID trip to Isagenix HQ in Arizona in 2024!

Escape the cold weather and enjoy a springtime adventure in picturesque Arizona

- Leverage duplication through the Team Builder Bonus
- Aim for paid-as Executive and maintain it between 1 Jan – 31 March 2024
- Encourage new team members to share Isagenix and bring on new enrolments!

Our global team can't wait to welcome you home!

CHALLENGE DATES: **1 JAN - 1 APRIL 2024**

TRIP DATES: **2-5 MAY 2024**



LEARN MORE

Team Builders Bonus

Why Team Builders Bonus?

- 1 Ability for more people than ever to earn the bonus
- 2 Leverage all qualified enrollers you've developed from the past
- 3 Perfect opportunity for teams to work together

PET LEVEL	CUSTOMER PURCHASES	
	LIFECYCLE	DAY 1 – 90 <small>(must be a Consultant*)</small>
1	10% OF BV	5% OF BV
2	8% OF BV	4% OF BV
3	6% OF BV	3% OF BV
4	4% OF BV	2% OF BV

SHARE
product & enroll
new Customers

EARN
20% PIB on
Customers' first orders



COACH
new Associates to do
the same and earn
Team Builders Bonus

HELP
Customers upgrade
to Consultant

29 JAN — 26 FEB 2024

**EARN
1.5x
IN THE TEAM
BUILDERS BONUS
ON DAYS 1-90**




LEARN MORE


For full promotion dates and details please visit anz.isagenixbusiness.com/team-builders-bonus

FREE GIFT
EXCLUSIVE EVENT-ONLY PRODUCT

HYDRATE + HYALURONIC ACID

 1625+ mg of electrolytes with pink Himalayan salt to replenish vital nutrients lost

 Clinically supported amount of Hyaluronic Acid

 Helps increase skin moisture for a supple look and feel

 0 Calories & 0 Sugar



THEM

vs

HYDRATE +
HYALURONIC ACID

0 mg of Hyaluronic Acid

165 mg of Hyaluronic Acid

12 g of sugar

0 g of sugar

1450 mg of electrolytes

1625+ mg of electrolytes

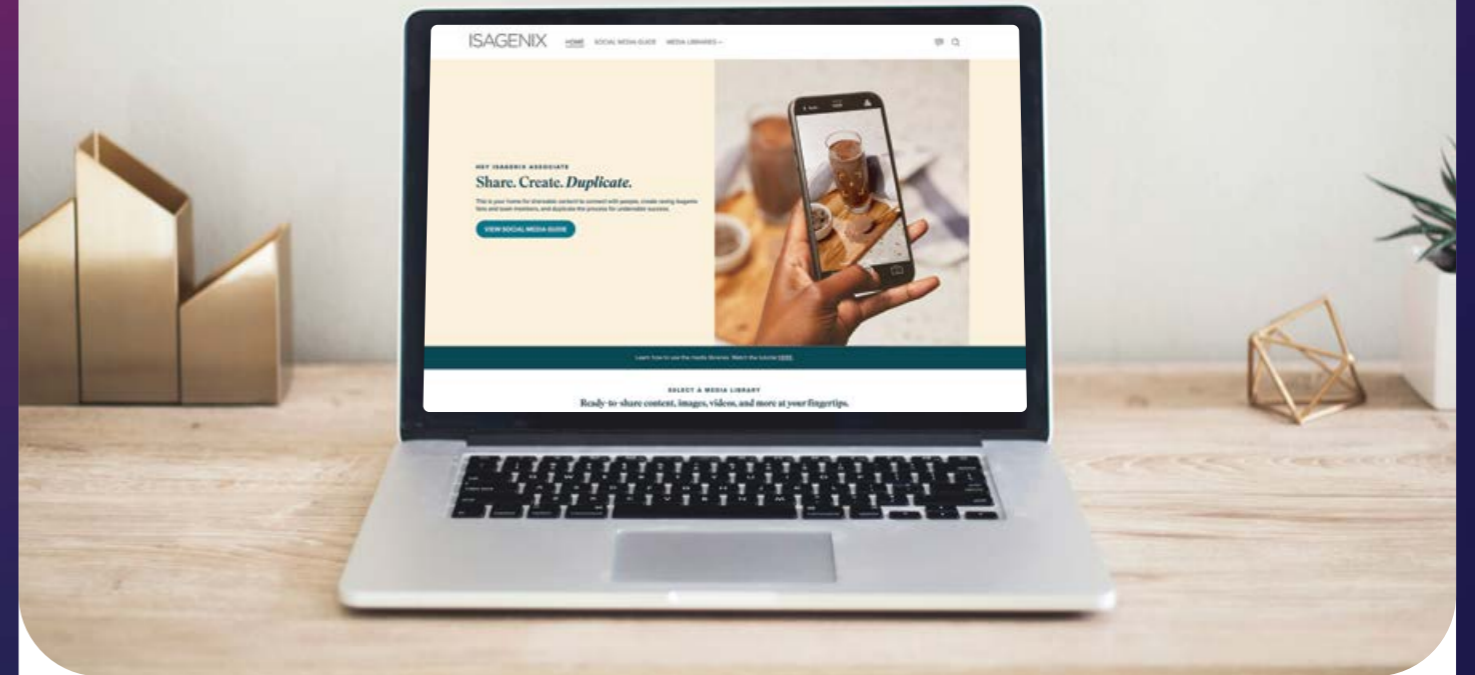
Salt

Pink Himalayan salt



Lined writing area for notes.

WEBSITE RESOURCES



ANZ.IsagenixBusiness.com

Find every new tool and promotion detail in one place!



VIDEOS

Videos and Shareables

Introduce your prospective new Customers to what Isagenix is all about with these social shareable tools.



SOCIAL MEDIA LIBRARY



STARTYourLife.com

Introduce the 18-35 age group to the START vision through Isagenix.



IsaBody Challenge

Register for this 16-week transformation challenge.



ISAGENIX HEALTH

Articles

Get valuable health and wellness info and learn about the science behind our products.



ANZ.ISAFYI



Isagenix Compliance

View policies and procedures, tools and resources.





ISAGENIX[®]
THE ART OF WELLBEING_™

