A Simple Guide to a Healthier You

Weight Loss Solutions

ISAGENIX®
Welcome to Isagenix!

On behalf of the hundreds of thousands of successful Isagenix product users worldwide, we want to congratulate you on starting a journey that can transform your health.

This guide is designed to help you achieve your goals. It is easy to follow, developed by experts and used by people like you who have successfully reached their health goals and are claiming a healthier lifestyle they can sustain for the rest of their lives.

Our goal is to put you in control of your health and help you learn how to incorporate nutritional products and healthy eating habits into your lifestyle. As you read through this guide you will be introduced to some of the many tools we have to support you. If you have a question, please don’t hesitate to contact Customer Care on 1300 651 979 in Australia and 0800 451 291 in New Zealand.

To your success!

Jim Coover Owner and Chairman of the Board
Kathy Coover Owner and Executive Vice President

Cover image: Emma Mondello
Isagenix Customer since 2012
This guide is divided into five sections:

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**YOUR PRODUCTS** 6

**YOUR SYSTEM** 8

**YOUR SUPPORT** 12

**YOUR NEW LIFESTYLE** 16

Lois LeBrun
Isagenix Customer since 2012
IsaBody Challenge Grand Prize Winner 2012
GETTING STARTED

- Set Your Goals
- Take the Pledge
- Mark How You Feel
- Take Your Picture

Your Personal Pledge will help you solidify your commitment and identify who your Support Team is. This is one of the most important steps to getting started, so take your time and be thoughtful.

PERSONAL PLEDGE

I, ______________________________ , am fully committed to creating a breakthrough in my personal health and quality of life. My goal is to reach and maintain my target weight of _______ by releasing _______ kg of unhealthy fat while increasing my lean muscle mass.

Research has shown that written goals are much more likely to be achieved. Sharing your goals with others will further support your success.

MY SUPPORT TEAM

My System Coach is __________________________________________

My Coach is here not only to offer support, encouragement and advice but also to answer questions and guide me through my journey to a healthier lifestyle. I will surround myself with positive people who will support me and understand how important my Isagenix System is to me.

My Support Team includes:

________________________________________________________

Signature: ________________________________ Date:____________

Coach signature: ___________________________ Date:____________

Your Personal Pledge will help you solidify your commitment and identify who your Support Team is. This is one of the most important steps to getting started, so take your time and be thoughtful.

If you are pregnant, breastfeeding, diabetic, on medication, have a medical condition or are beginning a weight-control program, consult your physician before using Isagenix products or making any other dietary changes. Discontinue use if adverse events occur.
YOUR PATH TO SUCCESS BEGINS HERE.

1. Weight loss is important, but centimetres lost is also an important measurement. Take your measurements and track your success with our easy-to-use measurement tracker on page 12. Focus on how you feel and how your clothes fit rather than only focusing on the scale.

2. Share your goals with your Support Team members you identified on the previous page and invite them to join you in your transformation. Ask your Sponsor how you can earn money to pay for your products by simply inviting others to join you.

3. Follow the monthly schedule and Shake and Cleanse Day planner to remind you when to take each product.

4. Buy healthy foods and plan great-tasting meals. Limit temptations by removing unhealthy foods and snacks from your home including soft drinks, foods with artificial colours and sweeteners and other junk foods. See meal planning tips on page 17.

5. Read your Personal Pledge daily.


Weight loss should not be considered typical. In a study performed in 2012 by University of Illinois at Chicago researchers, subjects lost an average of 4 kg with an average of 1 kg of the loss from visceral fat after 30 days on Isagenix. The subjects also had a greater level of adherence and had more consistent weight loss from week to week compared to subjects on a traditional diet.
YOUR PRODUCTS

What makes Isagenix unique is our no-compromise approach to product formulation and our convenient solution systems.

Let’s take a moment to get to know the nutritious and delicious products you are about to experience.

1. **IsaLean™ Shake**
   A delicious, satisfying, nutritionally-balanced meal replacement containing high-quality whey and milk protein, energy-fuelling carbohydrates, good fats and 21 vitamins and minerals. Available in Chocolate Mint (canister only), Creamy Dutch Chocolate, Strawberry Cream and Creamy French Vanilla flavours in canisters and packets. Also available in Certified Kosher (canister only) in Vanilla flavour.

2. **IsaLean Shake Dairy Free**
   This delicious shake contains 24 g per serve of high quality protein from peas and wholegrain brown rice as well as filling fibre and energy-fuelling carbohydrates. Gluten- and soy-free, IsaLean Shake Dairy Free provides a perfect alternative for people with dietary restrictions. Available in Rich Chocolate and Vanilla Chai flavours.

3. **Ionix® Supreme**
   A nutrient-rich, rejuvenating drink that restores and protects the body. Specialised Adaptogenic herbs help your body adapt to stress while vitamins, antioxidants, trace minerals and herbs help support mental and physical performance.

4. **Cleanse for Life™**
   A complete nutritional body cleanse that aids the body’s natural ability to remove impurities, Cleanse for Life nourishes your body; it’s not a laxative or a diuretic. Ionic minerals, antioxidants, Aloe vera and gentle cleansing herbs help to support the body’s vital functions and immune system.
5. **Natural Accelerator™**
A combination of traditionally used herbs including cayenne, green tea, cinnamon and ginseng that help stimulate fat and protein metabolism without synthetic ingredients. Contains antioxidants that help fight free radicals and maintain a healthy body.

6. **IsaFlush™**
This combination of cleansing herbs and minerals helps support and maintain a healthy digestive system. Containing 210 mg of magnesium and gentle cleansing herbs, IsaFlush may help to relieve mild constipation while supporting digestion and encouraging regularity.

7. **Isagenix Snacks™**
At only 30 calories per serve, these chocolate-flavoured protein wafers help reduce cravings and keep you satisfied. Snacks contain high-quality un-denatured whey protein and a high amino acid profile and are perfect for providing a quick energy boost on Cleanse Days. Also available in Dairy Free Natural Wild Berry flavour.

8. **IsaLean™ Bar**
Power your way through the day with delicious bars, which contain 18 g of high quality whey and milk protein. Rich in branched-chain amino acids, IsaLean Bars are great for after workouts and satisfying hunger when you’re on the go. Available in four delicious flavours.

9. **IsaLean Bar Dairy Free**
Boasting the same great nutrition as an IsaLean Bar, IsaLean Bar Dairy Free is a nutritious, on-the-go meal alternative containing 19 g of plant-based protein sourced from peas and wholegrain brown rice, along with 8 g dietary fibre, good fats and energy-fuelling carbohydrates.

10. **Whey Thins / Harvest Thins**
At only 100 calories per serve, Whey Thins and dairy-free Harvest Thins are the perfect savoury, protein-packed snacks to help you kick the chip habit for good. With 10 grams of protein per serve, these Cleanse-Day approved snacks satisfy cravings with a combination of high-quality protein, good fats and carbohydrates.

11. **e+**
A healthy energy boost that helps take your performance to the next level, e+ contains natural caffeine derived from green tea and yerba mate. The exclusive blend of herbal botanicals helps increase stamina and mental alertness. Available in Raspberry and Lemon Lime flavours.

12. **IsaDelight**
Individually packaged with green tea extract, amino acids and antioxidants to help satisfy your cravings and your sweet tooth with only 60 calories and 4 grams of fat or less per square! Available in Milk Chocolate, Dark Chocolate and Sea Salt and Caramel flavour.
Isagenix offers different Weight Loss packs designed for people at various stages of their Isagenix journey. A combination of Shake Days and Cleanse Days, the Weight Loss System is based on science and designed to support your goal of ridding your body of unwanted fat.

Enjoy complete weight-loss support with additional Isagenix products to satisfy cravings, snack smart and keep you energised.
MY PACK
Towards the end of your first month, you may find you want more of one product and less of another, or you might like to try something new. My Pack lets you combine products as you like, with a simple and flexible ordering experience and offers a 10 percent discount on the product wholesale prices if your order totals 150 BV or more.
USING YOUR ISAGENIX SYSTEM COULDN’T BE EASIER.

Your 30-Day Weight Loss System relies on two easy-to-follow components:

**Shake Days & Cleanse Days.**

If you purchased a pack other than the Weight Loss Premium Pack or 30-Day Weight Loss Pack, please refer to IsaProductAU.com for your appropriate Shake and Cleanse Day Guide.

WHY CLEANSE?

Unlike harsh laxative cleanses, Isagenix Cleanse for Life is scientifically developed to nourish your body with the vital nutrients it needs while your body naturally rids itself of impurities. Cleansing isn’t about deprivation, it’s about nourishment.

### SHAKE DAYS:

During Shake Days, replace two meals with a nutritious IsaLean™ Shake. We recommend replacing breakfast and dinner with a Shake. Ensure your third meal is nutritionally balanced, containing 400-600 cal.

Remember to stay hydrated throughout the day!

**EARLY MORNING**

1 Natural Accelerator™**

**BREAKFAST**

IsaLean Shake OR IsaLean Bar*, Ionix®* Supreme

**MID-MORNING**

IsaFlush™

OPTIONAL: 100-150 cal snack

**LUNCH**

IsaLean Shake OR IsaLean Bar* OR 400-600 cal meal***

**MID-AFTERNOON**

OPTIONAL: 100-150 cal snack

**DINNER**

IsaLean Shake OR IsaLean Bar* OR 400-600 cal meal***

**BEFORE BED**

IsaFlush, Natural Accelerator**

**SHAKE DAY SNACK IDEAS**

IsaDelight™*, e+* (maximum 2 per day), Slim Cakes™*, Fibre Snacks™*, Whey Thins™*, Harvest Thins*†, AMPED™ Hydrate* (if exercising), 6 almonds, 1 boiled egg, 1 piece of fruit or vegetable

### CLEANSE DAYS:

On Cleanse Days, you restrict your kilojoule intake while nourishing your body with the nutrients in Cleanse For Life™. Remember to stay hydrated throughout the day!

**EARLY MORNING**

Natural Accelerator**, Ionix Supreme

**BREAKFAST**

Cleanse for Life

**MID-MORNING**

IsaFlush, Isagenix Snacks OR ‘Cleanse Day Support Option’

**LUNCH**

Cleanse for Life

**EARLY AFTERNOON**

Isagenix Snacks OR ‘Cleanse Day Support Option’

**MID-AFTERNOON**

Cleanse for Life

**EARLY EVENING**

Isagenix Snacks OR ‘Cleanse Day Support Option’

**EVENING**

Cleanse for Life

**BEFORE BED**

Natural Accelerator**, IsaFlush

**CLEANSE DAY SUPPORT OPTIONS**

IsaDelight* (maximum 2 per day), e+* (maximum 2 per day), Whey Thins*†, Harvest Thins*†, AMPED™ Hydrate* (if exercising), ¼ apple or pear

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*Products are not included in all Packs and can be purchased separately. Visit Isagenix.com for more information on products you can add to your next order.

**Always read the label. Not suitable for children. Use only as directed. Vitamin supplements should not replace a balanced diet. Consult your healthcare professional before beginning any diet or weight loss program.

***Be sure to consume at least one traditional, healthy 400-600 cal meal every Shake Day.

†Whey Thins and Harvest Thins are approved on Cleanse Days when they are enjoyed as the sole snack option between Cleanse for Life servings. Limit one packet each Cleanse Day.
These calendars can help guide you through your System. If you would like to create your own calendar, see the inside back panel of this guide.

### 30-DAY STANDARD CALENDAR

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### 30-DAY FAST START OPTION

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Visit [IsaSalesTools.com.au](http://IsaSalesTools.com.au) to purchase this calendar as a fridge magnet.

*S = Shake Day  
*C = Cleanse Day

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*To ensure you have product for next month, be sure to create an Autoship. Speak with your Sponsor for more details.*  
**At least two Shake Days are recommended prior to your first set of back-to-back Deep Cleanse Days. These days help to create an environment in the body that helps enhance the effects of cleansing.*
MEASUREMENT TRACKER

Tracking your measurements is a great way to measure your success in reaching your goals. It will also help to keep you motivated during your IsaBody Challenge!

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NEVER BE WITHOUT YOUR FAVOURITE PRODUCTS

Autoship allows you to set up your account so that your order is automatically sent to you approximately every 30 days, with the transaction amount debited directly from your account.

You can choose from a selection of Packs and systems, customise your order with ‘My Pack’ or order individual products.

Autoship is flexible and can be changed each month to suit your needs.

As well as being extremely convenient, Customers who participate in Autoship also save an additional 5 percent on all Packs and systems compared to Wholesale orders.
YOUR SUPPORT

Your new lifestyle is an important commitment and we’re keen to give you all the help and support you’ll need to reach your goals. We have the perfect tools to help you succeed.

Plan ahead. For many people, starting an Isagenix system is unlike anything they’ve done before – often it is very different to the lifestyle and diet they’re used to. Before you start, we recommend consulting your physician to ensure the system is right for you and also to make them aware of the changes you’re making.

Set realistic expectations. Most people don’t put weight on in just a few days, so remember that it will take more than a few days to release it. It’s not a race; it’s about developing a healthy lifestyle.

Schedule Cleanse Days when you can ensure success. Cleansing on busy days keeps your mind off snacking.

Drink plenty of water. The National Health and Medical Research Council of Australia recommends 2.1 L per day for women and 2.6 L per day for men. This will need to be increased during exercise and during warmer weather.

Balanced nutrition reduces food cravings. Use all of your Isagenix products as recommended and consume a diet of fresh, nutritious foods to ensure your body is getting the right nutrition every day.

Increase your daily activity to maximise your weight-loss results. You don’t have to start training for a marathon, just move more throughout the day and make a conscious effort to raise your heart rate regularly in striving to achieve the best possible results.

Kharn & Melinda Tory
Isagenix Customers since 2013
FAQS

Q: Why do I need to cleanse?
A: Cleansing helps kick-start your metabolism and supports healthy digestion. Cleanse for Life is specially formulated to provide your body with the nourishment it needs while it rids itself of harmful impurities.

Q: What should I expect during the first few days of my journey?
A: Understand you are at the beginning of a transformation and that the introduction of nutritious and scientifically supported Isagenix products will begin to give your body what it needs to be healthy. The program will help you prepare for efficient, sustainable weight loss. If you follow your system as outlined, you should begin to experience results and feel the difference.

Q: Should I still cleanse if I’m exercising?
A: Yes, you should follow the recommended cleanse schedule for your system. On Cleanse Days, we recommend you minimise your physical activity. If you choose to be active, do so in moderation and support your body throughout the day with AMPED Hydrate, IsaDelight and Isagenix Snacks. It may also prove helpful to go to bed earlier on Cleanse Days to avoid any urge for late-night snacking.

Q: If I’m not hungry can I skip a meal or Shake?
A: We recommend you not skip a meal or IsaLean Shake. Even though you may not feel hungry, your body needs ongoing nourishment. Wait a while to see if you begin to feel hungry, but always ensure you consume two IsaLean Shakes and one meal on every Shake Day.

Q: Can I add fruit to my IsaLean Shake?
A: You can customise your Isagenix System to meet your needs. Keep in mind that adding ingredients to your IsaLean Shake increases your calorie intake.

Q: If I feel tired or have a headache, should I discontinue my program?
A: It is not uncommon when cleansing or changing your normal eating habits to experience side effects. These may include headache, fatigue or constipation. Depending on your side effect, you may try drinking more water or eating a snack. Fatigue and headache may be signs you may be experiencing low blood sugar. Avoid overhydrating as this may cause nausea and dizziness. Consult your physician should you have concerns.

Q: Should I cleanse for one or two days?
A: Within our 30-Day Nutritional Cleansing Program, you should deep cleanse at least one day a week, but you can certainly cleanse two days (back-to-back) to maximise your weight-loss results.

Q: Can I deep cleanse more than two consecutive days?
A: Cleansing two consecutive days can help you maximise your weight-loss results but you should never cleanse more than two days in a row.

Q: I’m a very active person and I have been progressively increasing my workouts during my program. Should I eat more if I’m hungry?
A: There are several things you can do. We recommend you switch out one or both of your IsaLean Shakes with IsaLean PRO or add a scoop of IsaPro to your IsaLean Shake. This will increase your protein and calorie intake safely. The extra protein will fuel your body for working out while helping to keep you feeling full between meals.

Tami Shervey
Isagenix Customer since 2011
IsaBody Challenge Grand Prize Winner 2013
ONLINE TOOLS AND RESOURCES

Isagenix has developed an extensive library of online tools with our product users in mind. We encourage you to explore our websites and engage with the many tools available to help you better understand our culture, products and philosophies about health and wellness. The following are your go-to resources to find answers and tips on getting the most from your Isagenix experience.

**Isagenix.com**
This is your one-stop resource for all product information and tools. It provides guides to all the Isagenix products and programs and informative videos to improve your product training. Plus, read success stories from other product users, learn about the company and our business opportunity and more.

**ANZ.IsaFYI.com**
Subscribe to the official Isagenix ANZ blog for regular corporate updates, recipes, promotions, product information and the latest science.

**ANZ.IsaBodyChallenge.com**
Begin your ultimate lifestyle transformation journey. Find out all you need to know about the 16-Week Challenge, where you can not only transform your body and life, you can also win exciting prizes.

**HealthyMindAndBody.com**
Discover an interactive 60-day program to transform your mind while your transform your body. Once you’ve researched the program, sign up through your Back Office.

**ANZ.TeamIsagenix.com**
Home to some of our most elite professional athletes, Olympians and personal trainers who use Isagenix products to fuel their performance, ANZ.TeamIsagenix.com hosts an array of athlete profiles and product information.

**STARTYourLife.com**
See how a growing team of young people aged 18-35 are striving to lead extraordinary lives and helping others do the same.
PLATE PLANNER

Your third meal on a Shake Day should be balanced, like an IsaLean Shake. Ideally, it should contain 400-600 cal and should include protein, complex carbohydrates and a variety of vitamins and minerals.

GOOD FATS
- Coconut oil
- Olive oil
- Avocado
- Other cooking oil

PROTEIN
- Chicken
- Beef
- Lamb
- Fish
- Eggs
- Dairy
- Tofu

COMPLEX CARBS
- Noodles
- Rice
- Wholegrain breads
- Sweet potatoes
- Potatoes

VEGETABLES
- Salad
- Cooked coloured vegies (not potatoes)
- Vegie soup
- Fresh fruit

Portion Size:
- Size of Fist
- Size of 2 Fists
- Palm of Hand
- Thumb

Visit www.nutritionaustralia.org for more information
YOUR NEW LIFESTYLE

Once you’ve reached your first goal, you may ask yourself, ‘What next?’ The answer is simple – a lifelong healthy lifestyle for you and your family.

After the first few months of using the System I was able to discard my XL clothing and buy my first size M.

Troy Jantzen
Isagenix Customer since 2014
IsaBody Challenge Finalist 2017

I’m forever grateful for Isagenix and the supportive community that I’ve become part of.

Tracey Sheasby
Isagenix Customer since 2016
100 Pound Club Member

Tracey and Troy’s journeys show that success doesn’t happen overnight. Reaching your goals may require subsequent Weight Loss Systems but with commitment, consistency, determination and the support of Isagenix, you can continue to achieve the results you’re striving for.
MAINTENANCE PROGRAM

The Isagenix lifestyle doesn’t end at the completion of your 30-Day System. Many people transition to a new Isagenix Solution or use our helpful lifestyle maintenance recommendations below.

1. Enjoy 1-2 IsaLean Shakes per day as part of a nutritious, balanced diet.

2. Deep cleanse one day each week or try everyday cleansing – enjoy a glass of Cleanse for Life in the morning or before you go to bed.

3. Drink lots of water – the National Health and Medical Research council of Australia recommends 2.1 L per day for women and 2.6 L per day for men.

4. Exercise regularly to ensure your calorie intake doesn’t exceed your energy output.

5. Replace unhealthy snacks with Slim Cakes or Fibre Snacks.

THE NEXT SOLUTIONS

Isagenix offers solutions to fit your goals and lifestyle. When you achieve your weight-loss goals, we encourage you to experience our other solutions.

ENERGY
Experience more energy during your everyday activities and exercise.

PERFORMANCE
Excel in the gym, on the field and anywhere else you’re striving for athletic, competitive or workout goals.

HEALTHY AGEING
Support a healthier lifestyle so you feel fitter, younger and stronger for longer.

WEALTH CREATION
Earn income by sharing Isagenix with others and build a business for you and your family.

Visit Isagenix.com to learn more.

BACKED BY SCIENCE

Independent research from the University of Illinois at Chicago and Skidmore College showed that the Isagenix Program was superior to a traditional heart-healthy diet for weight loss and improving cardiovascular health markers. The 15-month study done at Skidmore followed the Cleanse Day and Shake Day protocol compared to a nutritionally balanced diet and validated safe, healthy weight loss and long-term maintenance. Participants who used the Isagenix Program during the maintenance phase of the study maintained their weight loss, fat loss, and visceral fat loss while heart-healthy diet participants rebounded. Isagenix maintenance participants also improved their muscle status during the maintenance phase while heart-healthy participants did not.

Michael Peters Isagenix Customer since 2014
**RECIPES**

**LEMON CHICKEN**
- 2 free-range 150 g chicken breast fillets
- 1 Tbsp fresh rosemary, chopped
- Juice and finely grated rind of 1 lemon

Preheat oven to 180°C. Lightly grease a shallow baking dish and place chicken breasts in it. Pour lemon juice around fillets. In a small bowl, combine garlic, rosemary, lemon rind and polenta and spread evenly on top of the fillets. Bake for 25 minutes or until cooked through. Meanwhile, toss lettuce, tomato and balsamic vinegar. Remove chicken from oven and rest for 5 minutes.

Serve with salad.

Serves 2.
Per serve: 227 cal; 25 g protein; 22.7 g carbs; 2.5 g fat; 22.7 g carbs.

**VEGIE STICKS WITH EDAMAME DIP**
- 300 g frozen edamame
- ½ cup Greek yoghurt
- 1 red chilli, finely chopped
- Juice of 1 lime
- 1 clove garlic, crushed
- ½ red onion, finely diced
- ¼ cup coriander, chopped
- 1 large carrot, unpeeled, cut into sticks
- 2 celery, cut into sticks
- 1 Lebanese cucumber, cut into sticks
- 1 broccoli, cut into florets

Bring a saucepan of water with 1 tsp salt to the boil. Add edamame and boil for 5 minutes. Drain and rinse under cold water. When cool enough, remove beans from shells and discard shells.

Combine beans, yoghurt, chilli, lime juice and garlic in a food processor and blitz until smooth.

Serve with vegetable pieces.

Serves 2.
Per serve: 165 cal; 14 g protein; 74 g carbs; 10 g fat; 16.4 g fibre.
Customise this calendar to suit your Weight Loss System Program. Include your meal plan, exercise and any events you need to factor in.

Tear out your Calendar and display it where you’ll see it every day.

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<th>Day 1</th>
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