Heart Shake Booster

SCIENTIFICALLY FORMULATED TO SUPPORT HEALTHY CHOLESTEROL LEVELS†

Foods and supplements containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 g of plant sterol esters.
YOUR HEART SHAKE BOOSTER ONBOARDING GUIDE . . .

Designed to help you:

• *master* the features and benefits of this product.
• *maximize* your existing business.
• *share* the product with your team members and prospects.

Everything in this guide is also available where you would usually find it. Product videos are on product pages at [Isagenix.com](http://Isagenix.com), [IsaProduct.com](http://IsaProduct.com), and via your [IsaTools™](http://IsaTools) app.
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EASY DAILY HEART HEALTH SUPPORT†

SCIENTIFICALLY FORMULATED TO SUPPORT HEALTHY CHOLESTEROL LEVELS†

Heart Shake Booster is a blend of science-supported ingredients that may reduce the risk of heart disease.†

Simple & Convenient!
With 5 calories per serving, this unflavored powder mixes easily with any Isagenix shake, providing a convenient and delicious way to support your heart health.

Scientifically Formulated.
Heart Shake Booster is made from a combination of plant sterols that can help reduce the absorption of dietary cholesterol. It also includes pantethine, a derivative of vitamin B5, and other ingredients inspired by a heart-healthy Mediterranean diet.†

No artificial colors, flavors, or sweeteners!

Suggested use: Share this video across your social channels to generate excitement and pique interest!

This video will also be available to view or share via the Heart Shake Booster product page at IsaProduct.com and via your IsaTools app in early March.

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THE SCIENCE BEHIND HEART SHAKE BOOSTER

ISAGENIX HEART SHAKE BOOSTER SUPPORTS HEALTHY CHOLESTEROL LEVELS WITH PLANT STEROLS

What are plant sterols?
Plant sterols are an essential part of plant cell membranes. They can be found in foods such as plant oils, nuts, seeds, and legumes. Typical diets don’t provide an amount of plant sterols sufficient enough to target support for heart health/cholesterol.

How do plant sterols support healthy cholesterol?
Because plant sterols are molecularly similar to cholesterol, in the body they help block the absorption of cholesterol in the bloodstream, promoting the elimination of excess cholesterol.

Consuming plant sterols with meals helps lower LDL (bad cholesterol) in the blood without affecting HDL (good cholesterol) levels.

Taking Heart Shake Booster twice a day with your Isagenix shake provides plant sterols in an amount shown to support healthy cholesterol levels.†

†Foods and supplements containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 g of plant sterol esters.

Without plant sterols

With plant sterols

GUT

BLOODSTREAM

Cholesterol

Plant Sterols
HEART SHAKE BOOSTER & YOUR BUSINESS

HEART SHAKE BOOSTER IS FOR:

1. **Current Isagenix Customers who have high total or LDL cholesterol levels.**
   Connect with someone who is aware that they have high cholesterol levels but who also enjoys Isagenix shakes. This is the perfect complement to their daily routine. Two servings a day with their shake can help reduce the risk of heart disease by lowering cholesterol levels.†

2. **Existing Customers who are unaware of their heart health.**
   According to the Centers for Disease Control and Prevention, about 1/3 of U.S. adults have high LDL blood cholesterol levels, one of the risk factors for heart disease, which can often go undetected. If your Customers are unaware of their cholesterol levels, encourage them to consult with their doctor for information on heart health.

3. **Prospective Customers seeking a convenient and nutrition-based, highly targeted way to support heart health.**
   They say “health is wealth,” so why not help spread the importance of heart health? Heart Shake Booster is a scientifically supported way to help lower cholesterol levels.† A key advantage to using Heart Shake Booster is that it offers an unflavored powder you can mix into any nutritious Isagenix shake. It’s also backed by our no-compromise ingredient policy, so Customers can know they’re getting a safe, effective product that is part of a comprehensive nutrition system.

†Foods and supplements containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 g of plant sterol esters.
**FAQ FOR BUSINESS BUILDERS:**

**When will Heart Shake Booster be available for purchase?**
Feb. 8 at 3 p.m. MST.

**Which markets will offer Heart Shake Booster?**
Heart Shake Booster will be available in the U.S., Puerto Rico, and Canada.

**Will Heart Shake Booster be offered in any Isagenix Systems?**
At this time, Heart Shake Booster will not be included in any systems or paks, but it makes a great add-on for new and existing Customers alike!

**What will the price and BV for Heart Shake Booster be?**
Retail pricing: US$53.32/CA$59.99, 27 BV.
Customer pricing: US$47.99/CA$53.99, 27 BV.
Preferred Customer/Autoship pricing: US$39.99/CA$44.99, 27 BV.

**FAQ FOR CUSTOMERS:**

**How should Heart Shake Booster be used?**
Mix 1 scoop of Heart Shake Booster with your favorite Isagenix shake. Use twice daily. While Heart Shake Booster is best enjoyed with an Isagenix shake, it can be mixed with other thick beverages. For best results, consume Heart Shake Booster with your favorite Isagenix shake or other meal.

**Who can benefit from Heart Shake Booster?**
Any adult who is concerned about blood cholesterol levels may benefit from Heart Shake Booster to help achieve and maintain healthy blood cholesterol levels and to complement the benefits of heart-healthy diet and lifestyle choices.†

Pregnant and breastfeeding women should consult with their doctor before using Heart Shake Booster.

**Can Heart Shake Booster be taken in addition to medications for cholesterol?**
Heart Shake Booster is not meant to replace medications or other treatments for cholesterol or heart disease. This product should never be positioned as an alternative to taking medication or seeking medical treatment. As part of the National Cholesterol Education Program, the National Institutes of Health recommend including plant sterols in a comprehensive plan for managing blood cholesterol levels. It’s important to talk to your doctor before making any significant changes to your diet or lifestyle, especially if you have a medical condition or take prescription medications. Heart Shake Booster provides 0.65 g of plant sterols per serving in combination with other ingredients to support overall heart health.

†Foods and supplements containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 g of plant sterol esters.
SHARING HEART SHAKE BOOSTER: BREAKING THE ICE

Heart Shake Booster is a blend of science-supported ingredients that may reduce the risk of heart disease.

1. Current Isagenix Customers who have high total or LDL cholesterol levels.
Take advantage of talking to those you already know in your network about this product. Make the most of the relationships you’ve already formed and ask them, “Have you or someone you love ever been concerned about heart health?”

If they answer yes: Take the time and effort to express how Heart Shake Booster offers a seamless and convenient complement to a healthy diet to help reduce cholesterol levels.

If they answer no: Recommend they inquire about their cholesterol health in their next annual checkup.

2. Existing Customers unaware of their heart health.
Perhaps there are individuals within your network who have expressed an honest plea to positively improve their heart health or cholesterol levels.

Let them know any adult who is concerned about blood cholesterol levels may benefit from Heart Shake Booster to help achieve and maintain healthy blood cholesterol levels and to complement the benefits of heart-healthy diet and lifestyle choices. Advise them to consult with their doctor.

If they answer no: Remind them that one in every three adults are at risk for heart disease. Many adults are not even aware they may be affected. Encourage them to consult with their doctor to get their cholesterol levels evaluated. If they report back healthy, remind them someone close to them may be in need of additional heart health support.

3. Prospective Customers seeking a convenient and nutrition-based, highly targeted way to support heart health.
Needing or wanting a change in your health is never a bad thing. If you encounter a prospective Customer, be sure to talk about how this product can help them achieve their health and wellness goals.

*Do they desire to live a life full of joy and purpose, without the worry of declining heart health?* Encourage them to make a commitment and find confidence in this product (once they’ve consulted with their doctor). Let them know you want to assist them in their journey toward a happy heart!
COMPLIANT LANGUAGE & TALKING POINTS

Because plant sterols have extensive evidence supporting their association with reduced risk for heart disease, products that contain a proper amount are allowed to have Qualified Health Claims. While still not a substitution for medical advice or treatment, products such as Heart Shake Booster can have these claims on their label and in accompanying marketing materials. For the U.S., a qualifying statement must accompany these claims wherever used.

The following claims can be shared when prospecting, offering validity and authenticity to our expanding line of trusted products. These claims may not be modified, and for the U.S, the qualifying language must always accompany the statements. When in doubt, look to official Isagenix materials for how to incorporate the benefits and qualifying language. Be sure to exude confidence when speaking about these well-regarded statements.

COMPLIANT CLAIMS

U.S. only:
1) Supports healthy cholesterol levels.†
2) May reduce the risk of heart disease by lowering cholesterol.†
3) Plant sterol esters are scientifically backed ingredients that help reduce cholesterol absorption.†

Canada only:
1) Helps lower blood total and LDL cholesterol.
2) Helps maintain healthy cholesterol levels.

†Foods and supplements containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 g of plant sterol esters.
HOW TO USE **HEART SHAKE BOOSTER**

Suggested use: Share this video directly with Customers and others who have already heard about Heart Shake Booster and need more information.

THE SCIENCE BEHIND **HEART SHAKE BOOSTER**

Suggested use: Share this video directly with Customers, prospects, and anyone else interested in learning more about Heart Shake Booster.

These videos are also available to view or share on the Heart Shake Booster product page at [IsaProduct.com](http://IsaProduct.com) and on your [IsaTools app](http://IsaTools). Available in early March.
SHARING
HEART SHAKE BOOSTER

**Suggested use:** Share these images across your social channels to generate excitement and pique interest! Or share directly with a Customer, friend, or anyone else you think would benefit from this product. These images are also available on your [IsaTools app](#).

These images are approved for sharing:

1. **Make Your HEART Happy**
   - ![Image](#)
   - [DOWNLOAD](#)

2. **Take Your Health to HEART**
   - ![Image](#)
   - [DOWNLOAD](#)

3. ![Image](#)
   - [DOWNLOAD](#)

4. ![Image](#)
   - [DOWNLOAD](#)
SHARING
DO’S & DON’TS

DO - U.S.
• The Heart Shake Booster may reduce the risk of heart disease by lowering cholesterol! According to the FDA, foods containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 grams of plant sterol esters. (See the next page for Example 1.)

• Do you have high cholesterol? Consult with your doctor for best treatment and ask about adding plant sterols for targeted support.

DON’T - U.S.
• The Heart Shake Booster is a great way to improve your heart health and reduce cholesterol! (See the next page for Example 2.)

• Heart Booster is all you need to do to reduce your risk of heart disease!

DO - CANADA
• The Heart Shake Booster helps lower blood total and LDL cholesterol! (See the next page for Example 3.)

DON’T - CANADA
• The Heart Shake Booster is a great way to improve heart health and reduce your risk of heart disease by lowering your cholesterol! (See the next page for Example 4.)
SHARING DO’S & DON’TS

Example 1

The Heart Shake Booster may reduce risk of heart disease by lowering cholesterol. According to the FDA, foods containing at least 0.65 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.9 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Heart Shake Booster supplies 0.65 grams of plant sterol esters.

Example 2

DO NOT USE

Example 3

SHARING DO’S & DON’TS

Example 4

DO NOT USE
# Supplement Facts - U.S.

**Shake Booster Heart**

<table>
<thead>
<tr>
<th>Supplement Facts</th>
<th>Other Ingredients: Digestion-resistant maltodextrin, silicon dioxide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size 1 Scoop (4 g)</td>
<td>Pantethine (Pantesin®) is a registered trademark of Kyowa Pharma Chemical Co., Ltd.</td>
</tr>
<tr>
<td>Servings per Container 56</td>
<td></td>
</tr>
<tr>
<td><strong>Amount per Serving</strong></td>
<td><strong>% Daily Value</strong></td>
</tr>
<tr>
<td>Calories 5</td>
<td></td>
</tr>
<tr>
<td>Total Carbohydrate 3 g</td>
<td>1%*</td>
</tr>
<tr>
<td>Dietary Fiber 3 g</td>
<td>12%*</td>
</tr>
<tr>
<td>Plant sterols/stande 650 mg</td>
<td>¶</td>
</tr>
<tr>
<td>Pantethine (Pantesin®) 100 mg</td>
<td>¶</td>
</tr>
<tr>
<td>Proprietary Blend 408 mg</td>
<td>¶</td>
</tr>
<tr>
<td>Blackberry (Rubus fruticosus) fruit powder, citrus bioflavonoids, grape (Vitis vinifera) seed extract, olive (Olea europaea) leaf extract, tomato (Lycopersicon esculentum) fruit powder, red grape (Vitis vinifera) fruit extract, rosemary (Rosmarinus officinalis) leaf extract, artichoke (Cynara scolymus) leaf extract, garlic (Allium sativum) bulb extract</td>
<td>¶</td>
</tr>
</tbody>
</table>

*Daily Value not established.

**Non-Medicinal Ingredients / Ingrédients non médicinaux:**

<table>
<thead>
<tr>
<th>SOY-FREE</th>
<th>GLUTEN-FREE</th>
<th>DAIRY-FREE</th>
<th>VEGAN</th>
</tr>
</thead>
</table>

# Supplement Facts - Canada

**Shake Booster Heart**

<table>
<thead>
<tr>
<th>MEDICINAL INGREDIENTS PER SCOOP / INGRÉDIENTS MÉDICINAUX PAR mesure :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garlic (Allium sativum) bulb extract 10:1 / Ail (Allium sativum) extract de bulbe 10:1 5 mg (30 mg crude / plante fraîche)</td>
</tr>
<tr>
<td>Citrus bioflavonoids (Citrus limon, Citrus aurantium, Citrus sinensis, Citrus paradisi) fruit / Bioflavonoïdes d'agrumes (Citrus limon, Citrus aurantium, Citrus sinensis, Citrus paradisi) fruit 126 mg</td>
</tr>
<tr>
<td>Artichoke (Cynara scolymus) leaf extract 4:1 / Artichaut (Cynara scolymus) extrait de feuille 4:1 26 mg (80 mg crude / plante fraîche)</td>
</tr>
<tr>
<td>Grape (Vitis vinifera) seed extract (95% proanthocyanidins) / Raisin (Vitis vinifera) extrait de pépins (95% de proanthocyanidins) 24 mg</td>
</tr>
<tr>
<td>Olive (Olea europaea) leaf extract (20% oleuropein) / Olivier (Olea europaea) extrait de feuille (20% d’oleuropéine) 23.5 mg</td>
</tr>
<tr>
<td>Pantothenic acid (D-Pantethine) / Acide pantothénique (D-panthétine) 100 mg</td>
</tr>
<tr>
<td>Plant sterols (Pinus elliottii, Pinus taeda) trunk bark oleogum resin / Stérols végétaux (Pinus elliottii, Pinus taeda) oléorésine (écorce de tronc) 650 mg</td>
</tr>
<tr>
<td>Rosemary (Rosmarinus officinalis) herb extract 5:1 / Romarin (Rosmarinus officinalis) extrait de plantes 5:1 20 mg (100 mg crude / plante fraîche)</td>
</tr>
<tr>
<td>Blackberry (Rubus fruticosus) fruit powder / Mûre (Rubus fruticosus) poudre de fruit 150 mg</td>
</tr>
</tbody>
</table>

**NON-MEDICINAL INGREDIENTS / INGRÉDIENTS NON MÉDICINAUX :**

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Pantesin® is a registered trademark of Kyowa Pharma Chemical Co., Ltd. Pantethine® est une marque déposée de Kyowa Pharma Chemical Co., Ltd.
GIVE YOUR SHAKE A BOOST!

Scientifically formulated to support healthy cholesterol levels.†

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