



# Get to Know Mexico

## Welcome to Mexico!

Mexico is home to over 130 million hospitable and passionate people. The country's entrepreneurial culture and motivation for a better life are the perfect match for Isagenix Solutions to Transform Lives™.

- Primary language is Spanish with a small percentage speaking English.
- Almost 50% of the population is 25-69 years old.
- Food represents the largest household expense – almost 25% of the total budget.
- Mexicans expect to be treated individually and always look for personalized service. They are very loyal to brands, and family and friends have a great influence over purchasing decisions.
- Isagenix already has offices in three main cities: Mexico City, Monterrey, and Aguascalientes.

## The Industry in Mexico

- Mexico has the second largest earnings (next to Brazil) in Latin America for direct sales.
- About 75% of the sales force is women and head of households looking to supplement their income.
- The developing direct sales industry has a 7% growth rate forecast in the coming years.
- Direct sales interest is high among former executives and young self-starters attracted by the income, time invested, and quality of life.

## Isagenix Has the Solutions

- 75% of the population suffers from job-related stress with 25% of the population experiencing heart attacks.
- Seven out of 10 people are overweight or obese. In 2012, 10 million Mexicans were diagnosed with diabetes. A major cause is excess weight and lack of physical activity.
- 43% of Mexicans engage in regular physical activity and have a need for high-quality protein in their diets.
- Although the entrepreneurial motivation is strong, more than 70% think the cost of starting a business is high. With Isagenix, starting is very simple!

## MEXICO SYSTEMS AND PACKS

We offer a range of systems, packs, and targeted solutions to help you take advantage of the unique business opportunities in Mexico to begin transforming lives. Some of our most popular products include IsaCleanse® and IsaShake™ with wholesale prices between \$160 and \$235 Mexican pesos. Additionally, we offer product selections that are bundled together as systems and packs and targeted to specific solutions. Packs and systems range between \$1,900 and \$7,150 Mexican pesos.

For a complete list of products and packs, log in to your Back Office with your Isagenix username and password, and click "View Price Lists" under the "Orders" menu.

## LINKS

- [Isagenix.com](http://Isagenix.com): Corporate website.
- [IsagenixMexico.com](http://IsagenixMexico.com): The latest news about Isagenix Mexico.
- [BienestarIsagenix.com](http://BienestarIsagenix.com): Wellness blog with the latest in Isagenix products and healthy lifestyle articles.
- [Instagram.com/Isagenix\\_mx](https://www.instagram.com/Isagenix_mx): Be a part of the community.
- [Facebook.com/MXIsagenix](https://www.facebook.com/MXIsagenix): Like us on Facebook.
- [@Isagenix\\_Mx](https://twitter.com/Isagenix_Mx): Follow us on Twitter.
- [YouTube.com/IsagenixVideos](https://www.youtube.com/IsagenixVideos): Watch our videos on our YouTube channel.

## CONTACT INFORMATION

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- Service Hours: Monday – Friday: 9:00 a.m.–6:00 p.m. CST; Saturday: 9:00 a.m.–2:00 p.m. CST
- Mexico City Will Call Hours: Monday – Friday: 9 a.m. – 6 p.m. (CST). Call to schedule a tour.
- Mexico is 1 hour behind NYC time zone ET.

## PROMOTIONS/INCENTIVES

- Annual Bonus (Holiday Bonus Pool)
- Double Product Introduction Bonuses
- IsaBody Challenge®
- IsaRally (IsaDerby™)
- Leadership Bonus Pool (Directors and Above)
- Rank Advancement Bonuses
- Three for Free Shipping
- Team Isagenix