



Get to Know Colombia

Welcome to Colombia!

This South American country is made up of joyful and hard-working individuals. With one of the fastest economic growth rates in the continent and large purchasing power, Colombia is primed for Isagenix Solutions to Transform Lives™.

- Population: Over 48 million
- Primary language is Spanish with a small percentage speaking English.
- Third largest economy and fourth largest purchasing power in Latin America.
- 36% of the population is unsatisfied with their employment.
- 93% literacy rate in urban areas and 70% in rural areas.
- Fifth in the world and first in Latin America for investor protection.

The Industry in Colombia

- Direct sales force is 84% women and 16% men.
- Colombia has legislation that regulates the direct sales industry to protect against fraud.
- In 2013, Colombia generated US\$3.3 billion in direct sales. The industry has grown between 8% and 9% annually over the last decade.

Isagenix Has the Solutions

- Seven out of 10 Colombians work out at least once a week and take care of their physical appearance, increasing sales of contributing products to a market share of 12%. Estimations point to an increase of 33%.
- 5.7 million people are obese and 15.4 million are overweight.
- A study by Nielsen showed direct selling is a growing industry (26%) that is reducing the participation of well-known supermarkets and stores (0.2% and 0.7% respectively).
- The analysis also points to the sales increase the food industry is experiencing through direct selling (59%).

COLOMBIA SYSTEMS AND PACKS

We offer a range of systems, packs, and targeted solutions to help you take advantage of the unique business opportunities in Colombia to begin transforming lives. Some of our most popular products include IsaCleanse® concentrate, IsaShake™, and Isalonix® Supreme concentrate with wholesale prices between \$28,000 and \$41,000 Colombian pesos. Additionally, we offer product selections that are bundled together as systems and packs and targeted to specific solutions. Packs and systems range between \$410,000 and \$2,245,000 Colombian 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: Corporate website.
- IsagenixColombia.com: The latest news about Isagenix Colombia in Spanish and English.
- BienestarIsagenix.com: Wellness blog with the science behind Isagenix products and healthy lifestyle articles.
- [Instagram.com/Isagenixco](https://www.instagram.com/Isagenixco): Be a part of the community.
- [Facebook.com/IsagenixColombia](https://www.facebook.com/IsagenixColombia): Like us on Facebook.
- [@IsagenixCOL](https://twitter.com/IsagenixCOL): Follow us on Twitter.
- [YouTube.com/Colombiansagenix](https://www.youtube.com/Colombiansagenix): Watch our videos on our YouTube channel.

CONTACT INFORMATION

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- Service Hours: Monday to Friday:
9:00 a.m.-6:00 p.m.
- Call Center Hours:
Monday to Friday: 8:00 a.m.-7:00 p.m.;
Saturday: 9:00 a.m. – 1:00 p.m.;
Sunday and Public Holidays: CLOSED

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
- Top Achievers