



About Isagenix

Isagenix has been providing effective systems for weight loss, energy, performance and healthy aging for over 14 years. Today, we offer more than 100 scientifically sound, life-changing, nutritious products that are sold to over 550,000 Customers worldwide. Among our core products are affordable and nutritious meal replacements, called IsaLean® Shakes and IsaLean Bars, which are offered in many flavors, as well as dairy-free and kosher versions. Our IsaLean Shakes and IsaLean Bars provide a proper balance of protein, good fats, and carbohydrates, along with a full spectrum of vitamins and minerals. These total meal replacements take all of the guesswork out of proper weight management and muscle maintenance.

Helping people lose weight is an important component of what we offer, but we are not just a “weight-loss” program. Isagenix is a “lifestyle program” – one that provides a community of people with the tools and products needed to take proactive steps toward living more healthy lives. This approach centers around making healthy, convenient, nutritious food products – like shakes, bars, and other snacks – available to our Customers.

Low-Calorie, Sustainable Nutrition

Making a transformational change is about eating healthy. We tell our Customers that it is important to maintain a certain level of calories per day (which varies by gender, exercise level, and goals), which is why we recommend two IsaLean Shakes or IsaLean Bars per day, as well as one balanced 400-600 calorie meal, along with healthy snacks in between. Isagenix products allow our Customers to easily manage caloric intake, and to do so in a healthy, nutritious, and safe manner. The combination of shakes, bars, snacks, and a healthy meal provides appropriate caloric intake and flexibility for individuals to achieve their goals.

Affordable & Convenient Nutrition

While our approach may not be the right fit for everyone, the cost associated with using our products is certainly affordable. IsaLean Shakes and IsaLean Bars are complete meals and include all of the necessary essential nutrients, vitamins, and protein required to sustain and manage healthy weight. The cost of one Isagenix IsaLean Shake or IsaLean Bar is approximately \$3, which is considerably more affordable and nutritious than fast food or even home-prepared meals of equal nutritional value. For example, when comparing the cost of our 30-Day Weight Loss System to one month of groceries and eating out, our Customers save money per month, per day, and per meal when using Isagenix products.

When comparing the IsaLean Shakes and IsaLean Bars to other shakes and bars, it is critical to compare the nutritional value and total calories to make a fair price comparison. Many shakes offer only half as much nutrition and calories per serving. In other words, it would take two of their products to equal a full serving – thus, doubling the cost.

(more)

Isagenix Customers who have followed our full Weight-Loss System using either our dairy-based or plant-based IsaLean Shakes and IsaLean Bars for replacing one or two meals as part of a calorie-restricted regimen daily, generally report savings to their costs of total food purchases. They also report enjoying the convenience and benefits of portion control combined with proper nutrition that help them to achieve their goals. See comparison charts below.

IsaLean Shake		IsaLean Bar	
Calories	240	Calories	240
Protein	24 g	Protein	18 g
Fat	6 g	Fat	9 g
Fiber	8 g	Fiber	6 g
Carbs	24 g	Carbs	27 g
Sugar	11 g	Sugar	7 g
Avg. Cost	\$2.85	Avg. Cost	\$2.99

General Cheeseburger and Medium Fry		16 oz. Starbucks Café Mocha		Panera Chicken Caesar Salad w/ Dressing		Jamba Juice Medium Chocolate Protein Smoothie	
Calories	650	Calories	360	Calories	529	Calories	450
Protein	18 g	Protein	13 g	Protein	38 g	Protein	30 g
Fat	29 g	Fat	15 g	Fat	30 g	Fat	7 g
Fiber	5 g	Fiber	4 g	Fiber	3 g	Fiber	4 g
Carbs	53 g	Carbs	44 g	Carbs	32 g	Carbs	69 g
Sugar	7 g	Sugar	35 g	Sugar	2 g	Sugar	57 g
Cost	~\$5.00	Cost	\$4.15	Cost	\$8.99	Cost	\$6.19

Research Supports Isagenix

When used as part of a system for weight loss, studies have demonstrated that our products allow Customers to maintain compliance with a calorie-restricted regimen. In two published peer review studies, the Isagenix System combining calorie restriction and intermittent fasting resulted in significant weight and body fat loss accompanied with improvements in metabolic and cardiovascular markers.

In one of those studies, researchers followed subjects who achieved their weight loss goals and then used an Isagenix maintenance plan for an additional 52 weeks. More subjects successfully adhered to the program and maintained their lower body weight, body fat, and improvements in metabolic and cardiovascular markers than subjects who returned to a dietitian-recommended, healthy diet.

Isagenix is proud of the thousands of people who have used our products and are now leading healthier lives. Whether Isagenix is used as a jump-start or it becomes part of your overall health and wellness plan, our products are scientifically sound and cost-effective.

References:

- Arciero PJ, et al. Protein-Pacing Caloric-Restriction Enhances Body Composition Similarly in Obese Men and Women during Weight Loss and Sustains Efficacy during Long-Term Weight Maintenance. *Nutrients* 2016, 8(8), 476; doi: [10.3390/nu8080476](https://doi.org/10.3390/nu8080476).
- Klempel MC, et al. Intermittent fasting combined with calorie restriction is effective for weight loss and cardio-protection in obese women. *Nutr J* 2012 11:98. doi: [10.1186/1475-2891-11-98](https://doi.org/10.1186/1475-2891-11-98).