



Get to Know Ireland

Welcome to Ireland!

Ireland, with a population of 4.6 million, provides Isagenix with an excellent opportunity for growth as we expand our business in Europe. Currently in the midst of an obesity crisis, an increased awareness of the necessity of a healthy diet and regular exercise has led to increased interest in weight maintenance and sports nutrition products.

- Primary language is English.
- The Irish market will be managed through our European headquarters located in London, England.
- Just over 60% of the population resides in urban areas in and around Dublin, Cork, and Galway.

The Industry in Ireland

- Demand for health and wellness products remains strong within the direct selling channel in the areas of dietary supplements and meal replacement products.
- More Irish consumers are likely to use direct selling as a means of supplementing income, particularly parents and part-time workers.
- Though Ireland was hard hit by the economic downturn of 2008, the economy has recovered and the direct selling channel has benefited from an increase in income levels for many Irish consumers.

Isagenix Has the Solutions

- Ireland is in the depths of an obesity crisis with 37% of the population overweight and an additional 15% being obese. Ireland is set to become the most obese nation in Europe by 2030, according to the World Health Organisation.
- Many government campaigns have arisen out of this crisis, prompting many consumers to seek ways to help reduce their waistlines.
- Sports nutrition continues to boom as it becomes more widely available and as it broadens its appeal beyond athletes and body builders. With more extreme exercise regimes such as power lifting and CrossFit becoming more mainstream, more consumers than ever are buying sports nutrition products.
- With this growth in the sports nutrition sector has come an increase in the number of consumers using sports nutrition products, particularly protein products to aid their muscle recovery. Young Irish consumers in particular are buying sports nutrition products to add bulk to their bodies.

CONTACT INFORMATION

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PROMOTIONS/INCENTIVES

- IsaBody Challenge
- Double Product Introduction Bonuses
- Rank Advancement Bonus

IRELAND SYSTEMS AND PACKS

We offer a range of systems, packs and targeted solutions to help you take advantage of the unique business opportunities in Ireland to begin transforming lives. Some of our product offerings in Ireland include Nourish for Life™, Ionix® Supreme and IsaLean® Shake. Additionally, we offer product selections that are bundled together as systems and packs and targeted to specific solutions.

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.
- IsagenixCompliance.com: View policies, procedures, tools, and resources.
- EU.IsaFYI.com: Stay up to date on Isagenix news.
- IsaBodyChallenge.com: Take on the Challenge and transform your lifestyle.
- STARTYourLife.com: Home of the START vision, tools, and training that's changing young lives all over the world.
- EU.IsagenixEvents.com: Learn about the exciting Isagenix events held throughout the year.
- IsagenixBusiness.com: Build your business step by step with tools and training.

Source:
 Euromonitor, January 2017. Direct Selling in Ireland
 Euromonitor, January 2017. Ireland: Country Profile
 Euromonitor, September 2016. Sports Nutrition in Ireland
 Euromonitor, September 2016. Weight Management and Wellbeing in Ireland