

BĒA[™] Sparkling Energising Drink

Enhance Your Natural Vibrancy



Your BĒA Guide

This digital toolkit is designed to help you:

- **FEEL** confident when sharing the innovative features and benefits of BĒA Sparkling Energising Drink.
- **ACCESS** a one-stop shop for all the resources you need — images, FAQ, social shareables and more!
- **MAXIMISE** your existing business with step-by-step advice on how to share these products in your organisation.

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Awaken the Day

BĒA Sparkling Energising Drink is a synergistic blend of raw nutrients, adaptogens, botanicals, vitamins and 100mg of naturally-sourced caffeine to give you a clean energy boost at any time of day.

An artful blend of natural ingredients, BĒA contains no artificial colours, flavours or sweeteners and has less than one gram of sugar and 10 calories per serve.

BĒA is as soulful as it is delicious, with 5% of profits donated to protecting the earth and creating a better future.



The simple way to awaken the day and enhance your natural vibrancy. A blend of raw nutrients from colourful fruit and vegetables, adaptogenic herbs and naturally-sourced caffeine from green tea, BĒA is the easy choice when it comes to a clean energy boost.

Made with raw nutrients sourced from fruits and vegetables like spinach, broccoli, sweet potato, mushrooms, apple, strawberry and more

- 100 mg caffeine naturally sourced from green tea
- Packed with adaptogens and B vitamins
- Refreshing Mango Mimosa and berry Bondi Bellini flavours
- No artificial colours, flavours or sweeteners
- Ages 16+
- Twelve 355 mL cans per case
- Suitable for Cleanse Days
- 5% of BĒA profits will be donated to caring for the environment and creating a better world



Giving Back with BĒA

We believe true wellness goes beyond just our personal wellbeing.

- 100% recyclable cans
- 5% of BĒA profits are donated to charities that support environmental and humanitarian causes



Australia

\$48.00 | BV 28

Preferred Customer Pricing

New Zealand

\$57.99 | BV 26

Preferred Customer Pricing



Do's and Don'ts

Things to consider when sharing BĒA Sparkling Energising Drink. Keeping compliant protects you, your business and Isagenix®.

DO'S

- **DO** market the product for ingestion for a natural source of energy.
- **DO** use our approved claims. This product is a supplemented food and should not make medicinal claims.
- **DO** discuss the use of raw nutrients, adaptogens and naturally-sourced caffeine.
- **DO** draw comparison and highlight the benefits of BĒA as a replacement for other daily caffeinated beverages.
- **DO** market the product as an option during Cleanse Days in conjunction with Cleanse for Life and other Cleanse-Day approved snacks.

DON'TS

- **DO NOT** market the product for use in connection with any disease or medical condition. This includes posts and testimonials on your private social media.
- **DO NOT** market the product as a treatment or preventative for any disease or medical conditions.

Social Media

Connect, share and educate through social media about BĒA Sparkling Energising Drink.

Through images, short videos, status updates and stories, you can educate your friends, family and prospective new Customers on BĒA Sparkling Energising Drink.

Visit [Isagenix.com](https://www.isagenix.com) for all product information, videos, images and tools.

Learn more about natural ways to energise at [ANZ.IsaFYI.com](https://www.anz.isafyi.com)

Product Education

[Supporting Your Body During Intermittent Fasting](#)

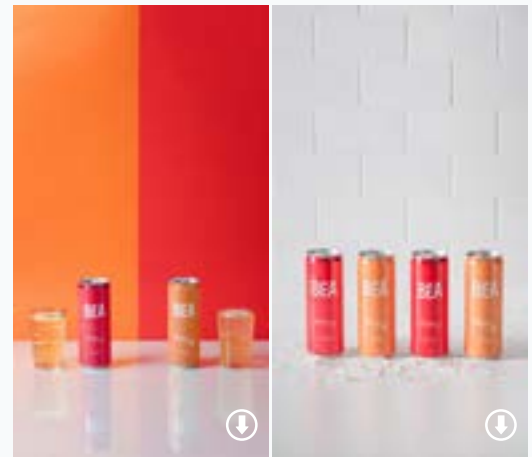
[Adaptogens, Caffeine and Energy Boosts - Which is Suited to Your Daily Activities?](#)

[BĒA Sparkling Energising Drink: FAQs](#)

INSTAGRAM AND FACEBOOK GRAPHICS TO SHARE



Story Feature on Instagram



Images for Instagram and Facebook

