



 COMPLIANCE  
ALLIANCE



# ISAGENIX POLICIES

Effective January 1, 2020  
SECTION 1.1 CODE OF ETHICS  
1.1 As an Isagenix Independent Associate, I will

- conduct myself and my business in a professional, ethical, and honest manner
- represent Isagenix products and the Isagenix Income Opportunity Plan only as an Isagenix Independent Associate
- provide complete, accurate and effective encouragement to other Isagenix Independent Associates
- honor my obligation to protect Isagenix's confidential information, including Isagenix from

- 1.2 As an Isagenix Independent Associate, I will NOT:
- engage in any activity that would reflect poorly on Isagenix or the Isagenix Income Opportunity Plan, including but not limited to the following:
    - producing or selling Isagenix products or services in violation of applicable laws and regulations
    - producing or selling Isagenix products or services in violation of Isagenix's policies and procedures
    - directly or indirectly, or through any other person, acting in a manner that is detrimental to Isagenix's business or reputation
    - attempt to gain an advantage over any other Isagenix Independent Associate by claiming or implying that I am an Isagenix Independent Associate
    - engage in any activity that would reflect poorly on Isagenix or the Isagenix Income Opportunity Plan, including but not limited to the following:
      - producing or selling Isagenix products or services in violation of applicable laws and regulations
      - producing or selling Isagenix products or services in violation of Isagenix's policies and procedures
      - directly or indirectly, or through any other person, acting in a manner that is detrimental to Isagenix's business or reputation
      - attempt to gain an advantage over any other Isagenix Independent Associate by claiming or implying that I am an Isagenix Independent Associate

## SECTION 2 YOUR RELATIONSHIP WITH ISAGENIX ASSOCIATE

As used in these policies and procedures, the term "Isagenix Associate" refers to any individual who is an Isagenix Independent Associate. To be eligible to become an Isagenix Independent Associate, you must be at least 18 years old at the time of your application and a resident of the United States. Isagenix's policies and procedures apply to all Isagenix Independent Associates. For more information, see the Isagenix Privacy Policy.

POLICIES AND PROCEDURES

## YOUR COMPLIANCE TEAM

Building your business the right way is vital, and as one of your corporate partners, we are here to help you. This brochure contains important principles you must follow when sharing information about Isagenix products, the income opportunity, or weight loss results. Keep this brochure handy; it's an important guide you will use often.



## PRODUCT CLAIMS

When you talk about Isagenix products and their impact on your health, follow the principles outlined below.

- **Tell the Truth.**  
Make sure any claims you make about Isagenix products are true, and remember to give additional information when necessary to avoid being misleading.
- **Do Not Make Disease Claims.**  
Even if they may be true, do not make disease or medical claims. Isagenix products do not diagnose, treat, cure, or prevent any disease or medical condition.
- **Do Not Guarantee Results.**  
Everyone is different, and individual results vary. Avoid giving someone the impression that he or she will achieve the same results as anyone else from using our products.
- **Use Isagenix Resources.**  
Only use Isagenix-approved claims. The best sources for information on any product are the product label, the product information sheet, the product guide, and any official Isagenix-marketing materials. Avoid making claims based on third-party sources unless those sources have been expressly approved by Isagenix.
- **Avoid Competitor Comparisons.**  
Focus on the positive benefits from using Isagenix products rather than attempting to denigrate competitors or their products through comparisons.

## WEIGHT LOSS CLAIMS

When you share a story about weight loss or other physical transformation, follow the principles outlined below.

- **Tell the Truth.**  
When sharing a story, all claims should be true and put in the proper context. For example, implying that your results were solely due to the use of Isagenix products without disclosing the effect of exercise and a change in diet would likely be misleading.
- **Set Reasonable Expectations.**  
It takes hard work, determination, proper nutrition, and exercise to transform your body. Everyone is different and will not experience the same results using Isagenix products, so do not guarantee results or set unreasonable expectations.
- **Refrain From Using Time Frames.**  
Avoid claiming a specific amount of weight loss during a specific time period, especially when it suggests a substantial amount of weight loss in a short time period.
- **Use Disclaimers as Appropriate.**  
When making a weight loss claim, use the standard weight loss disclaimer Isagenix provides. This disclaimer is based on a clinical study and helps provide the proper context for weight loss claims.
- **Use “Before” and “After” Photos Carefully.**  
These photos can be persuasive but may also be misleading if not put in the proper context. Always use the weight loss disclaimer when sharing “before” and “after” photos.





## INCOME CLAIMS

When you talk about the potential to earn income with Isagenix, including relying on any lifestyle claims, follow the principles outlined below.

- **Tell the Truth.**  
Make sure any claims you make about your Isagenix income are true, and put in the proper context. For example, displaying a check without disclosing that it's based on a one-time bonus would likely be misleading because it implies recurring income.
- **Set Reasonable Expectations.**  
It takes hard work and determination to build a business. Do not guarantee results because not everyone will have the same level of success.
- **Use the Earnings Disclosure Statement.**  
Whenever you discuss the Isagenix Compensation Plan or refer to income or earnings from Isagenix, you must also provide the earnings disclosure information found at **IsagenixEarnings.com**. This information describes the number of Associates achieving certain levels of income within stated time periods and helps prospective new Associates better understand their earning potential.
- **Treat Lifestyle Claims No Differently.**  
Follow the same principles whenever making a lifestyle claim. Lifestyle claims include any display of or reference to items associated with a luxurious lifestyle, like photos or descriptions of vacations, cars, or jewelry, and claims relating to early retirement.

## CODE OF ETHICS

Isagenix Associates agree to abide by the Isagenix Policies and Procedures, which include a Code of Ethics. As a member of the Direct Selling Association, Isagenix and its Associates are also bound by the DSA Code of Ethics, set forth at [DSA.org/ethics](http://DSA.org/ethics).

### **These principles are the foundation of operating your business and include:**

- Conducting yourself and your business in a professional, ethical, and legal manner.
- Representing our products and the income opportunity truthfully and accurately.
- Not using any deceptive, manipulative, or unethical business practice, high-pressure recruiting or selling technique, or making any unauthorized or exaggerated claim about Isagenix products or the income opportunity.
- Protecting confidential Isagenix information, including the personal information of Associates and Customers.

# ISAGENIX.

## CONTACT US

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