



Get to Know the Netherlands

Welcome to the Netherlands!

Following the success of our launch in the United Kingdom, the Netherlands presents a unique business opportunity as we continue to expand our footprint in Europe. Current market trends indicate that the Dutch are showing more interest in eating healthily, and more people are engaging in sports such as fitness and running.

- The primary language is Dutch, however, a majority of Dutch people speak English as a second language.
- The Netherlands market will be managed through our European headquarters in London, England.
- Nearly 91% of the population resides in urban areas in and around Amsterdam, Rotterdam, The Hague, and Utrecht.

The Industry in the Netherlands

- Consumer health and personal care are the most popular types of products in the direct selling channel in the Netherlands.
- Consumers who purchase items through direct sellers are usually looking for a combination of convenience (having products delivered to their homes) and tailored advice on the products in which they are interested.
- The merging of direct selling with internet retailing has allowed the person-to-person format to flourish in the Netherlands.

Isagenix Has the Solutions

- Dutch consumers are increasingly interested in leading healthier lifestyles, consisting of a healthier diet and more exercise.
- There is a growing need for weight management products, as almost half of the Dutch adult population is either overweight or obese, according to the latest government statistics.
- In addition to specific weight management products to lose weight, many Dutch consumers also consider consuming sports nutrition products such as protein powder, protein bars, and sports drinks.
- Most Dutch people no longer think that sports nutrition is only for serious athletes or muscle-builders and these products have become popular amongst a wider range of Dutch consumers.

THE NETHERLANDS SYSTEMS AND PACKS

We offer a range of systems, packs and targeted solutions to help you take advantage of the unique business opportunities in the Netherlands to begin transforming lives. Some of our product offerings in the Netherlands 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, June 2017. Netherlands: Country Profile
Euromonitor, January 2017. Direct Selling in the Netherlands
Euromonitor, September 2016. Sports Nutrition in the Netherlands
Euromonitor, September 2016. Weight Management and Wellbeing in the Netherlands

CONTACT INFORMATION

- Isagenix Europe Address:
31-34 St John's Lane (Watchmaker Court), London, EC1M 4BJ, United Kingdom
- Customer Care Telephone (Netherlands):
+31 (0) 800 023 4002
- Monday-Tuesday, 9 a.m. - 6 p.m. (GMT)
Wednesday, 10 a.m. - 6 p.m. (GMT)
Thursday-Friday, 9 a.m. - 6 p.m. (GMT)
- Email:
CustomerServiceNL@IsagenixCorp.com

PROMOTIONS/INCENTIVES

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