

essence

Science and Nature • Honest and Simple



ISAGENIX[®]



Your Essence by Isagenix Essential Oil Onboarding Guide

Designed to help you:

- Become an expert in the features and benefits of this product.
- Maximize your existing business.
- Share the product with your Customers and prospects.

Table of Contents

How Essence Is Different **5**

How Are Essential Oils Extracted? **6**

8-Step Quality Assurance Process **7**

How to Use Essence by Isagenix Essential Oil **9**

How Essence by Isagenix Essential Oil Supports Your Health and Wellness **10**

Essential Oil Usage Tips **11**

Opportunity by the Numbers **12**

How to Share Essence by Isagenix Essential Oil **13**

7 Mistakes New Oilers Make **14**

FAQ **15**

Pricing **17**

Social Media **18**





Essence Experience Pak
(Lavender, Lemon, Eucalyptus,
Frankincense, Tea Tree, Peppermint,
DefenseShield™, Fresh™,
Content™, TumBliss™, Coconut
Application Oil, Cool Mist Diffuser)



The Essence of Essence

CRAFTED BY NATURE, SUPPORTED BY SCIENCE

There's a science to everything — even the ancient art of using essential oils to feel your best. At Isagenix, we use essential oils in several of our products. In fact, we've been harnessing the power of botanicals for more than 16 years, so you can enjoy all the benefits and the very best that nature has to offer.

DOING A WORLD OF GOOD FOR WELLNESS

Doing good and feeling good go hand in hand. That's why every Essence product we offer has pure ingredients. We also handle each oil with the utmost care to remain 100 percent pure. Why? Because we think doing the right thing for you and the earth isn't just good — it's essential.

PURE OILS, NO COMPROMISES

Settling for less than the best probably isn't part of your wellness plan and should be no different for essential oils. That's why every oil in our Essence line is carefully selected and third-party tested as well as backed by our no-compromise commitment to quality. What does that mean for you? Pure peace of mind with every drop.

How Essence Is Different

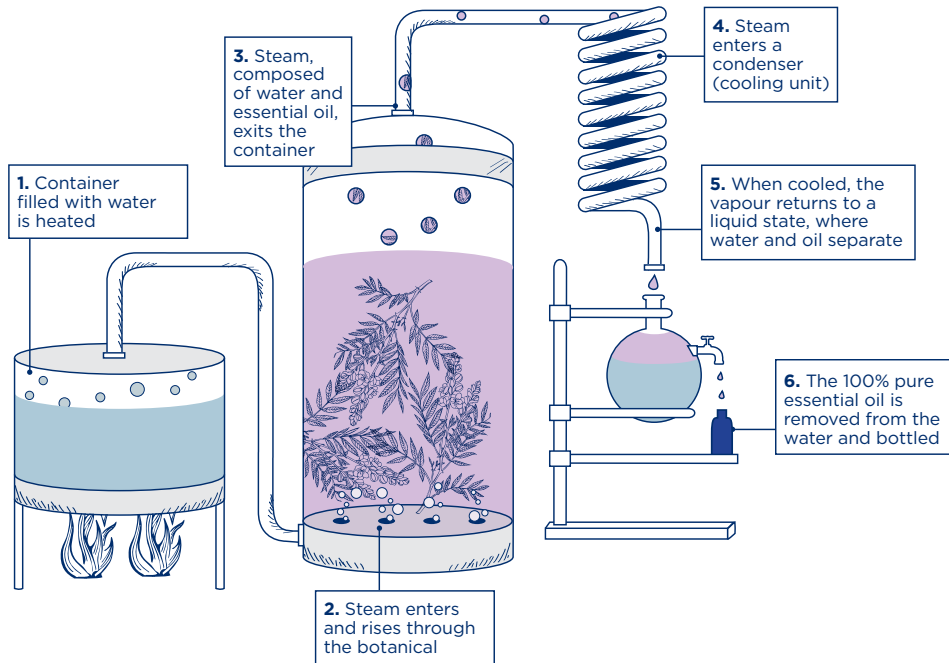
EXISTING ESSENTIAL OIL MARKETPLACE	ESSENCE BY ISAGENIX
Leads with the oil rather than the customer's needs.	Identifies the desired health and wellness benefit and presents the proper oil to complement the solution.
Promotes do-it-yourself oil blending by marketing empty bottles and mix kits.	Keeps it simple by offering precisely preblended oils that are formulated to provide desired results.
Has a long list of oils that are similar to each other and confusing to the consumer.	Focuses on providing the most effective oils to support health and wellness.
Promotes abstract qualities that are not always backed by clear science.	Motivates others to share oils with benefits supported by science.
Focuses solely on essential oils to support health and wellness.	Complements a complete nutritional system to support health and wellness.



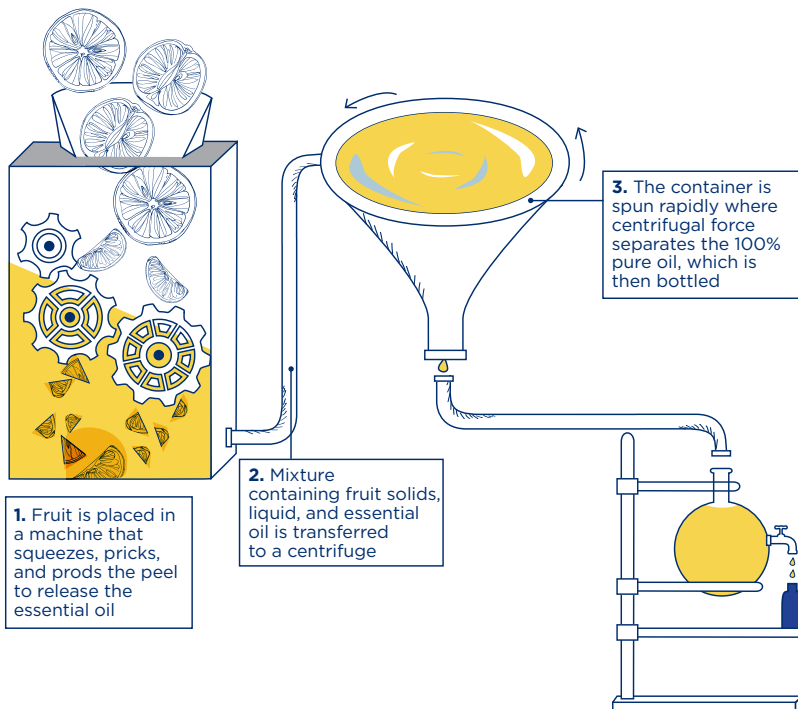
How Are Essential Oils Extracted?

Essential oils are highly concentrated aromatic extracts that are distilled or cold pressed from a variety of plant material including leaves, roots, flowers, seeds, resins, woods, and fruits.

STEAM DISTILLATION



COLD PRESS



Essence by Isagenix Essential Oil

is backed by the Isagenix no-compromise commitment to quality and safety through a detailed, comprehensive quality and safety process.

Isagenix has created products based on a commitment to no-compromise quality since its inception. We have built our reputation on exceeding all standards commonly used in the nutraceutical industry, and our no-compromise standards place Isagenix in a category of its own. The introduction of Essence by Isagenix Essential Oil is familiar territory for the company, both in harnessing the power and benefits of botanicals and following no-compromise quality standards in creating and bringing our Customers the highest-quality essential oils possible.

Here's an overview of how that process demonstrates how Essence is in full accordance with our no-compromise quality standards for purity, safety, and authenticity:

STEP 1 - CROP SELECTION BASED ON EVIDENCE THAT SHOWS BENEFITS

We partner with only carefully vetted and responsible suppliers that have 100+ years of combined experience in the growing, harvesting, and manufacturing of essential oils. Through these relationships and their practices, we have identified the most sought-after raw materials grown in precise agricultural and meteorological conditions around the world with unique properties that cannot be replicated elsewhere. Naturally occurring aromatic plants are selected based on evidence that shows benefits when they're used in aromatherapy, paying special attention to the plant origin and the part of the plant from which oil is extracted.

STEP 2 - METICULOUSLY EXECUTED EXTRACTION

The oils are extracted from the plants using steam distillation or cold pressing depending on the species and plant part. Steam distillation passes steam through the plant material to collect the essential oils, while cold pressing extracts the oils by mechanically crushing the plant followed by separating the essential oil via centrifugal force.

STEP 3 - EXPERT ORGANOLEPTIC TESTING

The extracted oils are sent to Isagenix for organoleptic testing and approval, ensuring that the appearance, colour, and fragrance are up to standards. If the oil is not up to the standards of our trained experts, the oil is rejected.

STEP 4 - ISO STANDARDS VERIFICATION BY THIRD-PARTY TESTING LABS

Once approved, the oils are sent to industry-leading, third-party laboratories in both the U.S. and Canada to perform identification, purity, analytical, and microbiological testing. For identification testing, we use several test methods including gas chromatography-mass spectrometry (GC-MS) and gas chromatography-flame ionization detection (GC-FID). These tests detect all the components that make up the specific oil and ensure that each oil meets the high standards set by the International Organization for Standardization (ISO) — which validate the quality and purity of the oil. To assess and ensure the purity of the oils, the following is tested on every lot prior to their release: refractive index, specific gravity, optical rotation, heavy metals for contaminants, and microbial and organoleptic evaluations.



STEP 5 - BOTTLING IN FDA-REGULATED FACILITIES

The Isagenix Quality Control and Assurance team releases the approved oils to be filled, bottled, and labeled at FDA-regulated food facilities that have been thoroughly vetted and have met our no-compromise quality standards.

STEP 6 - MICROBIOLOGICAL TESTING BY THIRD-PARTY LABS

The essential oils are sampled and submitted to third-party laboratories for microbiological testing to ensure the oils are 100 percent pure and free of bacterial contaminants. An additional organoleptic test is performed to ensure quality.

STEP 7 - ISAGENIX QUALITY ASSURANCE REVIEW

Samples from each batch of Essence are shipped to Isagenix World Headquarters in Arizona for final evaluation by our Quality Assurance team. This round of testing consists of organoleptic (sensory), analytical, and documentation verifications prior to the oil's arrival in our distribution centres.

STEP 8 - SAFE DELIVERY OF NO-COMPROMISE, SHATTER- AND LEAK-PROOF PACKAGED PRODUCTS

Finally, 100 percent pure, authentic, and no-compromise Essence by Isagenix Essential Oil products are packaged in shatter- and leak-proof packaging to ensure that the integrity and quality of each individual oil is safely delivered to your door!



INCLUDE ESSENTIAL OILS IN YOUR SIP & SAMPLE EVENT!

What better way to get started with essential oils than to feature them at your next Sip & Sample? Try mixing samples of Creamy French Vanilla IsaLean™ Shake with Isagenix Lemon, diffusing Isagenix Peppermint to greet people as they walk in the door, or having an essential-oil bar so they can test out the various oils we offer. Share this [flyer](#) at your event!



How to Use Essence by Isagenix Essential Oil

Essential oils are versatile, but to keep it simple, we focus on three ways to achieve the best health and wellness benefits:



Application: Add Essence by Isagenix Essential Oil and Isagenix Coconut Application Oil to skin. See bottle labels or Isagenix.com for product-specific directions.



Diffusion/Inhalation: To diffuse, add eight to 10 drops of Essence by Isagenix Essential Oil to the Isagenix Cool Mist Diffuser. For inhalation directions, see Isagenix.com.



Ingestion: Add one drop of Essence by Isagenix Essential Oil to 240 ml (8 fl oz) of liquid. Great for Shake and Cleanse Days! Tip: Because essential oils are potent, even the tiniest amount can provide great flavour and benefits. Try dipping a toothpick into the oil and stirring it into your shake or cleanse drink.
(Do not consume Isagenix Fresh™ Essential Oil Blend, Isagenix Tea Tree Essential Oil, or Isagenix Eucalyptus Essential Oil.)

Take Note!

Isagenix recommends enjoying your Essence by Isagenix Essential Oil out of glass or stainless steel containers. Some plastics are known to be incompatible with essential oils. When one drop of Essence by Isagenix Essential Oil is blended into your IsaLean™ Shake, it mixes with all the other oils and ingredients to decrease its concentration. Drinking an Isagenix shake out of your plastic shaker cup or blender bottle should not be a cause for concern.



ISAGENIX COCONUT APPLICATION OIL is the perfect companion for applying essential oils to all skin types. This odourless and nongreasy fractionated coconut oil absorbs quickly, leaving skin smooth and moisturized without clogging pores. Simply combine with your favourite essential oil from the Essence collection, and apply to your skin.



ISAGENIX COOL MIST DIFFUSER releases your favourite Essence by Isagenix Essential Oil aroma in a cool fine mist. The diffuser features three convenient timer settings and creates the perfect ambiance with eight illuminating coloured lights. Each Isagenix Cool Mist Diffuser is unique with its signature faux wood grain finish. It's the perfect accessory to make your Essence by Isagenix Essential Oil experience your own. Watch [this](#) video!

How Essence by Isagenix Essential Oil Supports Your Health and Wellness



Product Education Manager **GILLEAN BARKYOUMB, M.S., RDN**, and Director of Sales Strategy and Promotions, North America (and essential oil guru!), **JON RAYNES** share the benefits of the Essence by Isagenix Essential Oil collection and how to use each one in [this video](#).



WHAT ARE THE HEALTH AND WELLNESS BENEFITS OF EACH OIL?

For another great resource that outlines the benefits and how to use Essence, [check out](#) this beautiful, useful booklet. (A printed version will come with all Essence collection orders!)

New to Essential Oils? Check Out These Usage Tips!



LAVENDER: Diffuse it in your family room after a long day of work to help yourself unwind and relax. It's also the perfect complement to Sleep Support & Renewal™.



LEMON: Diffuse it by your bedside, or apply it topically to help relieve common cold symptoms.



EUCALYPTUS: Diffuse it in your bathroom for a delightful spa experience, massage topically to your temples to relieve a headache, or apply it as a natural chest rub to provide relief from colds and coughs.



FRANKINCENSE: Apply with the Coconut Application Oil for an aftershave, or diffuse it to decompress when meditating or doing yoga.



TEA TREE: Diffuse while getting ready in the morning to help relieve cold and cough symptoms.



PEPPERMINT: Keep it in your gym bag to apply topically to muscles to provide joint and muscle relief.



DEFENSESHIELD™: Diffuse in the room in your house where your family spends the most time to promote purifying properties and an invigorating aroma.



FRESH™: Apply to your chest before bedtime, or rub one to two drops between your hands, and cup your nose and mouth while taking deep breaths for a revitalizing experience.



CONTENT™: Pair with your 30-Day System, and add it to your IsaLean™ Shake or Cleanse for Life™ to support your weight loss goals.



TUMBLISS™: Add it to your shake for a soothing experience.



Note: These claims are approved for Canada only.



Opportunity by the Numbers

+\$6 Billion

The market size for essential oils in 2015 worldwide.

This influx can be attributed to the rise in consumer demand for safe, naturally derived products.

2023

The year revenue for essentials oils in North America is expected to double, and this is a trend that is also anticipated across Europe and Asia-Pacific.*

65%

The percentage of those Customers who have used essential oils in the past six months.** Imagine if 65 percent of your team added an Isagenix Essential Oil to their order basket! What could that do for your business?!

99%

The percentage of Isagenix Customers who have heard of essential oils.**

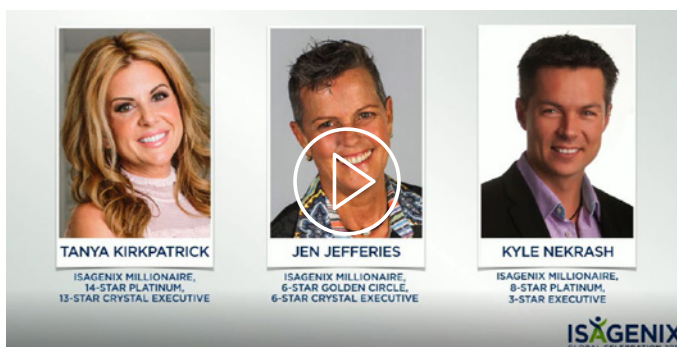
16+
YEARS

How long Isagenix has been harnessing the power of botanicals.

*Essential Oil Market Analysis by Grand View Research.

**IsaInsights Research, March 2017.

VIDEO! Pro Tips for Including Essential Oils in Your Business and Lifestyle



How to Share Essence by Isagenix Essential Oil

TIPS FROM LEADERS ON HOW TO SHARE ESSENTIAL OILS IN YOUR ISAGENIX BUSINESS



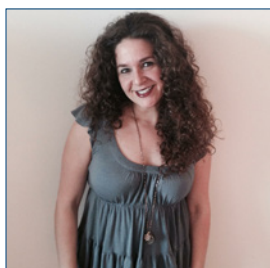
Tanya Kirkpatrick, 20+ years as an avid essential oil user

“Don’t be overwhelmed! Make sure you are doing some training with your teams, and remember to keep it simple.”



Trudy Maples, 20+ years as an avid essential oil user

“Invite friends over for a spa morning! Greet them with warm towels infused with a drop of Isagenix Lavender and rolled up with a fresh lavender sprig. Also, set out the Rejuvity® skincare line for them to experience. You can also diffuse the Isagenix DefenseShield™ Essential Oil Blend.”



Ali Sievwright, holistic wellness coach for 19 years

“I am excited about home parties with these oils. It has been my experience that people respond well if you can get them in a room smelling the oils. If you can show someone how smelling the scents can change their mood, there is instant gratification, and they will likely buy the oils.”



Ann DiMauro Barrante, essential oil user for 10 years

“Wear a scent! This is a terrific conversation starter. I signed up two flight attendants with Isagenix by wearing an essential oil. It’s a great, easy lead into asking what they currently do for wellness.”

7 Mistakes New Oilers Make

AVOID THESE WHEN SHARING THE ESSENCE BY ISAGENIX ESSENTIAL OIL COLLECTION!

- 1. Being afraid to experiment with and use essential oils.** With education and sensibility, there's no reason to be afraid of using essential oils!
- 2. Thinking because it's natural, it's completely safe to use in all quantities and methods.** Essential oils are powerful because they're highly concentrated. Make sure you're using the oils within the recommended amounts with the recommended methods.
- 3. Thinking essential oils do everything.** Essential oils can do a lot of things but not everything. Nutrition, supplementation, hydration, and exercise cannot be replaced with essential oils.
- 4. Getting essential oils anywhere near eyes or ears.** It's best to avoid these areas entirely. Try using the oils around but not directly on sensitive areas.
- 5. Believing essential oil lore.** There are a lot of great stories about essential oils and what they can do. Not all are real, not all are fake. Use common sense when hearing essential-oil lore.
- 6. Sharing oils without understanding the needs of the customer.** Focus on the health and wellness needs of the user, not the features of the oil, to provide the best results.
- 7. Disregarding quality.** Essential oils can be adulterated with synthetic compounds and additives, so it's important to choose oils that come with no-compromise quality. With the Essence by Isagenix Essential Oil collection, you can be sure the oils are unadulterated, 100 percent pure, and third-party tested.



SHARE ON SOCIAL!

Social media is a fun, powerful platform to share Essence with friends, family, and future prospects. Check out Pages 18-20 for images and posts you can use on your own accounts!



Product FAQ

WILL THE BLUE BOTTLES PROTECT THE QUALITY OF THE OILS LIKE THE TYPICAL AMBER ONES?

The cobalt blue bottle will protect the oils from UV rays while providing a unique look. Store your oils in a cool, dark, dry place.

HOW MUCH OIL IS IN EACH BOTTLE?

15 millilitres.

HOW ARE THE OILS EXTRACTED?

Essential oils are highly concentrated aromatic extracts that are distilled or expressed from a variety of plant material including leaves, roots, flowers, seeds, resins, woods, and fruits.

HOW DO I APPLY IT TOPICALLY?

See directions on bottle labels or Isagenix.com for specific instructions as each oil may vary.

DO WE HAVE TO BE CAUTIOUS OF CITRUS OILS AND SUN EXPOSURE?

When using citrus oils (Isagenix Lemon, DefenseShield™, Content™, and TumBliss™), do not expose the applied areas to the sun for 24-48 hours after application. See bottle label for more information.

ARE OILS APPROVED FOR CHILDREN, PREGNANT OR NURSING WOMEN, AND PETS?

- Essence by Isagenix Essential Oil can be enjoyed by the entire family through the use of a diffuser in large, well-ventilated spaces. Before applying any essential oil topically, it is best to consult with your child's pediatrician. We do not recommend applying oils to children ages 4 and under. Consider using small amounts of the oil and using Isagenix Coconut Application Oil if you apply the oil topically. Ingesting Essence by Isagenix Essential Oil is only recommended for adults over the age of 18. See bottle labels or Isagenix.com for product-specific age and directions.
- Some pets may be especially sensitive to the aroma of essential oils. Diffusing Essence by Isagenix Essential Oil is not recommended in enclosed or poorly ventilated areas for either people or pets. If you have pets and would like to diffuse Essence by Isagenix Essential Oil at home, it is best to first consult with your veterinarian to find out what concerns may be important for your pet.
- Pregnant or nursing women should check with their doctor before using the oils.

HOW DOES THE QUALITY OF ISAGENIX OILS COMPARE TO OTHER OILS?

We can't speak to the purity of oils sold by other companies; however, at Isagenix, we are committed to delivering only oils that meet or exceed the industry standards for purity and quality. We stand behind the quality of our oils to be 100 percent pure unadulterated oil. All our oils are natural — no absolutes or solvents are ever used to extract the oils. All our oils are backed by the Isagenix no-compromise commitment to quality and safety. Each batch of oil goes through an extensive and thorough eight-step process (see Page 7) to ensure that they are made in accordance with the highest standards of Good Manufacturing Practices (GMPs) for dietary supplements and sourced from experienced suppliers who meet and align with our [sustainable sourcing standards](#).

WHERE IS THE ESSENCE BY ISAGENIX ESSENTIAL OIL COLLECTION SOURCED?

Isagenix works hand in hand with a select group of partners from around the world to source 100 percent pure essential oil for you and your family. These experts cultivate the most sought-after botanicals that are grown in precise agricultural and meteorological conditions. Harvested at the right time in the right conditions and extracted with precision and care, these plants yield pure essential oil that contain unique properties that cannot be replicated just anywhere. Click [here](#) for a list of the countries where Essence by Isagenix Essential Oil may be sourced.

WHY ARE SOME OILS INGESTIBLE IN THE U.S. BUT NOT RECOMMENDED FOR INGESTION IN CANADA?

The essential oils sold in Canada come from the same source as the essential oils sold in the U.S. While some oils may technically be safe to consume, the way they are regulated in Canada does not allow some of them to be marketed for consumption. We recommend reviewing the usage guidance for each product in the Canadian booklet and on the product labels.

ARE THE OILS “THERAPEUTIC GRADE”?

Terms such as “therapeutic grade” are not FDA-endorsed certifications or programs nor are they universal labelling terms. While our labels do not include that specific marketing language, our oils carry the Isagenix no-compromise commitment — which ensures our oils are 100 percent pure and safe. Our no-compromise commitment to quality and safety is supported by an extensive and thorough eight-step process (see Page 7) that ensures our products are sourced, manufactured, and tested in accordance with the highest standards of Good Manufacturing Practices (GMPs) for dietary supplements and sourced from suppliers who meet and align with [sustainable sourcing standards](#).

ARE ESSENCE BY ISAGENIX ESSENTIAL OIL PRODUCTS ORGANIC?

The [Isagenix no-compromise ingredient policy](#) is extensive and thorough — set up to ensure that our products are made in accordance with the highest standards of Good Manufacturing Practices (GMPs) for dietary supplements and sourced from suppliers who align with and meet our [sustainable sourcing standards](#). As a policy, organic ingredients may be used when they are the best option for the quality of the product. However, organic ingredients do not always meet Isagenix quality standards. USDA-certified organic refers to crops grown without the use of synthetic pesticides and fertilizers but does not ensure purity, safety, or potency, whereas the Isagenix no-compromise ingredient policy and sourcing process does.

Business FAQ

IN WHICH MARKETS WILL ESSENCE BE AVAILABLE?

Essence by Isagenix Essential Oil is available in the U.S., Puerto Rico, and Canada followed shortly by a launch in Australia and New Zealand with the intention to share in other markets when appropriate.

ARE THE OILS DIFFERENT IN EACH MARKET?

The content of the oils is the same; however, the marketing around each oil may vary slightly per market. Be sure to reference specific market labels and other marketing materials when sharing them internationally.

IF I PURCHASE SIX OF THE SAME ESSENTIAL OIL, WILL I RECEIVE 10 PERCENT OFF?

Yes!



Pricing for Canada



SINGLE + OIL BLENDS

Products:	Lavender	Peppermint	Eucalyptus	Lemon	Tea Tree	Frankincense	Fresh™	DefenseShield™	TumBliss™	Content™
PC Price:	\$23.99	\$19.99	\$14.99	\$11.99	\$19.99	\$73.99	\$19.99	\$32.99	\$30.99	\$24.99
BV:	14	12	9	7	12	43	12	20	19	15

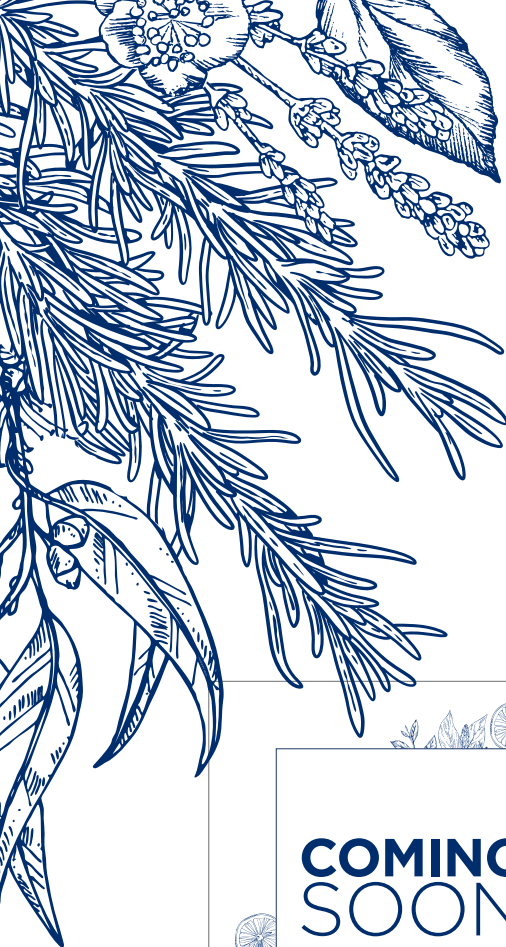
COLLECTIONS + ACCESSORIES

Product:	Coconut Application Oil	Cool Mist Diffuser	Essence Blends Collection	Essence Singles Collection	Essence Complete Collection	Essence Experience Pak
PC Price:	\$12.99	\$49.99	\$106.24	\$160.82	\$260.21	\$320.04
BV:	8	0	63	92	147	154
PIB					\$10	\$30



Essence Complete Collection
 (Lavender, Lemon, Eucalyptus, Frankincense, Tea Tree, Peppermint, DefenseShield™, Fresh™, Content™, TumBliss™)





Social Media

We know there is a plethora of information online about essential oils, but we encourage you to use the tools created by Isagenix to ensure you are providing compliant, accurate information.

To help you share the new Essence by Isagenix Essential Oil collection with your teams, we have created compliant social media content to get you started!

Click on the link to download the picture, and copy and paste the caption below to post on social media.



TEASER POST BIG NEWS! We know achieving ultimate wellness includes a dedication to balanced nutrition, exercise, and stress management. But, there’s another tool you can use: essential oils! And now it’s easier than ever with the new Essence by Isagenix Essential Oil collection. The combination of single oils and blends will be available soon, so start getting excited! In the meantime, check out this toolkit to learn more about the new line!

OR

TEASER POST COMING SOON! Isagenix is launching an amazing essential oil collection, called Essence, to complement their nutrition solutions. Comment below if you want to know more!

INTRODUCTION TO OILS What makes the Essence by Isagenix Essential Oil collection different? It’s simple and easy to use, 100% pure, and the perfect complement to my nutrition routine so I can live my best, most vibrant life.

OR

INTRODUCTION TO OILS Want to know a secret? I’ve always been overwhelmed by how to incorporate essential oils into my lifestyle. I recently found a new line that’s easy to use and 100% pure. Now I’m hooked! [Share your favourite oil and how you use it.]



These 100% pure essential oils have become a huge part of my daily routine. Are you interested in how these oils can work for you? Contact me for more information!

I'm so excited about these expertly crafted essential blends that help me and my family feel our best! [Share how you use the oil.]

LAVENDER At the end of each day when it's time for me to unwind, the Isagenix Lavender Essential Oil is my go-to product for my bedtime routine. I diffuse it by my bed while reading or massage it on the bottom of my feet before dozing off.



PEPPERMINT Isagenix Peppermint Essential Oil is my new secret weapon! With a refreshing aroma and relief from joint and muscle pain, this is one oil I MUST have in my gym bag!

LEMON I start my day with a little pep in my step thanks to the uplifting scent of Isagenix Lemon Essential Oil. I love to diffuse it while I am getting ready in the morning or use it to help relieve common cold symptoms.

EUCALYPTUS Need a refresher? Isagenix Eucalyptus Essential Oil paired with deep breathing is the perfect way to feel revitalized! I also love to use it as a natural chest rub to help provide relief from headaches, colds, and coughs.



Note: These claims are approved for Canada only.



FRANKINCENSE

My weekly yoga and meditation is my time to decompress from the hectic week. I love using Isagenix Frankincense Essential Oil for the ultimate comforting experience!



TEA TREE Anyone have a routine they follow when they start feeling like they are getting a cold? Diffusing Isagenix Tea Tree Essential Oil is one of my favourites to help relieve cough symptoms.



DEFENSESHIELD™ This back-to-school season, I'm taking every advantage with the Isagenix DefenseShield Essential Oil Blend.



FRESH™ Breathe in, breathe out...This new Isagenix Fresh Essential Oil Blend wakes my senses up with a crisp, refreshing blend of aromatic botanicals for a revitalizing experience.



CONTENT™ My weight loss journey just got a little easier by adding a drop of the new Isagenix Content Essential Oil Blend to my shake! It's the perfect complement to my 30-Day System.



TUMBLISS™ I use the new Isagenix TumBliss Essential Oil Blend as a part of my daily routine for a soothing experience.

