

Throughout 2021, Isagenix will drastically improve your customer experience as part of our focus on being a wellness brand in a thriving digital age. In fact, you may have already noticed small changes, with our next large release occurring on Jan. 18, 2021.

What do these updates mean to me as an Isagenix Independent Associate? We are a world connected by mobile devices. You will notice that our websites are more responsive and optimized for devices that go beyond desktop computers, including smartphones, tablets, and smaller laptops. This affects everyone who shops, shares, and discovers Isagenix.

Beginning on Jan. 18, you will see new global branding across our website, products, and marketing materials that focuses on overall wellbeing, intuitive navigation for new and returning Customers, and enhanced opportunities for growth and lead generation.

When will I see changes to Isagenix.com and the Back Office? The next release of changes will go live on Jan. 18. We will have more updates coming in late February. In short, what you need to know is that Isagenix is more committed than ever to digital transformation! Expect to see improvements regularly in 2021.

What exactly will be launched on Jan. 18?

- A brand-new look and feel for Isagenix.com (U.S., Canada, and Puerto Rico)
- Updated product detail page designs (global)
- New product detail page features (U.S., Canada, and Puerto Rico)
- Enhanced shopping and navigational flows (global)
- New categories on Isagenix.com and replicated sites (U.S., Canada, and Puerto Rico)
- Aesthetic and layout changes will enable a more visually appealing and modern shopping experience aligned with the new Isagenix brand — emotional, pleasing, and graceful.
- Redesigned product description page layouts will display product ratings and reviews (U.S., Canada, and Puerto Rico only) as well as featured products, which will simplify a user's entire shopping experience.
- Product navigation will allow users to move through the site and product information more easily, understand benefits, and accelerate purchases (U.S., Canada, and Puerto Rico only).
- Improved enrollment flows will enhance the shopping experience for all markets.

Which markets get these new updates?

All markets will have updated design features on their website and Back Office, including new fonts and colors and an optimized enrollment flow.

The U.S., Canada, and Puerto Rico digital properties will have a newly designed Isagenix.com, new product categories, and enhanced product detail page features and designs.

In the U.S., Canada, and Puerto Rico, how will the new product categories impact how I shop?

When logged in to your Back Office, you will see minimal changes to the shopping categories. Here they are broken down for you:

You can expect to see all new product categories displayed on the navigation bar on Isagenix.com and your replicated sites.

Before Jan. 18



After Jan. 18



You can toggle the new product categories on or off on your replicated site in your Back Office under Manage My Website.

Where can I learn more about these current and new digital improvements? Stay plugged in! Be sure to subscribe to Isagenix emails in your Back Office. You can also join the Isagenix Business Facebook group. For any concerns, contact Customer Care at 877.877.8111 toll-free.