

JAPAN

LEADERSHIP GUIDE

日本

ISAGENIX



DID YOU KNOW WE ARE IN JAPAN?

Explore new worlds with your business!

Several core Isagenix and beauty products are now available, with more coming soon. Envision your business expanding exponentially, and you'll be unstoppable.





JAPAN GEOGRAPHY

Japan is a chain of over 6,800 islands along the eastern coast of Asia, reaching from the northern coast of Russia to the South East China Sea.



THE ISAGENIX OFFICE IN JAPAN IS IN TOKYO, ONE OF THE LARGEST METROPOLITAN CITIES IN THE WORLD.

TOKYO TOWER



JAPAN QUICK FACTS

- The Japanese national currency is the Yen (¥), the Isagenix exchange rate is approximately US\$1 = ¥108.
- The time zone in Japan is Japan Standard Time GMT+9, this is 16 hours ahead of Isagenix Headquarters, in Gilbert, Arizona.
- Tokyo is the largest “Megacity” in the world and houses about 10% of Japan’s population.
- Japan has a population of 125 Million and is largely made up of an aging population.
- Japan is one of the top 3 economies in the world.
- Japan is a top 3 direct selling market.

PRODUCTS: LOCAL VS NFR

- **Local** (known as OTG or On-The-Ground) **products** are available and registered in country. These products ship from a local warehouse and can be marketed and resold through direct selling.
- **NFR** (known as Not-For-Resale) **products** are for personal use only. NFR items ship from the USA and cannot be retailed to others. There may also be restrictions on how much and how often Members can purchase these items.

NOTE: Local products cannot be combined in the same order with NFR products.



LOCAL PRODUCTS

INDIVIDUAL

- IsaLean Shake
(Creamy Dutch Chocolate,
Strawberry Cream)
- Ionix Supreme
- Cleanse for Life
(Natural Rich Berry)
- Accelerator
- IsaFlush
- Collagen iX (Elixir)
- Celletoi Foaming Cleanser
- Celletoi Essence Toner
- Celletoi Moisturizing Cream
- Celletoi Beauty Serum
- SuperMix
- XM+
- Xango Juice

PACKS

- 30 Day Pack
- Starter Pack
- Shake Pack
- Active Pack - Xango & Moringa
- Natural Pack - Moringa
- Natural Pack - Xango
- Collagen & Moringa Pack
- Collagen & Xango Pack
- Shake & Xango Pack
- Shake & Moringa Pack
- Ionix & Moringa Pack
- Ionix & Xango Pack
- Premium Pack
- Value Pack
- Collagen iX Pack (4-box)
- Collagen iX Beauty Pack (6-box)
- Celletoi Complete Collection
- Core Moringa Pack



Due to high humidity in Asia, we recommend storing products in cool temperatures, preferably a refrigerator.

NFR PRODUCTS

INDIVIDUAL

- IsaLean Shake
(Creamy French Vanilla, Chocolate Mint, & Birthday Cake)
- Cleanse for Life
(Peach Mango)
- E+ (Apple Pomegranate)
- AMPED Hydrate (Orange)
- Whole Blend IsaLean Bar
(Chocolate Indulgence)
- Plant-Based Harvest Thins
(Thai Sweet Chili Flavor, Garlic & Herb Flavor)
- Complete Essentials with IsaGenesis
- Snack Bites
(Peanut Butter Bliss)
- Xango Reserve (4 ct)
- SmartMix
- Premium Tea



Due to high humidity in Asia, we recommend storing products in cool temperatures, preferably a refrigerator.

PRODUCTS

CUSTOM “MY PACKS”

Create your own custom pack and save up to 15% off. My Pack allows you to create a combination of all your favorite products at many different levels.

My Pack Level	Qualifying Amount	Discount
100 BV	100 BV	N/A
150 BV	173 BV	10% discount*
300 BV	353 BV	15% discount*

* Discount is applied to price and BV.



DON'T FORGET! Local and NFR products cannot be combined in the same order, so you cannot customize your My Pack to include both Local and NFR products.



WAYS TO ENJOY ISAGENIX PRODUCTS

SUBSCRIPTION REWARDS	PREFERRED CUSTOMER	GUEST
<p>¥3000 membership fee</p> <p>Up to 25% off Guest pricing</p> <ul style="list-style-type: none">✓ Full Back Office✓ Reduced Shipping (for New Customers initial order and recurring Subscription Rewards orders)✓ Can enroll Members✓ Eligible for the Compensation Plan✓ Eligible for replicated website	<p>No membership fee</p> <p>Up to 15% off Guest pricing</p> <ul style="list-style-type: none">✓ Limited Back Office✓ Eligible for Autoship✗ Can enroll Members✗ Eligible for the Compensation Plan✗ Eligible for replicated website	<p>No membership fee</p> <p>No product discount</p> <ul style="list-style-type: none">✗ Back Office✗ Eligible for Autoship✗ Can enroll Members✗ Eligible for the Compensation Plan✗ Eligible for replicated website

JAPAN TEAM COMPENSATION PLAN

Isagenix has one core Compensation Plan used around the world, and two incredibly generous bonus structures: Traditional and Generational. Bonus structures are tailored to the individual region to ensure we comply with local regulations and meet specific cultural needs in order to remain both customary and competitive. Japan follows the **Traditional Bonus Plan** with the following special incentives available:

- **Rank Advancement Bonuses (RABs)**
- **Executive Matching Bonus**
- **Crystal Bonuses**
- **20% Product Introduction Bonuses (PIB)**
- **No Leadership Pools**
- **No Lifestyle Bonus**

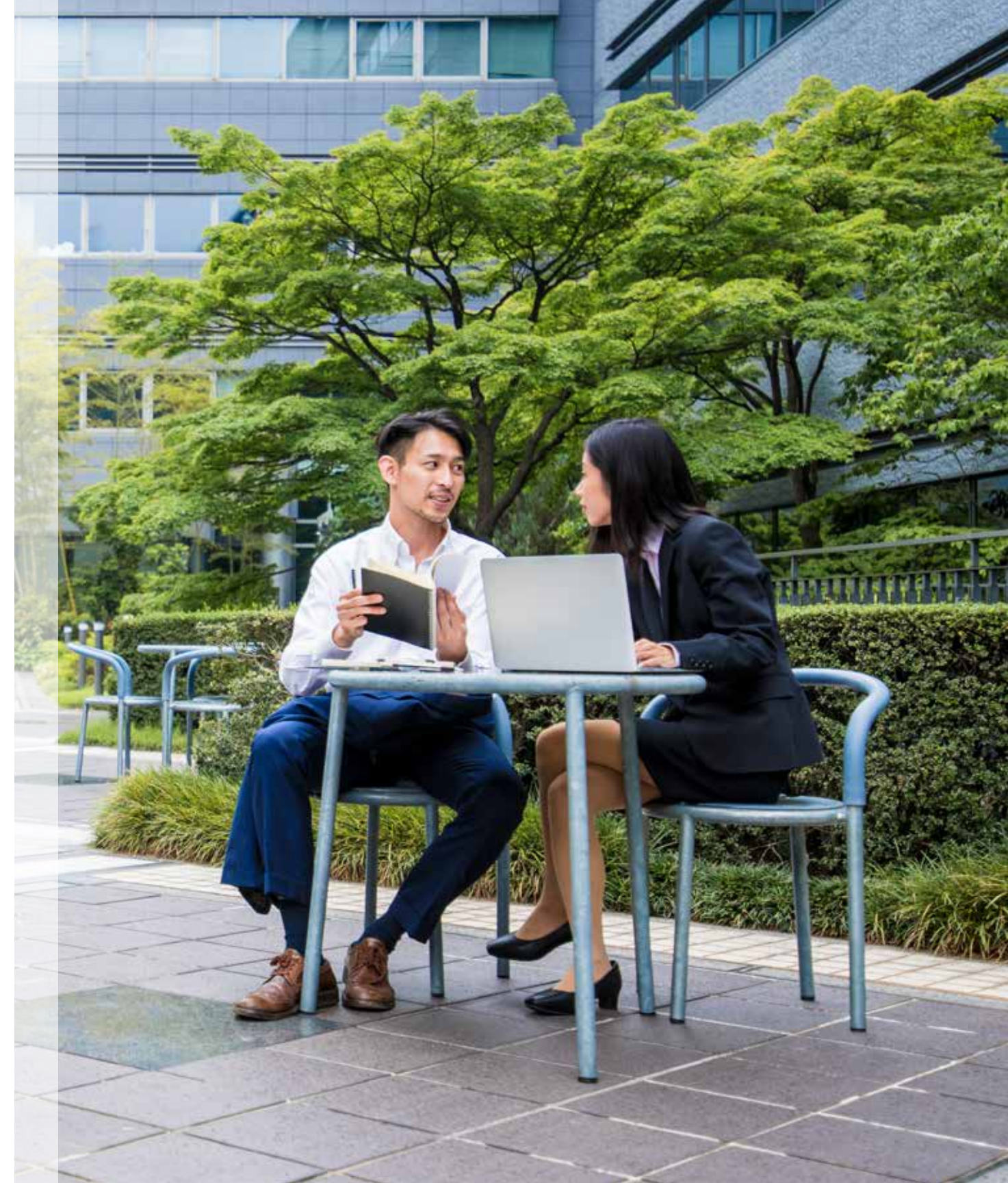
Refer to the Isagenix Japan Team Compensation Plan for full details.



LEGAL REQUIREMENTS FOR DOING BUSINESS IN JAPAN

Enrolling New Members

1. When sharing Isagenix, be sure to introduce yourself as an Isagenix Independent Associate.
2. When introducing someone to the opportunity, you **must issue the Gaiyo Shomen** (Isagenix Membership Registration Guide) free of charge, explain its contents, and answer any questions the new Member may have. A copy of the Gaiyo Shomen can be found in “International Resources” in your back office.
3. During enrollment, confirm with the Member that the Gaiyo Shomen has been received.
4. The Member will be issued a Welcome Kit and a printed copy of the Gaiyo Shomen. A reminder document, or Keiyaku Shomen, will also be sent to the prospect confirming the Gaiyo Shomen.



LEGAL REQUIREMENTS FOR DOING BUSINESS IN JAPAN

Important Guidelines

- 1. Get down to the last detail.** When talking about Isagenix, always include the following:
 - the type of product offered, highlighting its quality and benefits
 - the cost of the product, shipping, and any other associated fees
 - any potential commission earned from the sale of this product
 - how to return or cancel per the Isagenix policy
- 2. This is no minor point.** Always check to make sure the person is eligible to join Isagenix (minors and students are not eligible to join as a Customer or Associate)
- 3. Cold calling will get you the cold shoulder.** Refrain from approaching or contacting someone without sharing the purpose of the interaction is to recruit for your Isagenix business. It's important to know that any meeting or 1:1 should be held in a location where the public can enter or exit freely.
- 4. Tell the truth.** Do not state or provide any information that may be false or misleading. Refer to IsagenixCompliance.com for more guidance.

FREQUENTLY ASKED QUESTIONS

Where can I get regular updates about the Isagenix expansion in Japan?

Targeted email campaigns will be used to inform Members about international opportunities.

Now that I'm excited about Japan, what should I do next?

Connect with your personal contacts and share that Isagenix is in Japan.

How do I get set up to build internationally?

Visit your Back Office and sign up for an International Sponsorship.

What region does Japan fall into?

Japan falls into Region 6. Any Associate in Japan looking to build in another Isagenix market must purchase an International Sponsorship.

What is the cost of shipping in Japan?

The fees in Japan are as follows:
Local (OTG) Products: ¥900 for shipping and handling.

Subscription Rewards: ¥600 for reoccurring orders.

NFR products: Shipping is 8% of the total order plus a ¥2,700 handling fee.

Are there any taxes or VAT in Japan?

Yes, Japan has a VAT tax known as the Consumption Tax on the sale of goods. Most items are subject to 10% tax whereas food items are 8%.

Can I share “before” and “after” photos in Japan?

No, they are prohibited.

What can you tell me about the Japan leadership team?



Paul Mori GENERAL MANAGER, JAPAN

Paul has over 20 years' experience in the Japan consumer goods industry, including five in the direct selling industry. Prior to joining Isagenix, he led the successful turnaround of a major direct selling company in Japan. He earned both his Bachelor of Arts and Master of Business Administration degrees from Brigham Young University. Paul is married, has two children in college, and enjoys watching sports, playing golf, and taking the family dog for walks.



Akihito Kannari SALES DIRECTOR, JAPAN

Akihito has worked in business development for 18 years. During that time he has been active Sales Department Manager, supporting the success of his team for major international organizations. Prior to joining the Isagenix family, Akihito was part of Zija, as a sales manager and director, for 8 years. He has been instrumental in his team's success in international markets.



Shoichiro (Sho) Utagawa SALES ASSISTANT MANAGER, JAPAN

Sho has more than ten years of network marketing experience, working with Sales, Compliance, Customer Support, and Creation to gain a complete understanding of the industry. In addition to working for big corporations, he's gained valuable insight working for a few start-ups as well. Married since 2022, Sho and his wife enjoy traveling to Disneyland, working out, and going for rides on his Harley.



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