



WHY
ISAGENIX

SINCE 2002, ISAGENIX has embarked on a mission to impact world health by providing effective solutions for healthy physical transformations. Today, the need for our solutions is greater than ever. Not only have we helped hundreds of thousands of people integrate better nutrition into their daily lives for healthy change, but we have also helped tens of thousands of independent sales representatives around the world pursue their entrepreneurial dreams.



ABOUT ISAGENIX

- More than **600 employees** in the U.S. and more than 800 internationally.
- **20 countries and 5 continents:**
The United States, Canada, Hong Kong, Australia, New Zealand, Taiwan, Mexico, Singapore, Malaysia, Colombia, Indonesia, England, Scotland, Wales, Northern Ireland, Ireland, the Netherlands, Belgium, Spain, and South Korea.
- **Half a million** global Customers.
- **A+** Better Business Bureau rating.

ECONOMIC IMPACT

- \$1.6 billion in U.S. gross domestic product (GDP) in fiscal year 2017.
- 14,155 U.S. jobs supported.
- \$1.1 billion in U.S. labor income.

Source: Arizona State University Seidman Research Institute

INDUSTRY OUTLOOK

- **\$442 billion weight loss** industry expected **by 2025**.
Source: Grand View Research Inc.
- **\$75 billion fitness** industry and growing.
Source: Statista
- **\$171 billion health and wellness** industry as of 2018.
Source: Statista
- **\$35 billion direct sales** industry as of 2018.
Source: Direct Selling Association

OUR VISION IS TO IMPACT WORLD HEALTH AND FREE PEOPLE FROM PHYSICAL AND FINANCIAL PAIN, AND IN THE PROCESS, CREATE THE MOST TRUSTED AND RESPECTED HEALTH AND WELLNESS COMPANY IN THE WORLD.

PRODUCTS AND RESEARCH

Since day one, Isagenix has led with science-backed products and ingredients. By partnering with well-respected universities and laboratories to conduct clinical studies, Isagenix is contributing to evidence-based nutrition research while also providing clinical substantiation for Isagenix Systems for weight loss and healthy living.

- **Over 100 individual health and wellness products.**
- **Top five products (by units sold) in the U.S.:** IsaLean® Shake, Cleanse for Life,® IsaLean Bar, Ionix® Supreme, and e+™.
- More than **95%** of our products are **manufactured in the U.S.**
- **40 full-time scientists on staff.**
- Scientific Advisory Board that includes **top medical and health professionals.**
- **Investments made annually on research,** development, and quality assurance to protect the safety, efficacy, and no-compromise quality of our products.

OPPORTUNITY

The Isagenix Team Compensation Plan is among the most generous in the industry. Customers who choose to become independent sales representatives (“Isagenix Independent Associates” or “Associates”) have the opportunity to earn a recurring income with Isagenix.

- **Streamlined business-building** system to help success.
 - Pays daily, weekly, and monthly.
 - Build two teams to start earning.
 - Generous Compensation Plan.
- **Innovative, no-compromise products** to help deliver outstanding results.
- **Action-oriented and award-winning tools** designed to help build your business.
- **Educational events throughout the year** around the world to introduce new products and provide industry-leading training and new tools to grow your business.
- Opportunity to **grow an international business.**
- **292 Isagenix Legacy Club members** globally as of May 2019.*
- Hundreds of Associates **earning six figures** since joining Isagenix.**

*Legacy Club members are Isagenix Independent Associates to whom Isagenix has paid a gross total of \$1 million or more since joining Isagenix, with 182 of those members being U.S. Associates as of August 2018. The U.S. members of the Legacy Club numbered 180 as of Dec. 31, 2017, and averaged approximately six years as an Isagenix Associate before becoming a millionaire, with the longest being almost 15 years. Earnings reflect gross amounts that do not include any business expenses. For average earnings, refer to IsagenixEarnings.com.

**The ability to earn income under the Isagenix Compensation Plan depends on many factors, including an individual Associate's business, social, and sales skills; personal ambition and activity; availability of time and financial resources; and access to a large network of family, friends, and business contacts. Isagenix cannot and does not guarantee any particular level of earnings. Even Associates who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success. For average earnings, refer to IsagenixEarnings.com.

AWARDS AND RECOGNITION

Recipient of dozens of prestigious Stevie® Awards, the world's premier business awards

Direct Selling Association
Top 20 member company

Direct Selling News
“Best Places to Work in
Direct Selling”

Phoenix Business Journal
“Healthiest Employers” award

Az Business magazine and
BestCompaniesAZ “Arizona's
Most Admired Companies”
award

Greater Phoenix Chamber of
Commerce IMPACT Awards finalist



Inc. 5000
fastest-growing private
company in America for
11 consecutive years

CLUBS AND PROGRAMS



100-POUND CLUB

The 100-Pound Club honors those who achieve the milestone of losing 100 pounds or more while using Isagenix products.* The Club offers support to help Members maintain and improve their physical transformation and mindset.

31,554 POUNDS

COLLECTIVE NUMBER OF POUNDS LOST BY ALL MEMBERS*

120 POUNDS

AVERAGE CLUB MEMBER WEIGHT LOSS*



ISABODY CHALLENGE

The IsaBody Challenge® is a 16-week total-body transformation journey that is open to all Isagenix Members. Judging for each market takes place three times per year, with winners announced after the final Judging Period.

The U.S. grand prize winner is announced at our annual New Year Kick Off event in January and awarded \$25,000 plus prizes, and a runner-up is awarded \$10,000 plus prizes. Grand prize winners from each of our international markets attend our Global Celebration event in August to compete for a chance to become the Global IsaBody Challenge Grand Prize Winner and win \$50,000.

From 2014 to February 2019, there have been 402,359 entries in North America alone, with 139,680 completions as of Feb. 28, 2019. This does not include members actively participating in a current Challenge.

TEAM ISAGENIX

Team Isagenix is dedicated to supporting world-class athletes by creating a community where athletic performance, health, and business growth come together.

221 top-level athletes are in the program, including our Team Isagenix Elite athletes:



Jason Pohl



Christie Nix



Kayla Johnson



Alvie Shepherd

*Weight loss should not be considered typical. A two-phase 2016 study published by researchers at Skidmore College showed an average weight loss of 24 pounds after 12 weeks. The study evaluated the use of Isagenix products in men and women for weight loss followed by weight maintenance. As part of the weight loss phase, the participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week. During the weight maintenance phase, the subjects who continued the calorie-controlled program using Isagenix products better maintained their weight loss in comparison to those who transitioned to a traditional diet after 52 weeks. For more information on the study, see IsagenixHealth.net.



ISAGENIX GIVES BACK

Contribution is at our core. In the last year, in partnership with our Customers and Independent Associates, Isagenix established a foundation with the mission to create sustainable impact globally through volunteer efforts and charitable contributions focused on healthy nutrition and support for underserved children, wellness education for all, and aid for those affected by natural disasters.

In January 2019, the foundation awarded its first round of grants, totaling \$665,400, to 16 U.S.-based 501(c)(3) nonprofit organizations located throughout the U.S. that help serve people in communities as far away as Kenya. In 2020, the foundation looks forward to also awarding grants to Canada-based charities.

In addition, we've supported many civic and charitable organizations:

- More than **\$10 million** contributed to Make-A-Wish® since 2012 and **1,000+ wishes revealed in 12 countries.**
- **\$6 million** in 2018 charitable giving in the U.S. (monetary and products).

SUSTAINABILITY

Our commitment to community extends to protecting the environment.

- Our 152,000-square-foot corporate building in Gilbert, Arizona, is **LEED certified** on the exterior.
- **Solar panels provide 475,000 kilowatt-hours of renewable energy annually**, powering one-fourth of Isagenix World Headquarters with a clean source of energy.*
- All **canisters** will be **made of post-consumer recycled (PCR) plastic by 2023.**
- **8 million+** IsaLean® Shake and IsaPro® canisters

were **converted to PCR in 2018.**

ECONOMIC HEALTH IMPACT

In 2017, Isagenix commissioned Arizona State University's Seidman Research Institute to evaluate estimated economic savings resulting from weight loss and body mass index reductions reported by 12,561 Isagenix Customers who reported being overweight or obese prior to beginning their weight loss journey. Seidman used the results to estimate the potential cost savings and benefits in terms of lower treatment costs for 20 diseases common to overweight and obese individuals and greater workforce productivity/retained earnings to the U.S. economy associated with sustainable weight loss. The Seidman report assumes an average age of 45, and when calculating 20-year savings and benefits, assumes the individuals will work until the age of 65 while maintaining the weight loss/BMI reduction.

- **\$461 million** in estimated **savings to the economy** based on reduced health costs and increased productivity over a 20-year period for a sample group of 12,561 Isagenix Customers.
- **\$36,700** estimated average **savings per person** over a 20-year period.
- **\$18 billion in economic savings** over a 20-year period for a simulated U.S. Isagenix Customer base of 500,000.*

Source: ASU Seidman Research Institute

MANAGEMENT TEAM

OUR ISAGENIX LEADERSHIP TEAM HAS OVER A CENTURY OF COMBINED PROFESSIONAL BUSINESS AND DIRECT SELLING EXPERIENCE.



JIM COOVER
CO-FOUNDER AND CHAIRMAN

- 2017 Arizona Corporate Excellence Awards CEO of the Year.”
- More than 35 years of experience in the weight loss and nutrition industry.
- Prior to Isagenix, successfully led numerous network marketing companies throughout his career, serving more than 7 million customers and exceeding \$1 billion in sales.



KATHY COOVER
CO-FOUNDER AND EXECUTIVE VICE PRESIDENT

- 2017 Direct Selling News “Most Influential Women in Direct Selling” and 2015 American Business Awards “Woman of the Year.”
- Former top earner in three direct selling companies, generating millions in revenue and helping thousands of entrepreneurs achieve success.
- Expert at training people to learn and duplicate proven selling techniques.



ERIK COOVER
SENIOR VICE PRESIDENT OF INTERNATIONAL MARKETING AND CULTURE

- 2015 American Business Awards “Marketing Executive of the Year.”
- Spearheading the company’s sustainability initiatives with a goal of zero waste packaging by 2028.
- Responsible for promoting a company culture that ignites and engages global employees and young entrepreneurs.



TRAVIS OGDEN
CHIEF EXECUTIVE OFFICER

- 25 years of business and finance experience, including 15 years in direct selling.
- Oversees the company’s aggressive growth strategy to impact 1 million lives.



JOSHUA PLANT, PH.D.
CHIEF SCIENCE OFFICER

- As chairman of the Isagenix Scientific Advisory Board, he lends his experience and expertise in the preventative health and nutritional sciences industry to ensure the integrity and effectiveness of products.
- Oversees the research and development, product design and development, product commercialization, and quality assurance of all Isagenix products.



TIM JONES
CHIEF FINANCIAL OFFICER

- 20 years as a CPA.
- Instrumental in championing global product pricing models and implementing key initiatives that increase sound decision making, accountability, and efficiency throughout the organization.



JUSTIN POWELL
CHIEF LEGAL OFFICER
AND GENERAL COUNSEL

- 15 years of legal and business experience, including 10 years in direct selling.
- Leads company's legal, human resources, compliance, and government affairs initiatives.



SHARRON WALSH
PRESIDENT OF INTERNATIONAL

- 20 years in the direct selling industry, including 10 years with Isagenix, first in the field leading the company's business in Australia/New Zealand before relocating to Isagenix World Headquarters.
- Leads international general managers to become the leading health and wellness company in the world.



JIM PIERCE
INVESTOR/BOARD MEMBER

- Previously served as Isagenix chief operating officer.
- Prior to joining Isagenix, was the chief executive officer and president of Prime Source Technologies.

THE ONLY THING
MISSING IS YOU!



ISAGENIX®

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