

# 2018-2019

## Isagenix Social Impact Report



 ISAGENIX®

**2018-2019  
Isagenix Social  
Impact Report**

# A Message to Our Isagenix Family

In 2002, we established Isagenix with a mission to impact world health and free people from physical and financial pain. With your help, we are transforming countless lives worldwide by sharing our nutritionally complete systems and products that support healthy change.

We're honored to not only empower you to live your best life but also to positively impact the environment and our community.

## GREEN TODAY FOR TOMORROW™

We work with suppliers who demonstrate a focus on sustainability, source only the highest-quality ingredients, and are dedicated to reducing our carbon footprint and packaging waste.

On Earth Day 2018, we took the next step in our long-term initiative by transitioning IsaLean® Shake and IsaPro® canisters — of which we have produced more than 6 million to date — to 100% post-consumer recycled (PCR) plastic. By 2023, we aim to have all product bottles and canisters made with 100% PCR plastic. By 2028, we set an ambitious goal to transition all packaging components to recyclable, reusable, compostable, or recycled materials.

## LEAVING A LASTING IMPACT

We also want to leave the world a better place for our children, grandchildren, and the many generations to come. In 2018, we gave \$7.2 million in product and monetary donations to nonprofit organizations worldwide that align with our vision to better the world. We also launched the ISA Foundation. ISA stands for Inspire, Share, and Advocate and the foundation aligns with our guiding principles and value of contribution. The foundation specifically focuses on:

- Healthy nutrition and support for underserved children.
- Wellness education for all.
- Aid for those affected by natural disasters.

In the first 24 hours of fundraising in the U.S., we collectively raised \$2.3 million for the foundation. Since launching, we have awarded more than \$1.8 million in funding to 51 U.S.-based nonprofits that support the foundation's mission around the world. To date, the foundation has provided more than 1 million meals and helped more than 50,000 people.

We invite you to read this inaugural social impact report to learn more about how we're giving back and committing to our employees and communities around the world.

Together, we are making a difference!

With gratitude,

A handwritten signature in black ink that reads "Jim & Kathy Erik". The signature is written in a cursive, flowing style.

Jim, Kathy, and Erik Coover

# Commitment to Our Communities



## ISA FOUNDATION

Isagenix is a global family determined to serve as a leader both in wellness and in communities around the world.

We launched the foundation in August 2018 to expand our global giving and integrate our company value of contribution into our brand architecture. Through the foundation, we aim 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 nonprofits, including four \$100,000 grants to the Unstoppable Foundation, SERV International, Live Love, and Make-A-Wish®.

In August, Isagenix launched IsaKids® Super Smoothie, giving customers an opportunity to purchase with a purpose. For each purchase of IsaKids Super Smoothie, a meal is donated to a child whose community is experiencing a food crisis, inspiring families to share their healthy choices and advocate for kids everywhere.

## GIVE BACK, MOVE FORWARD

Our employees, customers, and independent distributors also contribute to many civic and charitable organizations that align with our core values. We demonstrate our impact through initiatives that unite customers and employees across the world in giving back to their local communities and the environment through volunteer and donation activities.

**INSPIRE:** Inspire generosity and positive change by paying it forward.

**SHARE:** Give a helping hand. We can all do our share!

**ADVOCATE:** Advocate for change, and raise awareness.

## QUICK STATS

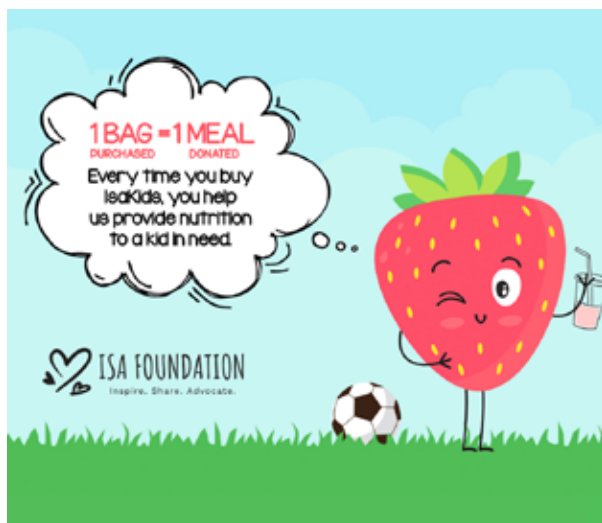
**\$2.3 million** raised in the first 24 hours of the ISA Foundation launch in the U.S.

More than **\$1.8 million** in funding awarded to 51 U.S.-based nonprofits in 2019.

**\$1.2 million** in monetary donations in the U.S. 2018.

**\$6 million** in product donations to food banks and disaster relief worldwide in 2018.

Committed to providing over **3 million** meals to children and families in need in 2019.



Learn more at [ISAFoundation.net](http://ISAFoundation.net).





GLOBAL GIVE  
BACK DAY  
#ISAGENIXGIVES



During our company's third annual Global Give Back Day in 2018, activities ranged from cleaning mountains and beaches to volunteering with nonprofit organizations that help children, families, and elderly people who have health and financial hardships. In addition, Isagenix created a buy one, give one promotion that resulted in more than \$100,000 worth of product donations.

In 2019, during an independent distributor leadership retreat, participants traveled to Cusco, Peru. As part of their activities, they spent a day traveling to the top of the Andes Mountains to the Amaru community, where Isagenix donated more than \$13,000 to build bathrooms and a large greenhouse and provide much-needed school supplies.

The next service trip will take place in fall 2019, and the company will deliver meals to children in need through the donations made possible by IsaKids® Super Smoothie sales.

Other community activities have included supporting the Better Business Bureau Pacific Southwest Ethical Athlete Scholarship and Girl Scouts-Arizona Cactus-Pine Council. We also provide donations, volunteers, free products, and meeting spaces to many Arizona charitable and civic organizations.

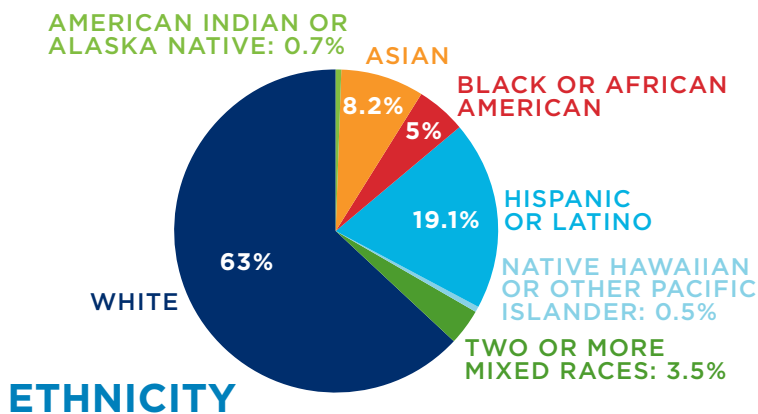
Although we don't give to receive recognition, we are honored to be listed among the Phoenix Business Journal's "2018 Largest Phoenix-Area Corporate Philanthropists."



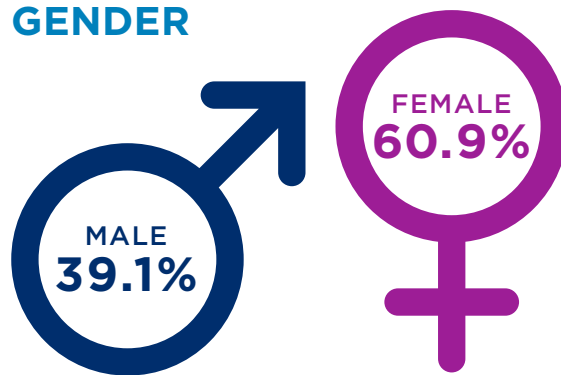


## Commitment to Our Employees

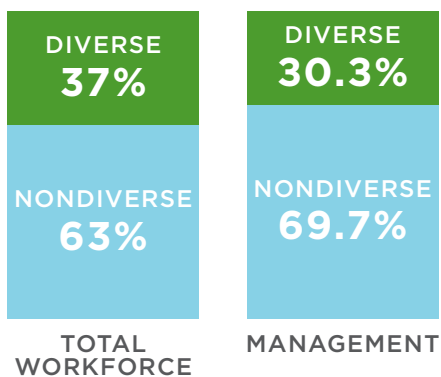
Isagenix is home to more than 600 employees in the U.S. and a total of 800 globally. Our company is committed to attracting a diverse workforce. As of August 2019, nearly 61% of our U.S. workers were women, and ethnic minorities made up 37% of all U.S. employees.



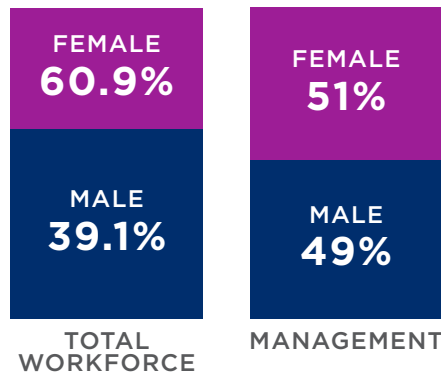
### GENDER



### RACIAL DIVERSITY



### GENDER DIVERSITY



\*As of Aug. 6, 2019.



# 12 CORE VALUES SHAPE OUR WORKPLACE CULTURE

Health

Freedom

Innovation

Integrity

Contribution

Gratitude

Goal-Driven

Purpose

Transformation

Leadership Development

Fun

Family

## BEST PLACE TO WORK

We are proud to be recognized for three consecutive years for our commitment to employees by Direct Selling News as one of the “Best Places to Work in Direct Selling.” We have also been named one of the “Best Places to Work” and one of the “Healthiest Employers” in the Valley by the Phoenix Business Journal. These awards highlight our exceptional workplace environment and unique benefits. Our award-winning corporate wellness offerings include:

- An on-site corporate wellness coach who offers free 45-minute consultations for personalized nutrition, exercise, and lifestyle coaching.
- Over 17 hours of functional fitness, high-intensity, and circuit training classes as well as yoga every week.
- The Employee IsaBody Challenge®, a no-cost nutrition, diet, and exercise coaching program with \$24,000 in cash prizes. In 2019, 202 employees completed the Challenge, losing a combined total of 1,125 pounds.



## GROWTH FROM WITHIN

The company dedicates time, energy, and resources to ensuring Isagenix offers a fun, friendly, family-oriented environment where people can contribute to the company's growth while also growing their careers. Some employees expand their skill sets by working in multiple areas of Isagenix — moving from Customer Care to Marketing, for example — while others rise through the ranks to assume manager positions and above. From January 2018 to August 2019, more than 100 employees were promoted at Isagenix.



At the 2019 Employee Recognition Awards Ceremony, six employees received the Member Services Award, while 44 received the Performance Award.





“As we grow larger as a company, our environmental footprint also continues to expand. To maintain our goal of impacting lives across the globe, we are committed to doing what’s right for the planet. That means striving to increase our sustainability efforts and constantly seeking new ways to do even more. At Isagenix, we are committed to working as **One Team** to take action today so we can have a healthy planet for our future.”



**Erik Coover**  
Senior Vice President of International Marketing and Culture

# Commitment to Our Planet

Our commitment to community extends to protecting the environment, which is why we prioritize sustainability.


**6+ MILLION**  
IsaLean® Shake and IsaPro® canisters packaged in PCR plastic to date

**100%**  
PCR on all products packaged in bottles and canisters targeted by 2023

**8.2 MILLION**  
milk jugs' worth of virgin plastic saved to date by using PCR instead of virgin plastic for our shake canisters

## SUSTAINABLE PACKAGING

We're committed to choosing environmentally friendly packaging for our products and integrating sustainable materials wherever feasible.

- Our goal is to convert all packaging components to be made with recyclable, reusable, compostable, or recycled materials by 2028.
- We aim to have all bottles and canisters\* made with 100% post-consumer recycled (PCR) plastic by 2023.
- Look for the green leaf logo on our packaging. 

We are also working to make our shipping practices more sustainable. For example, shipping boxes have been consolidated, and new, smaller boxes are available to better accommodate the size of products. The number of plastic air pillows in shipping boxes has also been reduced.



\*While our bottles and canisters were already recyclable, our goal is to transition to 100% PCR plastic. This allows us to reduce plastic waste even further because no new plastic is created for PCR containers. Only the bottles and canisters are generally recyclable. The labels, caps, and lids affixed to Isagenix canisters may not be recyclable in your area.



## RESPONSIBLE SOURCING

We're committed to sourcing ingredients sustainably and ethically.

- Our dairy is sourced responsibly from quality suppliers in Australia and the Northwestern United States that align with our no-compromise standards.
- We seek out ingredient suppliers who demonstrate a focus on sustainability. That includes suppliers of important ingredients such as botanicals, natural sweeteners and flavors, and vitamins and minerals.
- The fish oil in our high-concentration omega-3 oil product, IsaOmega™, meets certification requirements for Friend of the Sea. This certification confirms that target stocks are not overexploited and that there is no impact on the seabed, no bycatch of endangered species, and a gradual reduction of carbon footprint.
- We use our influence to encourage our ingredient suppliers to strengthen ethical and sustainable production practices. We're dedicated to continuously improving our ingredient sourcing and resource management to reduce our carbon footprint and decrease landfill waste.



**1/4**  
energy at World  
Headquarters  
powered by solar

**LEED**  
certified building



## GREEN BUILDINGS

- The solar panels installed at Isagenix World Headquarters in 2018 are expected to produce 475,000 kilowatt-hours of renewable energy annually, the equivalent to the amount of energy needed to power about 45 homes for a year, offsetting the emissions created from driving 70 passenger vehicles for a year.\*
- Isagenix World Headquarters is LEED BD+C certified for core and shell development.
- In 2016, we stopped using plastic bottles, and we provide all employees with reusable bottles and cups. We also introduced new technology to cut down on printing and reduced paper usage by 40%.
- We offer a trip-reduction program that monetarily incentivizes employees to reduce emissions by taking alternative transportation to work, such as carpooling, biking, or riding the bus.
- Our New Zealand distribution center has a Green Star rating from the New Zealand Green Building Council.

For more information, visit [GreenTodayForTomorrow.com](https://www.GreenTodayForTomorrow.com).



**ISAGENIX WORLD HEADQUARTERS**

155 E. Rivulon Blvd., Gilbert, AZ 85297  
877-877-8111 | [isagenix.com](http://isagenix.com)