

# SUSTAINABILITY FAQ



## What Is PCR, and Why Is It Important?

**PCR** stands for “**post-consumer recycled resin,**” a material made from plastic products that have been used by consumers, collected by recycling centers, and turned into reusable plastic resin pellets. Resin is the core component of all plastic. It is often made from crude oil and formulated into different plastic polymers, such as polyethylene and polypropylene. HDPE, or high-density polyethylene, is a type of plastic that is commonly recycled and used in many products, including Isagenix canisters.

On Earth Day of 2018, we started packaging all IsaLean™ Shake and IsaPro™ in canisters made from 100 percent post-consumer recycled HDPE plastic collected from recycling facilities.\* Instead of creating new plastic, which taps more fossil fuels and uses large amounts of energy, we invested in PCR plastic to reduce our environmental impact. We hope you recycle your Isagenix packaging so we can further reduce packaging waste.

### Which products are now packaged in PCR plastic?

All IsaLean Shake and IsaPro canisters are packaged in PCR plastic. We aim to have all our product bottles and canisters made of PCR by 2023.

### Which products will we package more sustainably next?

Our target is for all our bottles and canisters to be made of PCR plastic by 2023. The next products to transition will be 32-ounce Ionix® Supreme and Cleanse for Life™, followed by e+™ and AMPED™ NOx. Our goal is to make all our packaging recyclable, reusable, compostable, or recycled by 2028.

### Are Isagenix bar wrappers and shake packets recyclable?

Our bar wrappers and shake packets are not yet recyclable, but we are working on it.

### Can shake canisters be recycled with labels attached?

This depends on your area’s recycling facility. Some facilities have the ability to process plastic with the labels still attached; some require that they be removed. Check with your local recycling facility to see how to best recycle in your area.

### Can you recycle canisters with the lids on?

Usually yes, but this depends on your area’s recycling facility. While our canisters are HDPE, the caps are made of polypropylene plastic. Check with your local recycling facility to see how to best recycle in your area. Always clean out empty canisters before recycling.

### What is the purpose of air pillow packaging in order boxes, and is it sustainable?

Air pillow packaging has the essential function of protecting our products during shipping. Air pillows take up any empty space in a shipping box, which helps prevent the box and the enclosed products from being crushed. We are always looking for new ways to make our packaging more sustainable. Fortunately, air pillows can be punctured to let the air out. In many communities, they can also be recycled with other plastic bags and dropped off at recycling containers in select grocery stores.



## Can you explain your goal for zero waste packaging by 2028?

Because of our commitment to becoming a more sustainable company, we have set a goal to convert all packaging components to recyclable, reusable, compostable, or recycled materials by 2028. This is an ambitious stretch goal that we know won't be easy to attain. Nonetheless, through advancements in sustainable packaging and the adoption of recycling technologies in communities across the world, we aim for all our packaging components to be recycled or recyclable in some way by 2028.

## Why does Isagenix use plastic packaging?

Plastic is used everywhere. It is lightweight, durable, and cost-effective, and it has a wide range of applications. It's the best way we've found to store and transport products all over the world. Plastic's low weight allows greater quantities of product to be shipped in the same size vehicle, reducing the amount of energy needed for transportation. Its durability also helps give our products a long shelf life.

At the same time, we recognize plastic is a huge environmental threat. Because it's so durable, it doesn't break down and tends to find its way into our natural ecosystems. That is why we are committing ourselves to finding a better way.

Current recycling and manufacturing technology doesn't provide a lot of options for companies trying to find more environmentally friendly materials. We hope that between now and 2028, new technological developments will allow us to package every single Isagenix product in materials that will never end up as waste in a landfill but will instead be used to make new products or returned to the soil as nutrients.

## Why don't you use glass bottles? Aren't they more sustainable?

Glass is extremely heavy compared to plastic and would therefore require more energy to transport and ship. Glass is also more fragile, requiring more space and protection when packed in transit and increasing the chance of breakage. For these reasons, we consider plastic to be a much more environmentally responsible option when the entire life cycle of the product is considered.

## What does the green leaf symbol on packaging mean?

As we transition to zero waste packaging, we will indicate a sustainable change has been made to a package by adding a green leaf symbol to it. For example, our PCR canisters have this logo on the bottom to indicate that the canister is made of 100 percent PCR plastic.\* The logo might mean different things for different products, so check our [website](#) to see how the packaging has improved.

## Why is there no send-back program for canisters?

All our canisters are made of HDPE plastic resin,\* which is one of the most widely recycled plastics. Almost all communities accept these canisters in the curbside recycling bin, which is why we don't provide a send-back recycling program. The energy required to ship empty canisters back to us and the emissions produced from shipping negatively impact the environment far more than recycling canisters locally.

## Where Can I Learn More?

You can visit our [Sustainability webpage](#) and our [Isagenix Newsroom](#) for all information and announcements about our sustainability efforts.

\*Canister lids are made with polypropylene plastic and may not be made using post-consumer recycled plastic.

