

ISAGENIX[®]
INDEPENDENT ASSOCIATE

Brand Book

FIELD TRAINING

THE PURPOSE OF THIS TRAINING



Try to be everything to everyone, and you won't stand out. Great brands have clarity, consensus, and consistency in:

- **Our Strategy**
Why, how, and what we do for Customers
- **Our Position**
How we are differentiated in the market
- **Our Brand**
Who we are
- **Our Visual Design**
What we look like
- **Our Messaging**
How we speak

OUR STRATEGY

OUR VISION

What is the ultimate goal of our brand?

**Everyone
deserves to
experience
a healthy,
joyful, and
abundant life.**





OUR MISSION
How do we achieve that goal?

**We create
elevated
wellbeing
experiences
for a lifetime.**

WHY

At Isagenix, we provide elevated wellbeing solutions because everyone deserves to feel healthy.



SIMPLY
BETTER
TOGETHER

WHAT

We are industry innovators with a 20-year legacy in providing:



THE ART OF
WELLBEING™

HOW

Everything we do impacts our health, families, and planet. So, let's do better and make it so simple everyone can do it.

- 
- TRANSFORMATIVE PRODUCTS
 - EFFECTIVE SYSTEMS
 - TRUSTED BUSINESS OPPORTUNITIES
 - A COMMUNITY THAT CARES

OUR POSITION

*The Art of Wellbeing™ is about
crafting new experiences, making
healthier choices, and belonging
to better communities.*



Isagenix is the pioneering, true original brand of luxe wellbeing experiences designed for everyone.

We offer evidence-based, lifelong solutions that the health-conscious keep in their corner regardless of the trends.

Where customers enjoy high-end/high-touch brand experiences at pivotal points along their journey — because investing in your health should be celebrated (and fun).

We provide a luxe shopping experience, enhanced with personalized recommendations based on what it is you really want for yourself in this season.





We foster a tightknit social wellbeing community where everyone can thrive.

After nearly two decades of massive wins and massive learnings, our legacy guides us with honest, integrity, and transparency.

Creative, exciting, simple products with convenient delivery, inclusive life-expanding events, and community experiences that create a sense of belonging.

Isagenix takes care of the big stuff so you can create a more beautiful future for your family, your community, and the world.

OUR BRAND



Heart

ELEVATED WELLBEING
EXPERIENCES

(emotions, surprise & delight, experiences,
style, design, photography)

Mind

LIFE-CHANGING RESULTS,
SIMPLIFIED CONVENIENCE

(products, process, community, proprietary,
brand recognition)

Brand Ambassador Checklist

Want to post about Isagenix on social media? Are you preparing some slides to share with potential Customers or putting together a team training? Use this checklist as a guide to help stay on-brand. If what you're working on doesn't check AT LEAST 2 boxes in each category, it's not on-brand.

SIMPLY

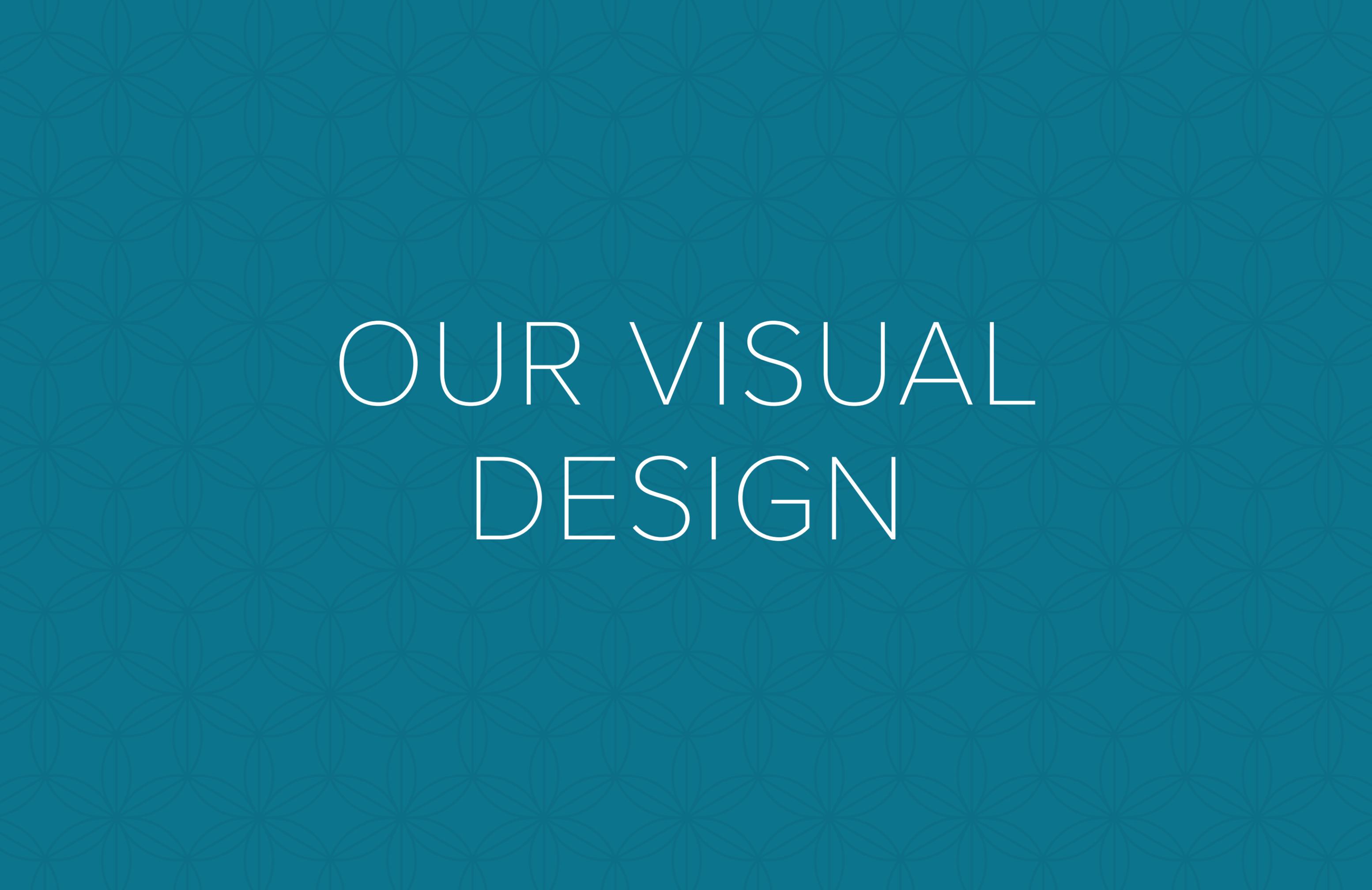
- IS IT SIMPLE AND EASY TO UNDERSTAND?
- DOES IT CLEARLY STATE CUSTOMER BENEFITS?
- DOES IT HAVE A SIMPLE DESIGN?
- DOES IT ELEVATE LIFE MOMENTS?

BETTER

- DOES IT PROVIDE REAL, TANGIBLE VALUE?
- DOES IT SPEAK ABOUT PROGRESS, NOT PERFECTION?
- IS IT NEW, ORIGINAL, OR DISRUPTIVE?
- DOES IT APPEAL TO EMOTION?

TOGETHER

- DOES IT FEEL HUMAN (NOT CORPORATE OR SALES-Y)?
- DOES IT DRAW PEOPLE TO OUR COMMUNITY?
- DOES IT MAKE PEOPLE FEEL CONNECTED AND NEVER ALONE?
- DOES IT ENCOURAGE WELLBEING FOR A LIFETIME?



OUR VISUAL
DESIGN

The details in our brand visuals have significance.

We strive to elevate everything the customer touches into an experience that is both memorable and enjoyable — from our website to our events, print collateral, and packaging.

When anyone encounters Isagenix, the visuals should convey simple sophistication and a life that's better when we're together.





Collectively, our brand visuals tell a story that all humans can relate to about incremental progress toward health, joy, and abundance.

It's not always easy, fun, or painless, but it is worth it, and our brand visuals should always celebrate the small, but meaningful victories along the way.



ISAGENIX[®]

LOGOTYPE

Isagenix is the original evidence- and nature-based wellbeing company specializing in lifelong health solutions. Originating from ancient beliefs of a “balanced life.”

BRANDMARK

The brandmark represents our seven values — health, empowerment, integrity, community, innovation, ease, and experience — with experience at the center as a reminder that this is an experience-driven brand.




THE ART OF
WELLBEING[™]

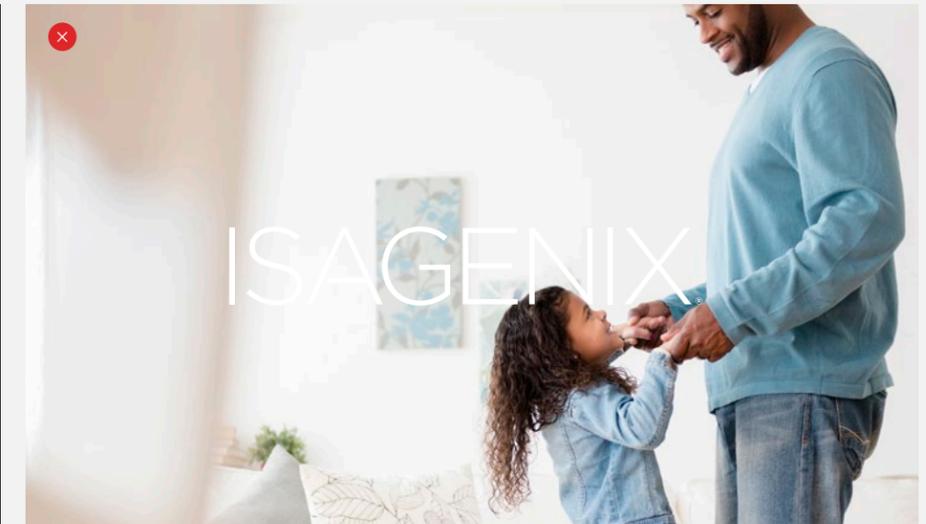
TAGLINE

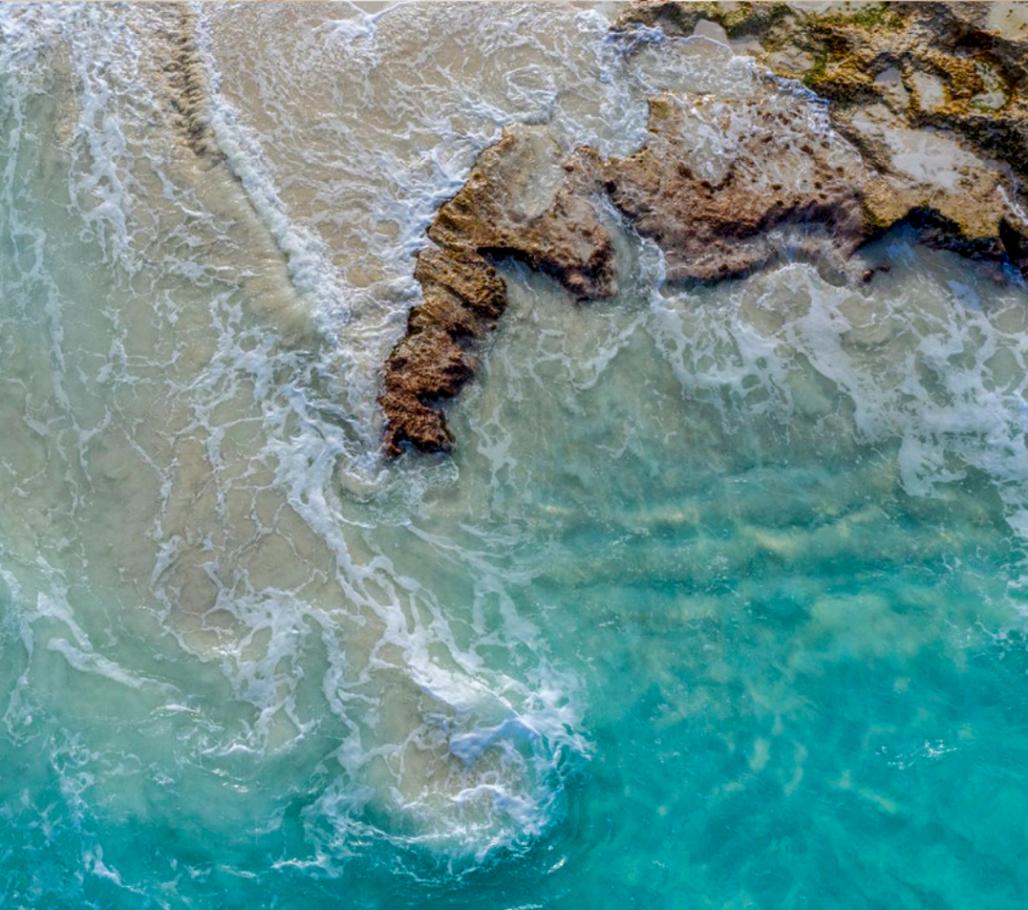
From enhancing our evidence-based formulas to reaching our goals for long-term sustainability, we’re making sure that Isagenix is a way of life that makes wellness simplified. We’re calling it the Art of Wellbeing[™]. And we promise it’s the transformation you’ve been waiting for.

LOGO MISUSE

Do not use the Isagenix logos with busy background images or on colors that are not brand colors. It is important to evaluate whether the color on which it is being applied will provide sufficient contrast with the Isagenix logos. Please do not knock out any logo out of the secondary gray as it does not provide sufficient contrast.

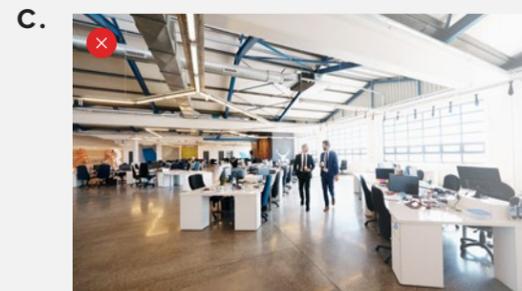
- A. Never distort the proportions of the logo by stretching or compressing.
- B. Do not alter any part of the logo, add elements, or use any part by itself.
- C. Do not place the logo on a background/ color that does not offer sufficient contrast or is too complex.
- D. Do not use more than one color within one logo or unapproved colors.
- E. Do not use drop shadows, glows, strokes, or any effects on the logo.
- F. Do not create a wordmark by typing “Isagenix” in another typeface.





PHOTOGRAPHY MISUSE

- A. Avoid forced perspectives that attempt to add interest.
- B. Avoid exaggerated perspectives.
- C. Avoid lifestyle photography having no center of interest.
- D. Avoid conflicting focal points and no clear alignments to a grid.
- E. Avoid off brand color washes and grading.
- F. Avoid images that fall off focus too quickly.
- G. Avoid images that have image overlays
- H. Avoid cliché images that attempt to loosely represent a concept while not portraying aspirational real.
- I. Avoid images that are unrealistic with exaggerated gestures.



THE ISAGENIX COLOR STORY

DEEP TURQUOISE

Our signature color connotes sophistication, friendship, and wisdom and is known the world over for its ancient healing properties.

GLACIER

Like the permanence and fragility of the ice caps, the color white reminds us both how resilient and fragile the earth is.

GRANITE

The color gray provides a foundation of strength, vigor, and trust to the story.

SUNRISE

A golden yellow brings brightness, optimism, and calm into the narrative.

AGAVE

The cool green succulent provides a splash of earthy refreshment and fun!

PINK FLAGSTONE

Pink symbolizes both ease and compassion as Flagstone marks the path to your wellbeing journey.

OUR MESSAGING

BIG PICTURE

In everything we create, we're looking to:

Empower
Transform
Motivate
Lead
Entertain
Inspire To Act

DAY TO DAY

That means our messaging should always be:

Direct
Visionary
Positive
Trustworthy
Human
Bold



We're definitely going places, and we need a better way to present ourselves to the world. More customer-facing, less direct sales jargon. More aspirational, less informational. More wellbeing, less weight loss. More conversational, less controversial. More human, less corporate.

Isagenix 2.0 elevates messaging by infusing each customer's experience with artful design, emotion, surprise, and delight.

We communicate in a way that:

- 1. Tells a story**
- 2. Benefits real lives**
- 3. Appeals to emotion**
- 4. Speak how people talk**

OUR VALUES

HEALTH

Isagenix believes everyone deserves to be healthy and happy. You can feel good about the nutrition you're putting into your body. Our no-compromise commitment to quality runs deep through our veins.

EASE

Isagenix makes it easy and fun to be healthy. We take the planning out so it's easy for customers to plug in to our programs. But we also realize this journey towards a healthier lifestyle comes with its ups and downs. We're here for all of it, the good, the bad, the ugly.

EMPOWERMENT

Isagenix empowers people with simple solutions for everyday life. Our products prove it, backed by science, research, and real people.

EXPERIENCE

INNOVATION

Isagenix offers proven, life-changing results through innovative products and programs. IsaBody Challenge. Cleanse days. Adaptogens. Vitamers. Intermittent fasting. We've been ahead of the curve for 20 years with evidence based solutions that work!

INTEGRITY

Isagenix has been creating honest opportunities for health, wealth, and happiness for almost 20 years. We have the most ethical comp plan in the industry. We provide you the tools and resources needed to make your business a success: IsaLife, My Next 90 days, Events, and more.

COMMUNITY

Isagenix cultivates an inclusive wellness community to help you reach your goals, and through contribution, make a positive impact on others and our planet. *START, Associate Facebook groups, IsaFoundation. Zero-waste packaging. Insert quote from Erik: per Chelsea?*

Isagenix designs every experience with your goals and lifestyle in mind, from curated shopping to personalized wellness rituals.

GOALS

High-Quality Products

- Simple. Intuitive. Beneficial.
- Sexy. Edgy. Luxe. Sleek.
- Interesting & Fun.
- “Insta-Worthy” Moments.



Premium Community

- Inclusive Diverse Community.
- Global Representation.
- Light, Happy & Fresh Emotions.
- Aspirational, But Real. Human.



Business Opportunity

- Simple. Approachable. Doable.
- Associate-Focused.
- Supported Professional Development.



Brand Recognition

- Everyone Is a Brand Ambassador.
- Everything Is “Insta-Worthy.”
- Our Job Is To Share the Love.
- It’s About Showing Up, Not Showing Off.

ISAGENIX 2.0

ISAGENIX 1.0

Salesy Stigma
Clinical
Promotional
Basic
Transactional
Standard
Reactive
Inform
Results-Driven
Lead With Perfection

ISAGENIX 2.0

Confident & Effortless
Fun
Celebratory
Disruptive
Experiential
Elevated
Proactive
Inspire
Wellbeing-Focused
Lead With Humanity

ISAGENIX 2.0 MEANS

EVERYONE
IS A BRAND
AMBASSADOR

YES, YOU ARE A BRAND AMBASSADOR

Regardless of your title or rank

Each of you represents and contributes to the Isagenix brand. It's up to YOU to make sure that everything you do is "on-brand."



HOW TO BE A BRAND AMBASSADOR

Think about the customer experience

What do they ultimately want? Think about their journey – embrace them for a lifetime.

Elevate each encounter

Surprise and delight your customers.

Know that every detail is significant

People care when it shows you care.

Participate in the Isagenix community

Meet and connect with others through

- Events
- Associate Facebook groups
- Participating in the IsaBody Challenge
- Making an impact with the IsaFoundation

Challenge each other to brand better

Show up for your Customers. Get involved. People believe in change when they see you taking risks. But remember, it's ok to mess up. We're all humans.



Bookmark these sites so you can savor and share all the Isagenix 2.0 branding bliss!

- These inspiring videos demonstrate what it means to pursue [The Art of Wellbeing](#) and [The Pursuit of Better](#).
- Kathy Coover's [newly branded opportunity presentation](#) helps answer “why Isagenix?”
- [Show off your assets](#). Whether you're sporting our motivational tees and tanks or using our epically cool, eco-friendly accessories, it's time to show off all your newly branded Isagenix swag.
- [Share impressive images and videos of our newest products!](#)
- Show off our new values and brand with these [images](#), because new brand = new branding shareables.



WELLBEING CHALLENGE

#ARTOFWELLBEING

