

SUMMARY GUIDANCE FOR INCOME CLAIMS¹

Important reminders for discussing the Isagenix income opportunity and earnings claims.

IS IT OKAY TO TALK ABOUT MONEY?

Yes, but remember:

- Be truthful and accurate²
- Don't mislead (keep it real)
- Use a disclaimer (provide context)

TIP : Always be reasonable and set realistic expectations by providing complete, truthful and accurate information.

TIPS FOR CELEBRATING OTHER ASSOCIATE'S SUCCESS:

1. **Edify the Associates you are celebrating** (to show what they have done is exceptional and unique). Start with something like
 - Exceptional achievements deserve exceptional praise
 - This is an extraordinary person who has done something incredibly special
2. **Avoid extreme claims.**
3. **Use a disclaimer** (to drive home the fact that what they did is exceptional and unique and to reference typical results).³ For example, if talking about an Associate's earnings, you could say:
 - These earnings are unique to this person and are not typical. Achievements require skill, time and consistent work. For typical earnings, see www.isagenixearnings.com.

GENERAL DISCLAIMER (sample for use when discussing the Isagenix Compensation Plan)

Earning money with Isagenix depends on many factors, such as sound business and sales skills, commitment, time, and consistent work. Isagenix cannot and does not guarantee any particular level of earnings. Even Associates who dedicate a substantial amount of time, effort and resources may not achieve significant earnings. For typical earnings, see isagenixearnings.com.

MORE EXAMPLES ARE AVAILABLE (see isagenixcompliance.com)

- How To Talk About Your Isagenix Income on Social Media (includes sample posts)
- Isagenix Policies and Procedures
- Additional guidance and tips coming soon.

KEY CONTEXT REMINDER

- A small percentage of Associates may earn substantial money.
- Some Associates may earn a small or modest amount to help supplement other income streams.
- Over 80% of Isagenix members are simply customers who buy products and do not attempt to earn money.

SOME DO'S

- Share your "WHY"
- Celebrate success without mentioning specific earnings amounts
- Talk about the amazing Isagenix products and systems
- Talk about having fun with the business
- Talk about sense of community and support

SOME DO NOT'S

- Refer to global or national emergencies (such as COVID-19)
- Embellish or exaggerate actual or potential earnings
- Guarantee any level of success or income
- Use images or depictions of extravagant or lavish lifestyles
- Say anything false, deceptive, or unsubstantiated.

¹Earnings claims are subject to applicable law and Isagenix Policies, including Policies 5.6 (Income Claims), 6.2 (Advertising), and 6.3 (Internet Usage and Social Media). This guidance does not replace or modify any policies nor is it legal advice. Isagenix may modify or withdraw this guidance. For questions, please contact the Isagenix Compliance Team.

²Consider the "net impression" of your claim – not just an isolated word or statement, but also images and surrounding context.

³Disclaimers should be close to the claim, obvious and easily legible.