



**ISAGENIX SCIENCE
REACHES MILESTONE WITH
NEW LONG-TERM STUDY**





NEW STUDY CONTINUES TO PROVE POWER OF ISAGENIX SYSTEM

A new study, in collaboration with Skidmore College, is yielding yet more incredible results for the Isagenix system for weight loss. The recent findings, to be concluded in November 2014, build off previous independent research from the University of Illinois at Chicago (UIC), which showed the Isagenix system had superior results when compared to a traditional heart-healthy diet regarding weight loss thereby providing greater improvements in cardiovascular health markers.

Now, the Skidmore College study aims to answer three main questions:

- Can you maintain the results of an Isagenix system over a long period of time?
- How does weight loss affect detoxification?
- What happens to metabolism when you achieve weight loss with the Isagenix system?

The year-long study included two phases. Phase 1, the first 11 weeks, had all subjects follow the Isagenix 30-Day System. Phase 2 divided the group in two, with one group continuing to use Isagenix and the other following a heart-healthy diet.

The study is almost complete, and the preliminary results already show extraordinary advantages to the Isagenix system over a traditional heart-healthy diet over a longer period.



* Previous independent research from the University of Illinois at Chicago (UIC) showed that the Isagenix system was superior to a traditional physician-prescribed, heart-healthy diet for weight loss and improving cardiovascular health markers.

The UIC study was published in two high-profile, peer-reviewed journals Nutrition & Metabolism and Nutrition Journal. In addition, it received a prestigious award in obesity research at the American Society for Nutrition (ASN) 2013 meeting at the Experimental Biology conference.



Not every nutrition plan results in ideal body composition, long-term compliance and weight-loss maintenance. Not many companies invest in a year-long study showing the efficacy of their products. Science is why I love my job at Isagenix, because Isagenix is invested in scientifically supported products.



SUK CHO, Ph.D.
Isagenix Chief Science Officer



PHASE 1 (0-11 WEEKS)



PHASE 2 (11 WEEKS-12 MONTHS)



ISAGENIX WEIGHT LOSS

All subjects followed the Isagenix 30-Day System, including two meal replacements and a 400-600 calorie meal, with additional IsaLean® Bars and Ageless Essentials Daily Pack

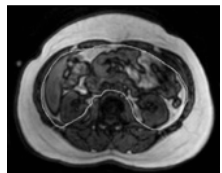
Results:



AVERAGE 24-LB. WEIGHT LOSS



AVERAGE 17% DECREASE IN BODY FAT



AVERAGE 33% DECREASE IN VISCERAL FAT



AVERAGE 9% INCREASE IN LEAN MUSCLE MASS



AVERAGE 44% INCREASE IN TOXINS RELEASED

WEIGHT MAINTENANCE

(Study concluding November 2014)

Subjects were divided into two groups and both were counseled by Registered Dietitians.

Isagenix Maintenance VS.

Continued with at least 1 IsaLean® meal replacement per day, and 1-4 Cleanse Days per month.

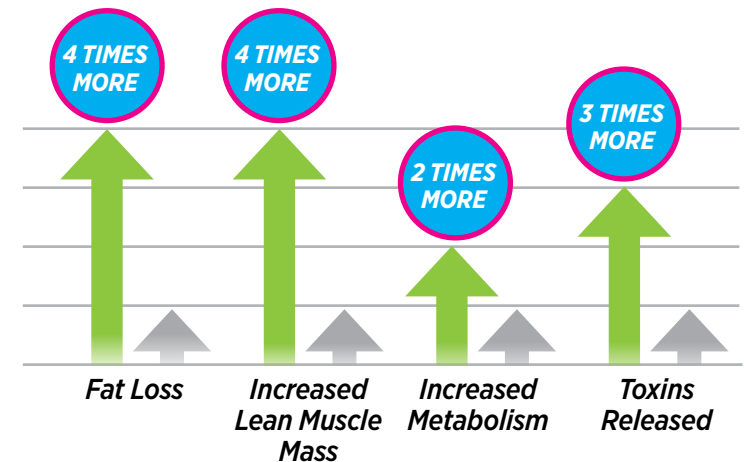
Heart-Healthy Diet Maintenance

Followed a heart-healthy diet

Results after first six months - Isagenix compared to Heart Healthy

Continued Weight Loss

- ISAGENIX
- Heart-Healthy Diet



This is the first study looking at a nutritional intervention that affects the body's ability to detoxify itself through fat loss. I'm excited about this potential contribution to the scientific literature.



PAUL ARCIERO, Ph.D.

Director of the Human Nutrition and Metabolism Lab and a professor in the Department of Health and Exercise Sciences at Skidmore College.





Isagenix is committed to redefining the science behind superior nutrition. We invest hundreds of thousands of dollars in third-party clinical research internally and in collaboration with prestigious universities.