

Guide to help your customer create a pack based on their needs

- 1) Ask which area(s) of health they'd like to address over the next 30-90 days.
 - Stress/Energy
 - Healthy Weight
 - Anti-Aging
 - Digestive/Gut Health
 - Immune System Support
 - Brain Health
 - Heart Health
 - Sleep
 - Kid's Health
 - Pain Management
 - Financial Wellness

- 2) Ask about their goals to determine if needing a foundation or transformation.
 - Wanting to stay healthy, maintain a healthy weight, address some digestive discomfort, improve energy would be considered a foundation.
 - Wanting to lose 6 pounds or more, overcoming a severe illness and rebuilding gut and immune system, rebuilding wiped out adrenal glands due to severe stress is transformation.

- 3) Discuss the benefits of 1 shake a day as foundation then explain additional products and benefits to determine the rest of their package based on what they circled.

1 shake a day + 1-2 support products = Foundation pack (\$6/day)
1 shake a day + 2-3 support products = Foundation pack (\$10/day)
2 shakes a day + 1-3 support products = Transformation pack (\$10/day)
2 shakes a day + 2-4 support products = Transformation pack (\$15/day)
2 shakes a day + 3-6 support products = Transformation pack (\$20/day)

- 4) Look for the category below based on what they told you in question #1. Some products cross over into different categories for different functions. If they have more than one "need" circled, combine the products you see listed in both or all of the categories.

Weight Loss

Shakes: 1 Shake provides a daily foundation of needed amino acids, trace minerals, prebiotics, digestive enzymes, healthy fats/carbs & 100% grass-fed or dairy-free protein. A low calorie, nutrient dense meal.

CBD Oil: Overactive CB1 receptors may cause increase in appetite and ultimately obesity. CBD helps block off the CB1 receptors and may help reduce appetite and risk of obesity. CBD is a small piece of the metabolic puzzle needed for overall balance within the body.

Natural Accelerator: Creates thermogenesis, increases metabolism.

Cleanse: Supports fasting days, protects cells during detox, resets cell receptors, increases human growth hormone. Additional herbs support mental and digestive wellness.

Ionix: Supports adrenals, regulates cortisol (belly fat), increases energy, counteracts stress.

Omega 3: EPA/DHA burn fat by increasing activity of mitochondria in cells, thermogenesis.

IsaDelights: DLPA is an amino acid to fight cravings. Antioxidants support homeostasis. Cocoa supports fat burning.

Gut Health

Probiotics: 11 strains probiotics have different, specific jobs within our gut and body, 25 million CFU's to support a healthy gut microbiome and balance intestinal flora. L-Glutamine is an amino acid involved in immune function and intestinal health. It can take 6 months to 2 years to re-populate gut microbiome after 1 round of antibiotics.

Digestive enzymes: We lose digestive enzymes as we age. They're usually created in our gut flora but not if it's stressed or damaged. They're found in vegetables but not if cooked or mineral deficient. They're critical for breaking down protein, carbs, sugar and lactose. If deficient, can experience bloating and gas as bacteria feeds on undigested foods and release gas and toxins.

CBD Oil: Research is showing our Endocannabinoid System (ECS) is a connector between our ENS (gut) and CNS (brain). Our ECS regulates food intake, intestinal inflammation, leaky gut and interactions with probiotic bacteria in our intestines.

IsaFlush: Bentonite Clay absorbs excess toxins in the gut, magnesium gently moves waste out of the digestive tract.

Collagen Bone Broth: Helps rebuild delicate gut lining with collagen peptides.

IsaGenesis: Supports our liver, which plays an important role in gut health. Contains milk thistle and NAC to provide liver support and reduce inflammation as toxins and bacteria die off and move through digestive system.

Cleanse for Life: When we break our arm, we cast it and wait 6 weeks for our body to make a new one. When our gut lining is damaged, we do an intermittent fast so our gut lining has a break from digestion and able to heal itself. It only takes 1-2 days to heal our gut lining. Aloe Vera is a calming herb to help with gut inflammation.

Anti-Aging/Cell

IsaGenesis: Our DNA consists of detox and methylation codes which are manipulated by nutrients, these nutrients are found in IsaGenesis. Supports body's production of telomerase. Helps increase glutathione which is our primary antioxidant needed to maintain cell health and clean the body of debris and waste, in turn reducing inflammation so our body can renew more efficiently.

Bone Broth: Infused with collagen peptides, Vitamin C to boost skin health. Bones and connective tissue are the only true dietary sources of collagen, a protein that keeps skin, teeth, muscle, eyes and joints healthy and strong. Bone broth naturally contains hyaluronic acid and rare amino acids all which support skin elasticity, bone and a healthy inflammatory response.

IsaGreens: Provides phytonutrients from organic vegetables needed daily by each cell to perform tasks.

Kids Health

Smoothies: Gives kids essential amino acids, 10 g protein w/o hormones or antibiotics, 100% of recommended 15 vitamins and minerals.

Amped Hydrate: Natural sports drink mix. Increases uptake of water into cells via electrolytes. Formulated with no refined white sugar and without artificial colors, flavors or sweeteners.

IsaImmune: Add 1 scoop to juice or shakes for daily immune system support or during times of illness, stress and travel.

Protein Bars: Cut in half or in small pieces as a healthy protein filled snack.

FiberPro: For kids too small to swallow pills or too young for IsaBiome probiotics. Provides Prebiotic and probiotics to balance intestinal gut flora, moves food through digestive system.

Energy

Ionix Supreme: Adaptogenic herbs read cells to provide energy as needed. A combination of B Vitamins support adrenal glands and HPA axis to regulate cortisol and hormones.

CBD Oil: When our Endocannabinoid System is replenished and regulated with high potency CBD, it then allows our other systems to rest, recover and restore. As they do, our energy levels naturally increase.

BEA: Naturally sourced caffeine Adaptogens, contains raw nutrients from fruits and vegetables, vitamins A,C,E, and folate. A refreshing carbonated drink.

Cyto Actives: CoQ10 is stored in our mitochondria, which creates energy in our cells. Vitamin D3 and tocotrienols support cell function which in turn increases cell strength, vitality and energy production.

Coffee: Our coffee goes through rigid testing for mold, and mycotoxins. Approved for cleanse days. Provides additional trace minerals, is smooth with very low acidity.

Heart Health

CBD Oil: CB1/CB2 receptors are present in human cardiovascular tissues. The Endocannabinoid System may play a protective role in cardiovascular health, limiting cardiac injury, reducing blood pressure and preventing a possible stroke. More research is still underway.

Heart Booster: Plant sterol esters to help reduce cholesterol absorption, which supports healthy cholesterol levels.

CytoActives: CoQ10 is stored in our mitochondria, which creates energy in our cells. May help reduce high blood pressure. Helps replenish CoQ10 which have been reduced by statin drugs.

Natural Accelerator: Antioxidants. Fat burning chromium, Niacin for heart health.

Brain Health

CBD Oil: Our nervous system (brain) contains more CB1 receptors than the rest of our body. Since these receptors are found on highly functioning areas of our brain, they can be moderators for memory, emotion, mood, motor function and perception of pain.

IsaGenesis: Protecting brain cells by reducing inflammation (NAC/glutathione) and protecting telomeres inside each cell.

Brain Boost: Turmeric and other anti-inflammatory nutrients to help blood flow to areas of the brain, help reduce inflammation and may improve nerve function.

Sleep Spray: Supports production of Melatonin to help circadian rhythm.

IsaOmega: Neuroprotective fatty acids keep the membrane of the cells able to function and communicate. May help prevent neurodegenerative brain disorders like Alzheimer's dementia.

Immune Health:

Probiotics: 11 strains 25 billion CFU's support microbiome in gut where 80% of immune system resides. Helps replenish good gut strains destroyed by medications, environment and foods. L-Glutamine helps rebuild and support gut lining.

CBD Oil: CB2 receptors are mainly found on white blood cells, tonsils and spleen. CBD oil attaches to CB2 receptors to regulate cytokines release. Too many cytokines released when not needed may lead to inflammation and sensitivities.

Immune boost: Blend of mushrooms and compounds to prime, strengthen and balance our immune system.

C-Lyte: 3 different forms of vitamin C to support thymus gland, buffered for ease on stomach.

Collagen Bone Broth: A blend of 3 amino acids and collagen peptides to increase collagen production, supports the thin lining of our gut by building and protecting the 1 cell thick layer of tissue.

Sleep

CBD Oil: We have CB1 receptors in our brain, if our endocannabinoid system is deficient of specific lipids and therefore “overactive”, it can disrupt our sleep cycle. CBD oil binds to the CB1 receptors to help regulate our nervous system and ultimately leading to better sleep cycles.

Sleep Spray: Provides melatonin to address a melatonin deficiency. It also supports those who work night shift or have disrupted sleep due to a schedule, in which melatonin supplementation helps put the nervous system into a sleep state.

IsaGenesis: Our brain cleans itself every night as we sleep. The support from N Acetyl Cysteine, Milk thistle, B vitamins and specific herbs helps support this cleaning process so we wake up rested and clear minded.

Pain Management

Joint Support: As we age or with repetitive use, our joints lose cartilage in our joints. Glucosamine is a protein used by our body to build cartilage (connective tissue) and chondroitin helps maintain fluid and flexibility in the joint. Collagen Type II replenishes lost collagen in our joints. Turmeric, Boswellia and additional herbs help reduce inflammation.

Pain Relief Cream: A fast absorbing cream with menthol and methyl salicylate which provide a cooling sensation to help with immediate relief.

CBD Oil: The role of CB2 receptors in our body is to modulate acute pain, chronic inflammatory pain, post surgical pain, and pain associated with cancer and nerve injury. CBD adheres to the receptors within our cells to support this modulation.

IsaOmega: DHA/EPA are fatty acids known to act on the same biochemical pathways as pain-relievers. May be used as an anti-inflammatory. Every cell in our body has a membrane composed of components of these fatty acids, similar to that of a lubricant.

Performance

BCAA's: Pre/during workout. Amino acids are used by our bodies for hundreds of different processes. A person breaking down and building muscle via weight bearing exercises on a daily basis will need additional amounts of branched chain amino acids.

Power: Pre-workout. Creatine is a substance found naturally in muscle cells. It helps our muscle produce energy during high intensity exercise or heavy lifting. Power increases our stores of phosphocreatine which helps our body produce more ATP, a high energy molecule.

Repair: Post-workout. Tart cherry (reduce strength loss and muscle soreness following intense exercise. Increases immune response.) , turmeric (protects against exercise induced stress, supports muscle recovery), Astaxanthin (carotenoid found in marine species known to improve exercise efficiency, performance and recovery. A free-radical scavenger. Collagen peptides are building blocks of cartilage production, provide strong support for healthy joints.

TRI Release: Pre or Post workout. 3 types of proteins: whey protein isolate (rapidly digested), egg white (intermediate rate of digestion), and milk protein concentrate (slow digestion), all necessary for immediate and sustained amino acid release. Contains Velositol, a chromium complex to improve the efficacy of the BCAAs. Chromium supports fat, protein and carb metabolism. Not a meal replacement. A great addition to an active or inactive lifestyle needing protein.

Hydrate: Pre, during or post workout. Enhances the uptake of water into cells. Electrolyte drink with no sugar, no artificial sweeteners, colors or flavors.

Convenience

The following provide a solid foundation of nutrients in a very convenient delivery system.

Complete Essentials w/ IsaGenesis: Includes all minerals, vitamins and antioxidants in convenient AM and PM packs: CytoActives, IsaOmega, C-Lyte, Essentials (men or women)

Bone Broth: Bones and connective tissue are the only true dietary sources of type II collagen, a protein that keeps skin, teeth and joints healthy and strong. Bone broth naturally contains hyaluronic acid, glucosamine, chondroitin, calcium and magnesium, and rare amino acids all which support joint mobility and a healthy inflammatory response.

CBD Oil: Helps regulate our Endocannabinoid System by attaching to CB1 & CB2 receptors within our central nervous system, gut, and endocrine system.

Shakes: Full meal replacement providing 20 amino acids, prebiotic fibers, minerals, vitamins, healthy fats, 100% grass fed whey protein, complex carbs and sugar from beets, pears and apples.

Please speak with your doctor about possible interactions with current medications you're taking.

We do not claim to cure, treat, or diagnose disease.

Additional notes:

Grass fed: Don't be fooled by the grass-fed label, manufacturers are able to use the claim without finishing the cow on grass. Only 100% grass-fed cows have been proven to produce amino acids known to increase glutathione in our liver. Also, only 100% grass-fed cows produce a 4:1 ratio of omega 6 to Omega 3's. A grain-fed or finished cow produces Omega 6-3 ratio of 40:1 which causes inflammation within our bodies when we eat it.

CBD Oil: The regulations are tightening up with the production of CBD products. Isagenix uses safe and responsible practices at a privately owned farm exclusive to Isagenix, growing cannabis plants in a field with no use of pesticides or harmful agents. The process can be traced from planting of the seed to extraction of the oil.

Probiotics: The container in which the probiotics come in has a mechanism which pulls moisture out of the container, helping keep the environment stable for the living microorganisms so no need for refrigeration. The capsule is made from a natural product that allows it to travel through a very acidic environment in our stomach and arrive in our lower intestines without further damage to the living microorganisms.

Digestive Enzymes: Our shakes are "non-denatured", meaning the digestive enzymes are not heated and killed. Supports assimilation and delivery of proteins. If experiencing cramping and bloating, additional digestive enzymes may be needed, in which we recommend IsaBiome digestive enzymes once per day at your largest meal, or with meals that typically cause digestive upset.

Options for Foundation and Transformation Packs:

\$6/Day

1 shake/day + 1-2 support products

The Anti-Aging Pack: 2 canisters IsaLean Shakes, 1 bottle IsaGenesis

The Gut Health Pack: 2 canisters IsaLean Shakes, 1 Probiotic, 1 Digestive Enzyme

The Brain Health Pack: 2 canisters IsaLean Shakes, 1 CBD Oil, 1 IsaOmega

The Heart Health Pack: 2 canisters IsaLean Shakes, 1 CBD Oil, 1 Heart Booster

The Healthy Weight Pack: 2 canisters IsaLean Shakes, 1 Cleanse, 1 Cleanse bundle

The Energy/Stress Pack: 2 canisters IsaLean Shakes, 1 CBD

The Pain Management Pack: 1 CBD Oil, 1 Joint and Pain formula, 1 IsaOmega

The Workout Pack: 1 Tri Release, 1 Power, 1 BCAA, 1 Repair, 1 Hydrate

The Convenience Pack: 2 canisters shakes, 1 Box Complete Essentials w/ IsaGenesis

\$10/Day

1-2 Shakes a day + 1-3 support products

Healthy Weight Pack: 30 day Basic Pack (2 shakes/day, 1 oz Ionix, 4 cleanse days)

Gut Health Pack: 2 canisters shakes, IsaBiome System, 1 CBD, 1 IsaFlush

Brain Health Pack: 2 canisters shakes, CBD, IsaOmega, Brain Boost, 1 IsaGenesis

Immune System Pack: 2 canisters shakes, 1 probiotic, 1 CBD, 1 Immune Booster

Stress/Energy Pack: 2 canisters shakes, 1 CBD, 1 Ionix, 1 CBD, 1 CytoActives, 1 Bea

Workout Pack: TRI Release, Power, Repair, 1 BCAA, 1 Hydrate, 1 Bea, 1 E+ shots

Convenience Pack: 4 canisters shakes, 1 Box Complete Essentials w/ IsaGenesis,

\$15/Day

1-2 Shakes a day + 3-6 support products

Healthy Weight: Premium pack (2 shakes/day, Ionix, Cleanse, Accelerator, IsaFlush, IsaDelights, Whey Thins, 10 Meal replacement bars)

Gut Health: 4 canisters shakes, 2 Cleanse bottles, 1 Bone broth, 1 IsaBiome system, 1 IsaFlush

Convenience Pack: 4 canisters shakes, 1 box complete essentials w/ IsaG, 1 CBD

\$20/Day

2 shakes a day + 3-6 support products

Healthy Weight: Value Pack (2 shakes day, Complete Essentials w/ IsaG, Ionix, Cleanse, Cleanse support products, Whey Thins, Greens, Blender, 10 Bars, E+ Shots, Accelerator, IsaFlush

Convenience Pack: 4 canisters shakes, 1 box Complete Essentials w/ IsaG, 1 CBD, 1 IsaBiome

