

# ISAGENIX COMMITMENT TO HEALTH THE ECONOMIC IMPACT<sup>†</sup>



Arizona State University

Seidman Research Institute

IN 2017, Isagenix commissioned Arizona State University's Seidman Research Institute to evaluate estimated economic savings resulting from weight loss and BMI reductions reported by 12,561 overweight and obese Isagenix Customers. Seidman used the reported results to estimate the potential cost savings and benefits in terms of lower treatment costs for 20 diseases common to overweight and obese individuals‡ and greater workforce productivity/retained earnings to the U.S. economy associated with sustainable weight loss. The Seidman report assumes an average age of 45, and when calculating 20-year savings and benefits, assumes the individuals work to the age of 65 while maintaining the weight loss/BMI reduction.

## \$461 MILLION

### ESTIMATED ECONOMIC SAVINGS

over a 20-year period due to the reduced probability that a sample group of 12,561 customers who self-reported weight loss would contract 20 high-risk diseases.



## \$18 BILLION

### ECONOMIC SAVINGS

over a 20-year period for a simulated Isagenix U.S. Customer base of 500,000.\*



## \$36,700

### ESTIMATED AVERAGE

per person savings for the U.S. economy over a 20-year period due to the reduced probability that a person from a sample group of 12,561 Customers who self-reported weight loss would contract 20 high-risk diseases.



## 20%

### OF COSTS TO THE U.S. ECONOMY

Costs to the U.S. economy identified by the Milken Institute‡ could be avoided if BMI reductions observed in the sample group took place across the nation's overweight and obese populations.

## 347,000 ENTRIES

2014 TO JUNE 2018

## 103,457 COMPLETIONS

AS OF MARCH 2018

(THIS TOTAL DOES NOT INCLUDE MEMBERS ACTIVELY PARTICIPATING IN A CURRENT CHALLENGE)



**THE ISABODY CHALLENGE®** is a 16-week body transformation challenge in which participants submit "before" and "after" photos, use Isagenix products to support their transformation goals, and submit personal essays describing their journeys to greater health and fitness. Each year, participants achieve a wide range of health and fitness goals, including weight loss, muscle gains, energy, and increased performance. All who successfully complete their IsaBody Challenge receive a coupon code for up to US\$200 of Isagenix products. Everyone who completes the IsaBody Challenge also has the chance to win a share of over US\$1,000,000 in money, prizes, and trips.



**LOSING 100 OR MORE POUNDS** is a particularly remarkable achievement that Isagenix has long celebrated. Club members have reported weight loss success totaling 26,912 pounds to date.\*\*

## 421 LBS

GREATEST REPORTED WEIGHT LOSS\*\*

## 120 LBS

AVERAGE WEIGHT LOSS BY 100-POUND CLUB MEMBERS\*\*

\*\*Results not typical. Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. † In a two-phase study performed from 2015-2016 by Skidmore College in New York, researchers evaluated use of Isagenix products for weight loss. As part of the weight loss phase, the participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week and lost an average of 24 pounds after 12 weeks. Isagenix products and systems promote and support good health, including healthy weight. While our products are not intended to treat, cure, or prevent any disease, persons who live at a healthy weight generally have better overall health and avoid many weight-related health problems.

\*Assuming all 500,000 have the same overweight and obese proportions and age shares as the sample group, they all achieve the same success observed in the sample group, and the reduced BMI remains permanent.

†Weighing Down America: The Health and Economic Impact of Obesity (Milken, 2016).



155 E. RIVULON BLVD., GILBERT, AZ 85297 | 480-636-5700 | ISAGENIX.COM