



# ISAGENIX<sup>®</sup>

## FAST FACTS

### About Isagenix International

Established in 2002, Isagenix provides systems for weight loss, energy, performance, healthy aging, and wealth creation. With nearly 600,000 customers worldwide and more than 100 life-changing products, packs, and systems globally, the company is committed to producing Solutions to Transform Lives™. Since its inception in 2002, Isagenix has generated \$6 billion in cumulative global sales through an independent network of associates in the U.S., Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, Singapore, Malaysia, Colombia, Indonesia, the United Kingdom, Ireland, the Netherlands, Belgium, Spain, and South Korea. Isagenix is a privately owned company with headquarters in Gilbert, Arizona. For more information, visit [Isagenix.com](https://www.isagenix.com).

### Corporate Facts

- Isagenix is a family-owned and operated business led by direct selling veterans Jim and Kathy Coover, their son, Erik, and their partner and minority investor, Jim Pierce.
- Isagenix is the largest company (by revenue) headquartered in Gilbert, Arizona. Gilbert is one of the top 10 fastest-growing communities in the U.S. per the U.S. Census Bureau.
- Isagenix has more than 700 employees in the U.S. and nearly 1,000 internationally.
- Isagenix is in 18 markets internationally in the U.S., Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, Singapore, Malaysia, Colombia, Indonesia, the United Kingdom, Ireland, the Netherlands, Belgium, Spain, and South Korea.
- Since its founding in 2002, Isagenix has generated \$6 billion in cumulative global sales.
- In 2017, Isagenix achieved nearly \$1 billion in global sales.
- Isagenix had an economic impact of \$1.6 billion in U.S. GDP in 2017, supporting 14,155 jobs and producing \$1.1 billion in labor income, per a study done by Arizona State University's Seidman Research Institute.
- A+ Better Business Bureau Rating, which we attribute not only to the quality of our products, but also to the responsiveness of our team to customer concerns.
- Since its inception, Isagenix has embodied its core value of contribution. In 2017 alone, the company contributed \$6.4 million in monetary and product donations to charitable and disaster relief causes around the world.
- In 2018, Isagenix launched the Isagenix Legacy Foundation, a 501(c)(3) nonprofit organization whose mission is to provide healthy nutrition for underserved children, wellness education for all, and aid for those affected by natural disasters. During its first 24 hours of fundraising, the Foundation raised \$2.3 million.

### Products & Scientific Research

- Isagenix offers over 100 individual health and wellness products including meal replacements, nutritious snacks, plant-based herbal beverages, and nutritional supplements.
- The top five products (by units sold) in the U.S. are: No. 1 IsaLean Shake, No. 2 Cleanse for Life<sup>®</sup>, No. 3 Ionix<sup>®</sup> Supreme, No. 4 IsaLean<sup>™</sup> Bar, No. 5 e+<sup>™</sup>; the top-selling Isagenix System is the 30-Day System.
- More than 95% of all products for global distribution are manufactured in the U.S.
- Isagenix has 50+ full-time scientists on staff in addition to its Scientific Advisory Board that includes top medical and health professionals.



- The company collaborates with well-respected universities and laboratories on clinical research and studies on the effectiveness of Isagenix products with intermittent fasting, protein pacing, lean muscle mass, and overall weight loss. Learn more at [IsagenixHealth.net/Research](http://IsagenixHealth.net/Research).

### Body Transformation Programs

- The IsaBody Challenge® is a 16-week, life-changing transformational journey available to all Isagenix Customers and Members in the U.S., Puerto Rico, and Canada. Judging takes place three times per year. The U.S. Grand Prize Winner is announced at the annual New Year Kick Off event and awarded US\$25,000 plus prizes, and a Runner-Up is awarded US\$10,000 plus prizes. Fifteen IsaBody™ Finalists also receive US\$3,000 plus prizes, and 30 Honorable Mentions receive US\$1,000 plus prizes. Since 2011, there have been more than 100,000 completions in the Challenge. For more information about the U.S. challenge, visit [IsaBodyChallenge.com](http://IsaBodyChallenge.com). *\*Prizes and challenge rules vary by market. Please see rules specific to each market for detailed information.*
- From 2014 to June 2018, the IsaBody Challenge®, which is open to customers over the age of 18, has had more than 347,000 entries.
- Participants have self-reported an average of 11.25 pounds lost and 5 pounds of lean muscle weight gained during the 16-week IsaBody Challenge®.
- The 100-Pound Club honors those who achieve the milestone of losing 100 pounds or more while using Isagenix products.\* The club offers support to help members maintain and improve their physical transformation and mindset.
- The greatest weight loss for the 100-Pound Club is 421 pounds. Club members have reported nearly 27,000 pounds of weight loss as of May 2018.\*

*\*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. View the study results.*

### Company Awards & Recognition (View all awards at [Isagenix.com/About-Isagenix/Company-Awards](http://Isagenix.com/About-Isagenix/Company-Awards).)

- Recognized on the Inc. 5000 list 11 consecutive years as one of the fastest-growing private companies in America; Inc. 5000 10X Club member
- Named 2018 Direct Selling Association Top 20 Direct Sales Companies by U.S. net sales
- Listed as one of the Phoenix Business Journal's 2018 Healthiest Employers, Largest Phoenix-Area Family-Owned Businesses, and Largest Phoenix-Area Corporate Philanthropists
- Named one of the 2018 Arizona's Most Admired Companies by Az Business Magazine and BestCompaniesAZ
- Named one of the 2018 Best Places to Work in Direct Selling by Direct Selling News magazine and ranked No. 27 on the publication's 2018 DSN Global 100
- Recognized by the Better Business Bureau serving the Pacific Southwest as a 2018 BBB Torch Awards for Ethics Finalist
- Named a 2018 Greater Phoenix Chamber of Commerce IMPACT Awards finalist
- Received 2017 Arizona Corporate Excellence Top Private Companies & CEO of the Year awards from the Phoenix Business Journal



## Customer Demographics

- Isagenix has nearly 600,000 customers worldwide.
- Nearly 80% of customers are simply using the products and not actively building a business or sharing product.
- The U.S. and Canada customer profile is 86% female (47% have children in the home, 41% have no prior network marketing experience, 34% have earned a college education, 40% are at least 50 years old, and 73% are married/partnered.)

## How can someone new to Isagenix buy products?

The best way to help customers achieve their transformational goals is to offer a supportive community and a one-on-one approach when ordering products through independent associates (or “consultants”). Isagenix consultants help customers design solutions that support a customer's specific wellness goals, while offering the best pricing and peer-to-peer support.

## Media Contact

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