



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 nearly \$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, and the Netherlands. Isagenix is a privately owned company with headquarters in Gilbert, Arizona. For more information, visit Isagenix.com.

Corporate Facts

- Isagenix is a family-owned and operated business owned by direct selling veterans, Jim and Kathy Coover, and 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. according to the U.S. Census Bureau.
- More than 700 employees in the U.S., and nearly 1,000 internationally.
- 15 markets internationally in U.S., Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, Singapore, Malaysia, Colombia, Indonesia, United Kingdom, Ireland, and Netherlands with continued expansion.
- Since its inception since 2002, Isagenix has generated nearly \$6 billion in cumulative global sales.
- In 2017, Isagenix achieved nearly \$1 billion in global sales.
- Isagenix had an economic impact of \$1.5 billion in U.S. GDP in 2016, supporting 13,444 jobs and producing \$1.1 billion in labor income, according to a study done by ASU's Seidman Research Institute.
- \$4 million in product and monetary donations given in 2017 to charitable and disaster relief organizations
- In 2017, Isagenix, its customers, and its employees raised nearly \$3 million for Make-A-Wish. Since 2012, Isagenix, its customers, and its employees have raised over \$9 million in 12 countries, which is enough to help the nonprofit grant over 938 wishes. Isagenix is one of the largest sponsors of Make-A-Wish in the world, and the largest corporate sponsor in Arizona.

Products & Scientific Research

- Over 100 individual health & wellness products including meal replacements, nutritious snacks, plant-based herbal beverages, and nutritional supplements.
- Top 5 products (by units sold) in U.S.: #1 IsaLean Shake, #2 Cleanse for Life, #3 Ionix Supreme, #4 IsaLean Bars, #5 e-Shot; Top selling Isagenix System is our 30 Day Weight Loss System.
- More than 75% of all products for global distribution are manufactured in Arizona.
- 50+ full-time scientists on staff in addition to our Scientific Advisory Board including top medical and health professionals.
- Isagenix 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/isagenix-science/



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. and Canada. Judging takes place three times per year. The Grand Prize Winner is announced at the Isagenix annual Celebration event and awarded \$25,000 cash plus prizes. Fifteen IsaBody™ Finalists also receive \$3,000 cash plus prizes. Since 2011, more than 25,000 individuals have completed the Challenge. For more information about the Challenge, visit IsaBodyChallenge.com.
- Since 2014, the IsaBody Challenge®, which is open to customers over the age of 18, has been completed more than 100,000 times by participants across the world.
- Participants self-reported an average of 11.25 pounds lost and 5 pounds of lean muscle weight gained during the 16-week IsaBody Challenge®.

Company Awards & Recognition (view all awards at isagenix.com/about-isagenix/company-awards)

- Inc. 5000 Fastest Growing Companies of America for 11 consecutive years and member of the 10X Club, achieved by only half of 1% of honorees.
- 2017 Arizona Corporate Excellence Top Private Company & CEO of the Year award recipient.
- Named 2016 Direct Selling News top 20 Direct Sales Companies by U.S. net sales, and a 2017 Best Place to Work.
- Listed among 2016 Phoenix Business Journal Valley's Largest Corporate Philanthropists, Best Places to Work, Healthiest Employers, and Top Family-Owned Business.

Customer Demographics

- Nearly 600,000 customers worldwide.
- More than 80 percent of our customers are simply using the products and not actively building a business or sharing product.
- Customer Profile (U.S. & Canada): 86 percent female; 47 percent have children in the home; 41 percent have no prior network marketing experience; 34 percent have earned a college education; 40 percent are at least 50 years old; 73 percent are married/partnered

How can someone new to Isagenix buy products?

The best way to help our customers achieve their transformational goals is to offer a supportive community and a one-on-one approach when ordering products through our independent associates (or "consultants"). Our consultants help customers design solutions that support a customer's specific wellness goals, while offering the best pricing and peer-to-peer support. Consumers may also order our products at retail prices directly from Isagenix.com.

Media Contact

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