



# ISAGENIX<sup>®</sup>

## FAST FACTS

### About Isagenix International

Established in 2002, Isagenix provides systems for weight loss, performance, vitality and well-being, personal care and beauty, and financial wellness. 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™. Isagenix shares its products and solutions through a network of independent distributors in 18 markets: the United States, 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://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 has more than 600 employees in the U.S. and more than 800 internationally.
- The company is in 18 markets internationally in the U.S., Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, Singapore, Malaysia, Colombia, Indonesia, the U.K., Ireland, the Netherlands, Belgium, Spain, and South Korea.
- 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.
- The company has an A+ Better Business Bureau rating, which it attributes not only to the quality of its products, but also to the responsiveness of its team to customer concerns.
- Since its inception, Isagenix has embodied its core value of contribution. In 2018 alone, the company contributed \$7.2 million in monetary and product donations to charitable and disaster-relief organizations.
- In 2018, Isagenix launched the Isagenix Legacy Foundation, a 501(c)(3) nonprofit organization whose mission is to provide healthy nutrition and support 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. The foundation awarded its first grants, totaling \$665,400, in January 2019.

### 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: 1) IsaLean® Shake, 2) Cleanse for Life®, 3) IsaLean Bar, 4) Ionix® Supreme, and 5) e+™. The top-selling Isagenix System is the Weight Loss Basic Pack (30-Day System).
- More than 95 percent 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](https://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 United States, 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. Judging for each market takes place three times per year, with winners announced after the final judging period. In the United States, the U.S. Grand Prize Winner is announced at the annual New Year Kick Off event in January and awarded \$25,000 plus prizes, and a Runner-Up is awarded \$10,000 plus prizes. Fifteen U.S. IsaBody™ Finalists receive \$3,000 plus prizes, and 30 Honorable Mentions receive \$1,000 plus prizes. A Global IsaBody Grand Prize Winner is announced at the Global Celebration event in August and awarded \$50,000 plus prizes. Prizes and challenge rules vary by market. Please visit [IsaBodyChallenge.com](http://IsaBodyChallenge.com) and select the market of your choice for detailed information.
- Since 2014, the IsaBody Challenge, which is open to customers over the age of 18, has had more than 400,000 entries in North America.
- 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 31,554 pounds of weight loss as of May 2019.\*

*\*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. A two-phase 2016 study published by researchers at Skidmore College showed an average weight loss of 24 pounds after 12 weeks. The study evaluated the use of Isagenix products in men and women for weight loss followed by weight maintenance. During the weight maintenance phase, the subjects who continued the calorie-controlled program using Isagenix products better maintained their weight loss in comparison to those who transitioned to a traditional diet after 52 weeks.*

## 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 one of the 2019 Top 20 member companies by the Direct Selling Association
- Named one of the 2019 Best Places to Work in Direct Selling by Direct Selling News magazine
- Listed as one of the Phoenix Business Journal's 2019 Healthiest Employers and 2018 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
- 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 percent 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 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, and 73 percent 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 distributors (whom we call “associates”). Isagenix associates help customers design solutions that support a customer's specific wellness goals, while offering the best pricing and peer-to-peer support.

## Media Contact

Megan Dean  
Director, Corporate Communications & PR  
Direct: 480.927.3162  
Cell: 480.220.6752  
[Megan.Dean@IsagenixCorp.com](mailto:Megan.Dean@IsagenixCorp.com)