

*If You could design your Life?
(and you can)
What would it Look Like?*

Isa News

WHY? ISAGENIX

Isagenix is the ultimate transformation system to combat the toxins in our environment, improve body composition, slow the aging process and YES, create wealth. Our winning mix of innovative systems, experienced leaders, revolutionary products, and generous compensation plan has produced nearly 130 Isagenix Millionaires—and we're just getting started.

Market Trends

The value of Isagenix is significant considering the following:

- ✘ **Alarming health epidemic:** According to the World Health Organization, 500 million adults, 20 and older, are obese. Estimates say by 2015 that number will jump to 700 million. Obesity is a major risk factor for chronic diseases, accounting for an estimated 2.5 million deaths per year. Obesity is preventable.
- ✘ **New and growing market:** The global anti-aging products market is estimated to reach \$291.9 billion by 2015. The baby boomers controlled 75% of the total anti-aging market in 2008, with a global impact of \$162.2 billion. By 2013 the boomer market will reach \$274.5 billion, a compound annual growth rate of 11.1%. (Source: Anti-aging Products and Service: The Global Market, BCC Research)
- ✘ **Recession-proof industry:** The number of direct-sales representatives nationally was 16.1 million in 2009, up by 1 million from 2008, according to the Direct Selling Association. (At Isagenix, our sales force was up 30% between the period of March 2008 and 2009.)
- ✘ **Hidden economy:** An estimated 6.6 million home-based enterprises provide at least half of their owners' household income. According to Home Business Magazine, estimates state nearly 70% of home-based businesses succeed for at least a three-year period, compared to 29% outside-the-home business ventures. The higher success rate was contributed to the flexibility of operating part time around a day job.

Motivational Training Call

9am edt., 8am cdt., 7am mdt., 6am pdt.

Monday – Friday

302-202-1108

Pin 114089

Entrepreneurial Call

302-202-1108

Pin 114089

11am edt., 10am cdt., 9am mdt., 8am pdt.

Saturday

ISA FYI

- What Happens when you step outside your Comfort ZONE.
- Sit back, Relax, and watch Celebration Live at Home.
- Trying to Stay Cool? We suggest this perfect summer treat.
- Top 10 Celebration 2015 Isa Body Challenge Honorees Unveiled.
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For More Details: isafyi.com

Isa Product of the week

t+ Chai

t+ — A delicious hot or iced tea prepared in a snap. Stay calm and improve concentration with t+ Chai, an Adaptogen-rich tea with benefits. • Helps fight stress; maintains health and energy • Supports balanced mood; Promotes calmness and control • Helps maintain clarity and alertness • Enhances physical and mental performance • Replaces high-calorie beverages

t+ Chai

Stay calm and improve concentration with t+ Chai, an Adaptogen-rich “tea with benefits.” Each snap pack offers a delicious chai-flavored black tea concentrate containing a soothing blend of Adaptogens, called Adapto+™, which help calm the mind, and provide balanced mood and clarity. • A delicious hot or iced tea prepared in a snap.



t+CHAI

- Helps fight stress; maintains health and energy
- Enhances physical and mental performance
- Supports balanced mood; promotes calmness and control

t+CHAI

30-count snap packs

Retail \$39
Assoc. \$30 / 20BV

Isa Science of the week

Why a tea-infused adaptogenic blend?

Tea is second only to water as the most-consumed drink in the world, and for a good reason; it is the only beverage commonly served hot or iced, anytime, anywhere and is suitable for any occasion. People drink tea for many reasons: as a calming escape from the day's regular tensions, to catch up with a friend over a cup, and for many, to reap the health benefits of this antioxidant-rich beverage. **What are the benefits of t+ Chai?**

t+ Chai is a unique formulation that contains chai-flavored black tea with significant amounts of polyphenolic antioxidants. Complementing the tea is an herbal Adaptogen blend formulated by the legendary scientist and “Father of Adaptogens,” Dr. Israel Brekhman, who was a pioneer in the discovery and development of these stress-neutralizing agents.

Isagenix has exclusive access to his proprietary blend, making t+ superior to other adaptogenic products on the market. Our Adapto+ blend helps make t+ the perfect beverage for supporting mental clarity while helping the body adapt to stress.

What are Adaptogens and who needs them?

Adaptogens are unique plants that strengthen the body's capacity to resist and reduce stress as well as promote physical and mental performance. Whether you need a high-energy pick-me-up, an ally in your fight against chronic stress or natural support for today's overtaxed immune systems, Isagenix has a product for you.

What is the difference between the Adaptogens in Ionix Supreme and the Adaptogens in t+ Chai? While the Adaptogen blends in Ionix Supreme® and t+ Chai have some overlap, they contain different kinds and amounts of adaptogenic herbs and botanicals. This is why you will receive maximum benefits from consuming both products on a daily basis. While the Ionix Supreme Adaptogen blend (IsAdapt™) is primarily designed for total body healthy aging and stress management, the t+ Chai adaptogenic blend (Adapto+) is primarily designed to support calming focus and control.

It is completely safe to take both Ionix Supreme and t+ Chai on the same day.

How do I use t+ Chai? Isagenix t+ Chai is offered in unique, convenient and ready-to-use packaging. These snap packs make it easy to have t+ anywhere, anytime. Simply pop open a snap pack and drop the t+ liquid serving into hot or cold water, as preferred. t+ Chai is a good-for-you alternative to the highcalorie and sugar-filled beverages on the market today, with considerable convenience. t+ Chai is better health in a snap!

Leadership Inspiration

Prior to Isagenix, I was the owner of 3 traditional brick and mortar businesses. I believed these endeavors would be my freedom from working for someone else. What I found was, I was working harder, longer hours, my free time was completely gone, and my overhead was enormous based on what I was earning. When I was introduced to Isagenix and Network Marketing, at first I said NO!! I did not want another "business", I was already stretched thin with the 3 that I had. Luckily, I decided to take another look. Because I chose in to Isagenix, our lives have changed dramatically, our health is improved, I have been able to retire my husband, Vinnie, from the electrical union, and now he gets to work with me on this mission. We have created a multiple 6-figure income and we are now showing others the way. One important thing I have learned, is that, most people who join this company, will greatly OVERESTIMATE what they will earn the 1st year, and greatly UNDERESTIMATE what they will make year 2 thru 5. The problem is, most people will not make it to year 2. They will quit before their dream is realized. The important thing to know is that you must hone your skills here, learn this profession and what works for you, and not take it personal when someone says "no". The work that you do on yourself, in growing your skills, will keep you in the game with the knowledge that you will earn while you learn. My first year in the company I made \$3,900.00. The second year I made \$25,000. During these two years I was learning and growing my knowledge and skills. I was also building the foundation of my business. My business has only grown EVERY year since year 1. Some years had more growth, some had less growth, but it has always grown! For ten years straight! If I had based my results on my first year of \$3,900.00, I would have quit long ago. Instead, I chose to look at this as earning while I was learning. The skills I have acquired and the personal work I have done on myself, have created a multiple 6-figure income for us every year and a life of freedom. For some it is a sprint, and for some it is a marathon, just keep running!! The only way to fail is to quit, so my words to you today are - NEVER QUIT!! Build your foundation, learn the skills and create something amazing!!!

Hugs and Love to you all!

JoJo and Vinnie Bennington 1 Star Executive 5 Star Golden Circle

Recipe of Week

Cucumber Cashew Roll

- ✂ 1 tortilla
- ✂ 3 teaspoons IsaCrunch® premium hulled hemp seeds
- ✂ ½ cup chopped cucumber
- ✂ 1 cup chopped romaine lettuce
- ✂ ½ medium-size tomato – chopped
- ✂ 6 raw cashews—chopped



Olivella Dressing (for Cucumber Cashew Roll)

- ✂ 1 tablespoon olive oil
- ✂ 1 tablespoon lemon juice
- ✂ 1 teaspoon white vinegar
- ✂ ½ teaspoon fresh parsley—finely chopped
- ✂ 1 medium clove garlic—minced
- ✂ Salt/pepper to taste

Warm the tortilla, then brush with a very light coat of the Olivella Dressing. Sprinkle IsaCrunch atop tortilla. Mix together your lettuce, cucumber, cashews and tomato. Drizzle with remaining dressing and toss lightly. Place mixture evenly atop tortilla. Roll tightly and enjoy.

Tip of Week

Choosing the right vehicle at the right time is a rare and highly profitable skill that can be learned!



Links

- ✂ <http://www.isamovie.com>
- ✂ www.isagenixbusiness.com
- ✂ www.isaproduct.com
- ✂ www.isagenixcompliance.com
- ✂ www.fyi.com
- ✂ www.isagenixhealth.net
- ✂ www.startyourlife.com
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