

A Simple Guide to a Powerful You

Performance Solutions



Performance. Take yours to the next level.
Performance is how we are measured.
In our work, in our play, **performance matters.**

We combined the **best** in science and nature
To give you the measurable edge.
Every product in our **AMPED™** line is
Designed to help you perform at the highest level.

These are the components you **need**
To deliver the results you **want.**

Welcome to Isagenix!

On behalf of the hundreds of thousands of successful Isagenix product users worldwide, we want to congratulate you on starting a journey that can transform your health.

This guide is designed to help you amplify your success. It is easy to follow, developed by experts, and used by people like you who have been successful at reaching their goal of claiming a healthier lifestyle they can sustain for the rest of their lives.

Our goal is to put you in control of your health and to help you learn how to incorporate these nutritional products and healthy eating habits into your and your family's lifestyles. As you read through this guide, you will learn about many of the tools we have in place to support you. If you have a question about a product, call 1-877-877-8111 (toll-free) or visit Isagenix.com or your Back Office to chat live with Customer Care.

To your success!

Erik Coover
Senior Vice President of Global Field Development



A man in a black and orange athletic outfit is running on a dirt path in a desert landscape. The path is flanked by low stone walls. The background shows a rocky hillside with sparse vegetation under a bright sky. The image is overlaid with a series of horizontal colored bands (orange, yellow, red, grey) that serve as a background for the text.

This guide is divided into five sections:

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GETTING STARTED

- Mark Your Measurements
- Set Your Goals
- Take the Pledge
- Take Your Picture

Your Personal Pledge & Vision Statement will help you solidify your commitment and identify your Support Team. This is one of the most important steps to getting started, so take your time and be thoughtful.



Natalie Holstlaw
2015 IsaBody Challenge
Grand Prize Winner

PERSONAL PLEDGE & VISION STATEMENT

I, _____, am fully committed to creating a breakthrough in my personal health and overall performance. My goal is to

Example: run a 5K in less than 30 minutes.

My "Why"

I know that my success will greatly improve my health, performance, and overall quality of life. My life will be better with each day that I get closer to reaching my goal, because I will be able to _____

My Support Team

Research has proven that written goals are much more likely to be achieved and sharing your goals with others will further support your success.

My Sponsor is _____. My Sponsor is there not only to offer support, encouragement, and advice, but also to answer questions and guide me through my journey to a healthier, new lifestyle.

I will surround myself with positive people who will support me and understand how important my Isagenix program is to me. My Support Team includes:

Signed: _____ Date: _____

Sponsor Signature: _____ Date: _____

MY PERSONALIZED PERFORMANCE SUCCESS TRACKER

	Day 1	Day 30	Day 60	Day 90
Strength				
 Bench Press				
Muscular Endurance				
 Pushups				
 Situps				
Performance				
 Running Time				
Balance				
 Stork Stand				
Flexibility				
 Sit and Reach				
Body Composition				
Body Weight				
% Body Fat				

YOUR PRODUCTS

What makes Isagenix unique and special is our no-compromise approach to product formulation and our convenient solution systems. Let's take a moment to get to know the nutritious and delicious products you are about to experience.

Each product is extraordinary on its own, but your results are magnified when you use them as part of a carefully designed system.

1. AMPED Power

AMPED™ Power is a pre-workout supplement designed to boost exercise and accelerate strength and power during workouts.†

2. AMPED NOx

AMPED NOx is a pre-workout shot that supports nitric oxide production, which increases blood flow and oxygen delivery to cells so your muscles can function efficiently and prevent fatigue.†

3. AMPED Fuel

AMPED Fuel is a conveniently packaged mid-workout gel that helps sustain endurance during any extended or demanding activity.†

4. AMPED Recover

AMPED Recover is a post-workout supplement to support muscle rebuilding and recovery.†



†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

5. AMPED Hydrate

AMPED Hydrate is a refreshing, hydrating sports drink enriched with vitamin C, vitamin B-complex, and electrolytes.

6.e+

e+™ is a long-lasting and flavorful energy shot, made with naturally sourced plant-based caffeine and Adaptogens. e+ is perfect for a caffeinated boost before workouts or as a mid-afternoon pick-me-up.

7. IsaLean PRO Shake

IsaLean® PRO Shake is a complete meal replacement for maximum lean muscle building and boosting metabolism with 36 grams of high-quality protein per serving.

8. Ionix Supreme

Performance activities put our bodies through physical stress. Combat the negative effects of stress with this proprietary botanical concentrate.† Enjoy 1-2 servings of Ionix® Supreme daily.



Flavor Options



Canister



Sticks

or



Flavor Options



Liquid



Powder

or

YOUR SYSTEM

Isagenix offers two performance systems—the Performance Value/President's Pak and the classic Performance System (also available as a custom pack). Both systems combine AMPED products, high-quality protein, and accessory products to help improve your performance and enhance your fitness.





PERFORMANCE SYSTEM

The Performance System offers a mix of nutrients, energy boosters, and high-quality protein for muscle growth and recovery to support you in achieving a tighter, leaner physique, and optimal performance.



CUSTOM PERFORMANCE SYSTEM

At the end of your Performance System, you may find that you want more of a certain product or even different products with your next pack. The Custom Performance System gives you the core products you want, and a voucher that lets you choose additional products to tailor the system to fit your needs.



PERFORMANCE VALUE/PRESIDENT'S PAK

This pack is perfect for active people who want to build leaner physiques and enhance their performance and recovery. Complete with extra products to share and a broad range of powerful marketing tools, this pack gets you (and your business!) up and running fast. Includes a free, one-year membership.

HOW TO USE

The Performance System is the perfect solution for every type of athlete and active adult. Whether you run marathons, compete in bodybuilding, play professional sports, or just go to the gym regularly to stay in shape, there is a system and series of products that will help you meet your goals. The following guidelines are examples of how you might use the products in your daily routine. You may find that a different routine works best for you as you progress through the system.

ENDURANCE

Endurance activity includes anything from marathons and triathlons to training for a local 5K race. Workouts can last long periods of time and anyone engaging in endurance activity needs carbohydrates to stay fueled and recovery products to help reduce muscle breakdown.†

TIP:

Carb Timing

Timing of carbohydrate intake can be key to avoiding fatigue during endurance training. Endurance athletes should consume 30 to 60 grams of carbohydrates every hour for optimal performance.



PRE-WORKOUT



**AMPED
Nox**



**AMPED
Power**

MID-WORKOUT



**AMPED
Fuel**



**AMPED
Hydrate**

POST-WORKOUT



**AMPED
Recover**



**IsaLean
PRO Shake**

ADDITIONAL OPTIONS

Joint & Pain Relief System
Ageless Essentials™ Daily Pack
e+

BUILD MUSCLE MASS

Anyone who focuses on building lean muscle mass relies on a high-protein diet for both building and recovery. Pre-workout products help kick-start and sustain weight training while post-workout products help muscles recover.†

TIP:

Protein Intake

Adults who focus on building muscle should consume 1.2-2 grams of protein per kilogram of body weight per day and time their intake every three to four hours over the course of the day.

PRE-WORKOUT



**AMPED
Power**



e+

MID-WORKOUT



**AMPED
Hydrate**

POST-WORKOUT



**AMPED
Recover**



IsaPro®

ADDITIONAL OPTIONS

IsaLean PRO Shake

Ionix Supreme

AMPED NOx

YOUR SYSTEM

STRENGTH & RESISTANCE

Active adults need strength and agility and can use resistance training to develop their muscles. High-protein diets and pre-workout supplements support strength and healthy blood flow during training.†

TIP: No Gym? No Problem!

Body weight can be used for a simple and effective way to improve balance, flexibility, and strength without machinery or extra equipment. Pushups, pullups, burpees, mountain climbers, lunges, and planks are all examples of resistance exercises using your own body weight.



PRE-WORKOUT

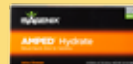


**AMPED
NOx**



**AMPED
Power**

MID-WORKOUT



**AMPED
Hydrate**

POST-WORKOUT



**AMPED
Recover**



**IsaLean
PRO Shake**

ADDITIONAL OPTIONS

IsaPro

e+

Ionix Supreme

EVERYDAY ACTIVE

Everyday active adults are people who want to get in better shape and stay fit. They can benefit from a pre-workout boost, plenty of hydration, and post-workout products to help with recovery after exercise.†

TIP: **HITT**

Try to incorporate high-intensity interval training (HIIT) into your training regimen for more time-efficient and effective workouts. Just 2.5 hours of HIIT completed over a total of two weeks has demonstrated benefits equivalent to 10.5 hours of continuous moderate exercise.

PRE-WORKOUT

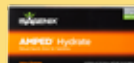


**AMPED
Power**



e+

MID-WORKOUT



**AMPED
Hydrate**

POST-WORKOUT



**AMPED
Recover**



**Ionix®
Supreme**

ADDITIONAL OPTIONS

Ageless Essentials
Daily Pack

AMPED NOx

IsaLean
PRO Shake

YOUR SYSTEM

YOUR NEW LIFESTYLE

Once you've reached your goal, you'll probably ask yourself, "What next?" The answer is simple: a lifelong healthy lifestyle for you and your family.

“*The performance products fuel my body after exercise and boost recovery—and they taste delicious!*”

Shaina Allen
CrossFit Competitor

TEAM
isagenix 



“*Isagenix sustains my energy level and allows me to race without worrying about the issues that other products have given me.*”

Michael Lantz
Ironman Competitor

TEAM
isagenix 



THE NEXT SOLUTIONS

Isagenix offers solutions to fit your goals and lifestyle. When you achieve your goals in Performance, we encourage you to experience any—or all—of our other incredible solutions.

ENERGY

Gain more energy during your everyday activities.

WEIGHT LOSS

Release pounds and burn fat through healthy weight loss.

HEALTHY AGING

Support a healthier life and age gracefully.

WEALTH CREATION

Earn income by sharing Isagenix with others and build a business for you and your family.

Go to IsaProduct.com to learn more.



YOUR NEW LIFESTYLE

Angelike Norrie

Martial Arts Competitor & Cover Model
Team Isagenix Athlete

YOUR SUPPORT

Using your Isagenix Performance System seems easy enough. We realize it's an important commitment, and you will need all of the help and support you can get to reach your goals in a reasonable amount of time.

HEALTHY MIND AND BODY

Transform your mind—and your body—in the next 60 days! Healthy Mind and Body is an innovative program, custom designed for Isagenix, so new members can achieve and sustain incredible, long-lasting results. Never before has such an effective program been integrated into a health and wellness company for only \$0.67 per day. Visit your Back Office to learn more about Healthy Mind and Body and get started on your 60-day journey today!



Rod Hairston

World-renowned leader, coach, and author

YOUR ONLINE TOOLS FOR SUCCESS

Isagenix has developed a library of online tools with you in mind. We encourage you to visit us online and explore the many tools that are available to help you better understand our culture, products, and philosophies about health and wellness. The following are your go-to resources to find answers and tips on getting the most from your Isagenix experience.



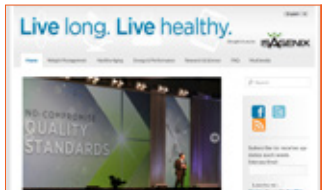
• **IsaProduct.com** is where you'll find information on Isagenix products and systems, system guides, ingredients, recipes, and more.

Coaching Call A product expert right at your fingertips. Clinical Nutritionist Dr. Ina Nozek, DC, MS will answer your questions.

Go to IsaProduct.com for days and times.

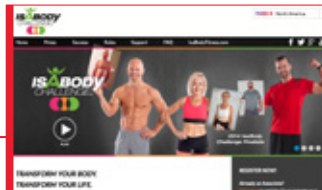


• **TeamIsagenix.com** is home to the most elite professional, collegiate, and Olympic athletes who use Isagenix products to fuel their performance.



• **IsagenixHealth.net** is where you can get valuable health and wellness info and learn about the science behind our products.

• **IsaBodyChallenge.com** is where you can begin your journey to the ultimate lifestyle transformation! Not only can you transform your body and life, but you can also win cash prizes and even a tropical vacation.



• **IsaMovie.com** is one of our primary introductory resources. You can view product and opportunity videos to help you share your Isagenix experience.

• **IsagenixBusiness.com** is the official Isagenix business training system. On this site, you can learn how to earn income by sharing Isagenix products with new customers!



• **Product recipes** can be found at Isagenix.com/en-US/Products/Recipes. Here, you'll find some of our product users' favorite recipes that they've customized and shared for everyone to enjoy.

• **StartYourLife.com** is where you'll see how a growing team of young people, ages 18-35, are striving to lead extraordinary lives and helping others do the same.



FAQ

Q: How many meals can I replace with IsaLean PRO Shake?

A: Depending on calorie needs and performance goals, IsaLean PRO Shake can be used to replace one to two meals a day. For those who have higher calorie needs and consume five to six meals per day, IsaLean PRO Shake can be used to replace up to three meals.

Q: When is the best time to take Ionix Supreme?

A: There is no wrong way to take Ionix Supreme, just take it daily. Some people prefer it in the morning when they wake up for an energizing boost, or mixed with their IsaLean PRO Shake for an Adaptogen-boosted meal. Others prefer to take it before they go to bed because they feel they get a better night's rest.

Q: Who should use the AMPED product line?

A: AMPED is for every active adult and athlete. It doesn't matter if you're training for a marathon or just going for a light jog, AMPED can help improve both your performance and results.

Q: Can I take e+ with AMPED Power and NOx before a workout?

A: Yes, e+ provides different benefits than both NOx and AMPED Power. More specifically, AMPED Power provides energy for muscles with creatine and AMPED NOx supports healthy blood flow by supporting production of nitric oxide. e+ provides benefits to mental focus and physical performance through naturally sourced caffeine and plant-based Adaptogens. The respective components in all three products are scientifically supported to improve performance when taken before a workout.

Q: Why is it important to use a pre-workout product like AMPED Power?

A: By failing to take advantage of the pre-workout period, athletes don't always get the nutrients they need to boost the intensity of their workout and accelerate gains in strength, power, and muscle mass.†

Q: Why is improving blood flow with AMPED NOx important for workouts?

A: Increase in blood flow aids athletes by increasing nutrient delivery and oxygen levels.†

Q: How does AMPED Hydrate support optimal hydration for workouts?

A: Water and electrolytes are essential to keep the body hydrated and to help regulate body temperature. For peak performance, it is critical to replace water and electrolytes that are lost through sweat.

Q: Why does Isagenix include BCAAs in AMPED Fuel?

A: Not only can consuming branched-chain amino acids during training help reduce muscle breakdown, but it may also suppress exercise-induced muscle damage and muscle soreness and help accelerate recovery.†

Q: Why is a recovery drink like AMPED Recover important after workouts?

A: Supplementation of BCAAs along with consuming around 20-40 grams of whey protein post-workout supports the process of muscle protein synthesis.†



Follow Isagenix on **Facebook, Twitter, Instagram, and Pinterest**, and join our worldwide community of product users.

Meet thousands of people like you who have successfully reached their goals and enjoy a healthy lifestyle. You might even find that you are an inspiration for others on the same journey.

SHARE YOUR EXPERIENCE WITH OTHERS

One of the best ways to ensure you maintain your new lifestyle is to learn more about how to get paid for sharing Isagenix products with others. Go to **IsagenixBusiness.com** to learn how you can sustain your new lifestyle by sharing Isagenix with your family, friends, and neighbors.

Ben Kelly

Isagenix Associate since 2012

