







Essence Experience Pak
(Lavender, Lemon, Eucalyptus,
Frankincense, Tea Tree, Peppermint,
DefenseShield™, Airway™,
Content™, TumBliss™, Coconut
Application Oil, Cool Mist Diffuser)



The Essence of Essence

CRAFTED BY NATURE, SUPPORTED BY SCIENCE.

There's a science to everything — even the ancient art of using essential oils to feel your best. At Isagenix, we use essential oils in many of our products. In fact, we've been harnessing the power of botanicals for more than 16 years, so you can enjoy all the benefits and the very best that nature has to offer.

DOING A WORLD OF GOOD FOR WELLNESS.

Doing good and feeling good go hand in hand. That's why every Essence product we offer has pure ingredients. We also handle each oil with the utmost care to remain 100 percent pure. Why? Because we think doing the right thing for you and the earth isn't just good – it's essential.

PURE OILS, NO COMPROMISES.

Settling for less than the best probably isn't part of your wellness plan and should be no different for essential oils. That's why every oil in our Essence line is carefully selected and third-party tested as well as backed by our no-compromise commitment to quality. What does that mean for you? Pure peace of mind with every drop.

How Essence Is **Different**

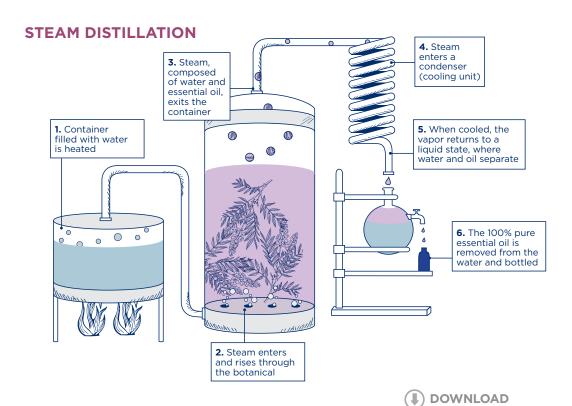
EXISTING ESSENTIAL OIL MARKETPLACE	ESSENCE BY ISAGENIX
Leads with the oil rather than the customer's needs.	Identifies the desired health and wellness benefit and presents the proper oil to complement the solution.
Promotes do-it-yourself oil blending by marketing empty bottles and mix kits.	Keeps it simple by offering precisely preblended oils that are formulated to provide desired results.
Has a long list of oils that are similar to each other and confusing to the consumer.	Focuses on providing the most effective oils to support health and wellness.
Promotes abstract qualities that are not always backed by clear science.	Motivated to share oils with benefits supported by science.
Focus solely on essential oils to support health and wellness.	Complements a complete nutritional system to support health and wellness.

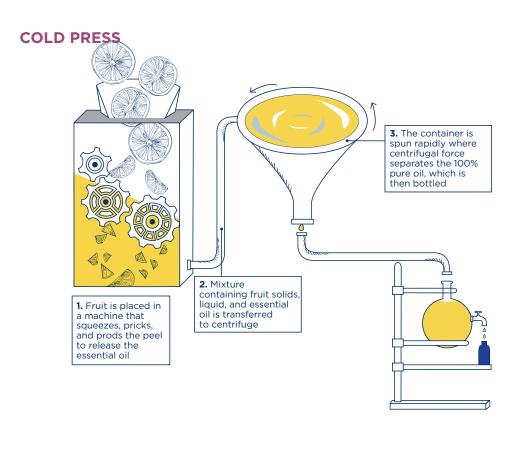


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How Are Essential Oils Extracted?

Essential oils are highly concentrated aromatic extracts that are distilled or cold pressed from a variety of plant material including leaves, roots, flowers, seeds, resins, woods, and fruits.







Essence by Isagenix Essential Oil

is backed by the Isagenix no-compromise commitment to quality and safety through a detailed, comprehensive quality and safety process.

Isagenix has created products based on a commitment to no-compromise quality since its inception. We have built our reputation on exceeding all standards commonly used in the nutraceutical industry, and our no-compromise standards place Isagenix in a category of its own. The introduction of Essence by Isagenix Essential Oil is familiar territory for the company, both in harnessing the power and benefits of botanicals and following no-compromise quality standards in creating and bringing our Customers the highest-quality essential oils possible.

Here's an overview of how that process demonstrates how Essence is in full accordance with our nocompromise quality standards for purity, safety, and authenticity:

STEP 1 - CROP SELECTION BASED ON EVIDENCE THAT SHOWS BENEFITS

We partner with only carefully vetted and responsible suppliers that have 100+ years of combined experience in the growing, harvesting, and manufacturing of essential oils. Through these relationships and their practices, we have identified the most sought-after raw materials grown in precise agricultural and meteorological conditions around the world with unique properties that cannot be replicated elsewhere. Naturally occurring aromatic plants are selected based on evidence that shows benefits when they're used in aromatherapy, paying special attention to the plant origin and the part of the plant from which oil is extracted.

STEP 2 - METICULOUSLY EXECUTED EXTRACTION

The oils are extracted from the plants using steam distillation or cold pressing depending on the species and plant part. Steam distillation passes steam through the plant material to collect the essential oils, while cold pressing extracts the oils; by mechanically crushing the plant followed by separating the essential oil via centrifugal force.

STEP 3 - EXPERT ORGANOLEPTIC TESTING

The extracted oils are sent to Isagenix for organoleptic testing and approval, ensuring that the appearance, color, and fragrance are up to standards. If the oil is not up to the standards of our trained experts, the oil is rejected.

STEP 4 - ISO STANDARDS VERIFICATION BY THIRD-PARTY TESTING LABS

Once approved, the oils are sent to industry-leading, third-party laboratories in both the U.S. and Canada to perform identification, purity, analytical, and microbiological testing. Identification testing includes using gas chromatography and mass spectrometry. This ensures that each oil meets the standards set by the International Organization for Standardization (ISO) — that it's 100 percent pure and free of adulterants as well as bacterial contaminants.

STEP 5 - BOTTLING IN FDA-REGULATED FACILITIES

The Isagenix Quality Control and Assurance team release the approved oils to be filled, bottled, and labeled at FDA-regulated food facilities that have been thoroughly vetted and have met our nocompromise quality standards.

STEP 6 - MICROBIOLOGICAL TESTING BY THIRD-PARTY LABS

The essential oils are sampled and submitted to third-party laboratories for microbiological testing to ensure the oils are 100 percent pure and free of bacterial contaminants. An additional organoleptic test is performed to ensure quality.

STEP 7 - ISAGENIX QUALITY ASSURANCE REVIEW

Samples from each batch of Essence are shipped to Isagenix World Headquarters in Arizona for final evaluation by our Quality Assurance team. This round of testing consists of organoleptic (sensory), analytical, and documentation verifications prior to the oil's arrival in our distribution centers.

STEP 8 - SAFE DELIVERY OF NO-COMPROMISE, SHATTER- AND LEAK-PROOF PACKAGED PRODUCTS

Finally, 100 percent pure, authentic, and no-compromise Essence by Isagenix Essential Oil products are packaged in shatter- and leak-proof packaging to ensure that the integrity and quality of each individual oil is safely delivered to your door!



How to Use Essence by Isagenix Essential Oil

Essential oils are versatile, but to keep it simple, we focus on three ways to achieve the best health and wellness benefits:



Apply: Apply one to two drops of Essence by Isagenix Essential Oil to your skin. To minimize skin sensitivity, mix with a few drops of Isagenix Coconut Application Oil.



Diffuse: Add eight to ten drops of Essence by Isagenix Essential Oil to the Isagenix Cool Mist Diffuser to fill the room with aromatic goodness.



Ingest: For some of the oils, add one drop of Essence by Isagenix Essential Oil to eight fluid ounces of liquid, such as an IsaLean™ Shake. Great for Shake and Cleanse Days! Tip: Because essential oils are potent, even the tiniest amount can provide great flavor and benefits. Try dipping a toothpick into the oil and stirring it into your shake or cleanse drink.

(Do not consume Isagenix Airway™ Essential Oil Blend, Isagenix Tea Tree Essential Oil, or Isagenix Eucalyptus Essential Oil.)



ISĂGENIX Ç Q

ISAGENIX COCONUT APPLICATION OIL

is the perfect companion for safely applying essential oils to all skin types. This odorless and nongreasy fractionated coconut oil absorbs quickly, leaving skin smooth and moisturized without clogging pores. Simply combine with your favorite essential oil from the Essence collection, and apply to your skin.

ISAGENIX COOL MIST DIFFUSER releases your favorite Essence™ by Isagenix Essential Oil aroma in a cool fine mist. The diffuser features three convenient timer settings and creates the perfect ambiance with eight illuminating colored lights. Each Isagenix Cool Mist Diffuser is unique with its signature faux wood grain finish. It's the perfect accessory to make your Essence by Isagenix Essential Oil experience your own.

How Essence by Isagenix Essential Oil Supports Your

Health and Wellness		1/C	Inge
		YIDDI	Inge
LAVENDER	√	1	1
LEMON	1	1	1
EUCALYPTUS	1	1	0
FRANKINCENSE	1	1	1
TEA TREE	√	1	0
PEPPERMINT	1	1	1
DEFENSESHIELD™	1	1	1
AIR WAY TM	1	1	0
CONTENT TM	1	1	1
TUMBLISS™	1	1	1

DOWNLOAD

WHAT ARE THE HEALTH AND WELLNESS BENEFITS OF EACH OIL?

For another great resource that outlines the benefits and how to use Essence, <u>check</u> <u>out</u> this beautiful, useful booklet. (A printed version will come with all Essence collection orders!)





Product Education Manager **GILLEAN BARKYOUMB, M.S., RDN** and Director of Sales Strategy and Promotions, North America (and essential oil guru!), **JON RAYNES** share the benefits of the Essence by Isagenix Essential Oil collection and how to use each one in <u>this video</u>.

New to Essential Oils? Check Out These Usage Tips!



LAVENDER: Diffuse it by your bedside, or add it to an herbal tea or your Bedtime Belly Buster to enjoy before bedtime (try the toothpick tip mentioned on Page 9!). It's the perfect complement to Sleep Support & Renewal™ for a restful night's sleep.



LEMON: Add it to your Isagenix shake for immune support[†] (vanilla and lemon is our favorite combination!), or diffuse it in the morning for a fresh, uplifting aromatic experience to help you get ready for your day.



EUCALYPTUS: Diffuse this in your bathroom during your shower, add one to two drops to your bath for a delightful spa experience, or apply it as a natural chest rub.



FRANKINCENSE: Apply with the Coconut Application Oil for an aftershave, or diffuse it to decompress when meditating or doing yoga.



TEA TREE: Apply a drop topically to your scalp with the Coconut Application Oil as part of a hair mask or to shampoo, use it as a cuticle moisturizer, or apply it to rough skin such as on your feet. Cosmetically, it may reduce the appearance of blemishes.



PEPPERMINT: Keep it in your gym bag to apply topically to muscles after a workout, diffuse for alertness when you are working on a project, or add a drop to your daily dose of lonix® Supreme for added digestive support – Travis Ogden's favorite way to use it![†]



DEFENSESHIELD™: Diffuse in the room in your house where your family spends the most time to promote wellness, or add it to your Isagenix shake to promote immune health.[†]



AIRWAY™: Diffuse by your bedside, apply topically to your chest before bedtime, or rub one to two drops between your hands, and cup your nose and mouth while taking deep breaths.



CONTENT™: Add it to your IsaLean™ Shake or Cleanse for Life®, or inhale it directly from the bottle two to three times immediately after eating to enhance feelings of satisfaction.



TUMBLISS™: Add it to your shake to support digestive health and comfort.†

[†]This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Opportunity by the Numbers

+\$6 Billion

The market size for essential oils in 2015 worldwide.
This influx can be attributed to the rise in consumer demand for safe, naturally derived products.

2023

The year revenue for essentials oils in North America is expected to double, and this is a trend that is also anticipated across Europe and Asia-Pacific.*

65%

The percentage of those
Customers who have used
essential oils in the past
six months.** Imagine if 65
percent of your team added an
Isagenix Essential Oil to their
order basket! What could that
do for your business?!

99%

The percentage of Isagenix Customers who have heard of essential oils.**

16+ YEARS

How long Isagenix has been harnessing the power of botanicals.

^{*}Essential Oil Market Analysis by Grand View Research.

^{**}IsaInsights Research, March 2017.

How to Share Essence by Isagenix Essential Oil

TIPS FROM LEADERS ON HOW TO SHARE ESSENTIAL OILS IN YOUR ISAGENIX BUSINESS



Tanya Kirkpatrick, 20+ years as an avid essential oil user

"Don't be overwhelmed! Make sure you are doing some training with your teams, and remember to keep it simple."



Trudy Maples, 20+ years as an avid essential oil user

"Invite friends over for a spa morning! Greet them with warm towels infused with a drop of Isagenix Lavender and rolled up with a fresh lavender sprig. Also, set out the Rejuvity® skincare line for them to experience. You can also diffuse the Isagenix DefenseShield™ Essential Oil Blend."



Ali Sievewright, holistic wellness coach for 19 years

"I am excited about home parties with these oils. It has been my experience that people respond well if you can get them in a room smelling the oils. If you can show someone how smelling the scents can change their mood, there is instant gratification, and they will likely buy the oils."



Ann DiMauro Barrante, essential oil user for 10 years

"Wear a scent! This is a terrific conversation starter. I signed up two flight attendants with Isagenix by wearing an essential oil. It's a great, easy lead into asking what they currently do for wellness."



INCLUDE ESSENTIAL OILS IN YOUR SIP & SAMPLE EVENT!

What better way to get started with essential oils than to feature them at your next Sip & Sample? Try mixing samples of Creamy French Vanilla IsaLean™ Shake with Isagenix Lemon, diffusing Isagenix Peppermint to greet people as they walk in the door, or having an essential-oil bar so they can test out the various oils we offer.

7 Mistakes New Oilers Make

AVOID THESE WHEN SHARING THE ESSENCE BY ISAGENIX ESSENTIAL OIL COLLECTION!

- 1. Being afraid to experiment with and use essential oils. With education and sensibility, there's no reason to be afraid of using essential oils!
- 2. Thinking because it's natural, it's completely safe to use in all quantities and methods. Essential oils are powerful because they're highly concentrated. Make sure you're using the oils within the recommended amounts with the recommended methods.
- **3. Thinking essential oils do everything.** Essential oils can do a lot of things but not everything. Nutrition, supplementation, hydration, and exercise cannot be replaced with essential oils.
- **4. Getting essential oils anywhere near eyes or ears.** It's best to avoid these areas entirely. Try using the oils around but not directly on sensitive areas.
- **5. Believing essential oil lore.** There are a lot of great stories about essential oils and what they can do. Not all are real, not all are fake. Use common sense when hearing essential-oil lore.
- 6. Sharing oils without understanding the needs of the customer. Focus on the health and wellness needs of the user, not the features of the oil, to provide the best results.
- 7. Disregarding quality. Essential oils can be adulterated with synthetic compounds and additives, so it's important to choose oils that come with no-compromise quality. With the Essence by Isagenix Essential Oil collection, you can be sure the oils are unadulterated, 100 percent pure, and third-party tested.



SHARE ON SOCIAL!

Social media is a fun, powerful platform to share Essence with friends, family, and future prospects. Check out Page 18 for images and posts you can use on your own accounts!



Product FAQ

WILL THE BLUE BOTTLES PROTECT THE QUALITY OF THE OILS LIKE THE TYPICAL AMBER ONES?

The cobalt blue bottle will protect the oils from UV rays while providing a unique look. Store your oils in a cool, dark, dry place.

HOW MUCH OIL IS IN EACH BOTTLE?

15 milliliters.

HOW ARE THE OILS EXTRACTED?

Essential oils are highly concentrated aromatic extracts that are distilled or expressed from a variety of plant material including leaves, roots, flowers, seeds, resins, woods, and fruits.

HOW DO I APPLY IT TOPICALLY?

First-time users should try one drop with a few drops of Isagenix Coconut Application Oil to see if any skin sensitivity occurs. You can try using less Coconut Application Oil in the future, and if positive results occur, try again without Coconut Application Oil entirely.

DO WE HAVE TO BE CAUTIOUS OF CITRUS OILS AND SUN EXPOSURE?

When using citrus oils (Isagenix Lemon, DefenseShieldTM, TumBlissTM, and ContentTM), avoid UV rays for 12 hours after applying the product topically.

ARE OILS APPROVED FOR CHILDREN, PREGNANT OR NURSING WOMEN, AND PETS?

- Essence by Isagenix Essential Oil can be enjoyed by the entire family through the use of a diffuser
 in large, well-ventilated spaces. Before applying any essential oil topically, it is best to consult with
 your child's pediatrician. We do not recommend applying oils to children ages four and under.
 Consider using small amounts of the oil and using Isagenix Coconut Application Oil if you apply
 the oil topically. Ingesting Essence Essential Oils is only recommended for adults over the age of 18.
- Some pets may be especially sensitive to the aroma of essential oils. Diffusing Essence by Isagenix Essential Oil is not recommended in enclosed or poorly ventilated areas for people or pets. If you have pets and would like to diffuse Essence by Isagenix Essential Oil at home, it is best to first consult with your veterinarian to find out what concerns may be important for your pet.
- Pregnant or nursing women should check with their doctor before using the oils.

HOW DOES THE QUALITY OF ISAGENIX OILS COMPARE TO OTHER OILS?

We can't speak to the purity of oils sold by other companies; however, at Isagenix, we are committed to delivering only oils that meet or exceed the industry standards for purity and quality. We stand behind the quality of our oils to be 100 percent pure unadulterated oil. All our oils are natural – no absolutes or solvents are ever used to extract the oils. All our oils are backed by the Isagenix no-compromise commitment to quality and safety. Each batch of oil goes through an extensive and thorough eight-step process (See Page 7.) to ensure that they are made in accordance with the highest standards of Good Manufacturing Practices (GMPs) for dietary supplements and sourced from experienced suppliers who meet and align with our <u>sustainable sourcing standards</u>.

ARE ISAGENIX OILS RESPONSIBLY SOURCED?

Through our no-compromise commitment, we have interviewed, vetted, and selected partners that only work directly with and have long-standing relationships with local farmers around the world to understand their best harvesting practices. Through these relationships and their practices, we have identified the most sought-after raw materials grown in precise agricultural and meteorological conditions around the world with unique properties that cannot be replicated elsewhere. Essence by Isagenix Essential Oil is only cultivated from a handpicked group of regions where this naturally occurring science takes place to produce the purest and most effective oils. See Page 7 for more details!

WHY ARE SOME OILS INGESTIBLE IN THE U.S. BUT NOT RECOMMENDED FOR INGESTION IN CANADA?

The essential oils sold in Canada come from the same source as the essential oils sold in the U.S. While some oils may technically be safe to consume, the way they are regulated in Canada does not allow some of them to be marketed for consumption. We recommend reviewing the usage guidance for each product in the Canadian booklet and on the product labels.

ARE THE OILS FDA APPROVED? ARE THEY "THERAPEUTIC GRADE"?

All essential oils sold in the U.S. are either classified by the FDA as dietary supplements or cosmetics. Unlike drugs and over-the-counter drugs, the FDA does not approve of either of these product categories; however, they do set and regulate strict guidelines regarding how these products are manufactured. Isagenix conforms to these Good Manufacturing Processes (GMPs) and in addition employs a robust quality assurance program to ensure they are of the highest quality and safe to use. Terms such as "therapeutic grade" are not FDA-endorsed certifications or programs nor are they universal labeling terms. While our labels do not include that specific marketing language, our oils carry the Isagenix no-compromise commitment – which ensures our oils are 100 percent pure and safe. Our no-compromise commitment to quality and safety is supported by an extensive and thorough eight-step process (See Page 7.) that ensures our products are sourced, manufactured, and tested in accordance with the highest standards of Good Manufacturing Practices (GMPs) for dietary supplements and sourced from suppliers who meet and align with sustainable sourcing standards.

ARE ESSENCE BY ISAGENIX ESSENTIAL OIL PRODUCTS ORGANIC?

The <u>Isagenix no-compromise ingredient policy</u> is extensive and thorough – set up to ensure that our products are made in accordance with the highest standards of Good Manufacturing Practices (GMPs) for dietary supplements and sourced from suppliers who align with and meet our <u>sustainable sourcing standards</u>. As a policy, organic ingredients may be used when they are the best option for the quality of the product. However, organic ingredients do not always meet Isagenix quality standards. USDA-certified organic refers to crops grown without the use of synthetic pesticides and fertilizers but does not ensure purity, safety, or potency, whereas the Isagenix no-compromise ingredient policy and sourcing process does.

Business FAQ

IN WHICH MARKETS WILL ESSENCE BE AVAILABLE?

Essence by Isagenix Essential Oil will be available in the U.S., Puerto Rico, and Canada followed shortly by a launch in Australia and New Zealand with the intention to share in other markets when appropriate.

ARE THE OILS DIFFERENT IN EACH MARKET?

The content of the oils is the same; however, the marketing around each oil may vary slightly per market. Be sure to reference specific market labels and other marketing materials when sharing them internationally.

IF I PURCHASE SIX OF THE SAME ESSENTIAL OIL, WILL I RECEIVE 10 PERCENT OFF?

Yes!



Pricing for the U.S. and Puerto Rico

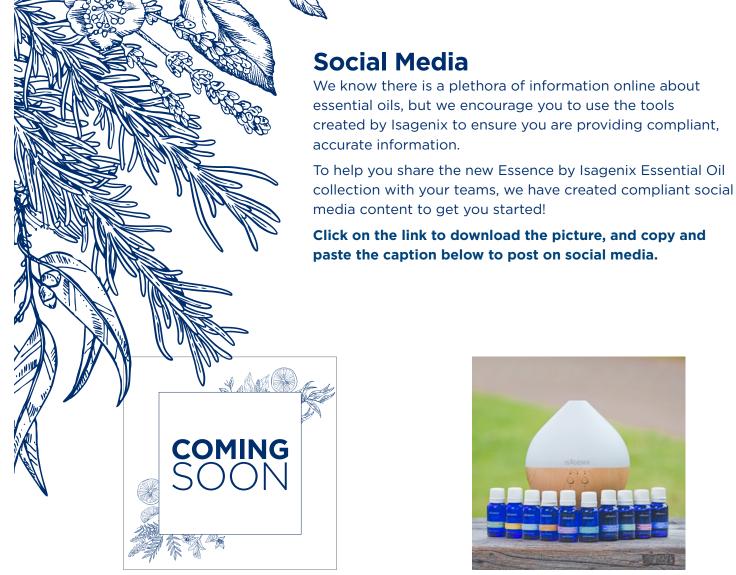


Products:	Lavender	Peppermint	Eucalyptus	Lemon	Tea Tree	Frankincense	Airway™	DefenseShield™	TumBliss™	Content™
PC Price:	\$19.99	\$17.99	\$12.99	\$9.99	\$16.99	\$62.99	\$17.99	\$28.99	\$27.99	\$21.99
BV:	14	12	9	7	12	43	12	20	19	15

COLLECTIONS + ACCESSORIES

Product:	Coconut Application Oil	Cool Mist Diffuser	Essence Blends Collection	Essence Singles Collection	Essence Complete Collection	Essence Experience Pak
PC Price:	\$11.99	\$44.99	\$94.54	\$137.41	\$226.01	\$280.14
BV:	8	0	63	92	147	154
PIB					\$10	\$25







TEASER POST BIG NEWS! We know achieving ultimate wellness includes a dedication to balanced nutrition, exercise, and stress management. But, there's another tool you can use: essential oils! And now it's easier than ever with the new Essence by Isagenix Essential Oil collection. The combination of single oils and blends will be for sale soon, so start getting excited! In the meantime, check out this toolkit to learn more about the new line!

OR

TEASER POST COMING SOON! Isagenix is launching an amazing essential oil collection, called Essence, to complement their nutrition solutions. Comment below if you want to know more!



(I) DOWNLOAD

INTRODUCTION TO OILS What makes the Essence by Isagenix Essential Oil collection different? It's simple and easy to use, 100% pure, and the perfect complement to my nutrition routine so I can live my best. most vibrant life.

OR

INTRODUCTION TO OILS Want to know a secret? I've always been overwhelmed by how to incorporate essential oils into my lifestyle. I recently found a new line that's easy to use and 100% pure. Now I'm hooked! [Share your favorite oil and how you use it.]



(I) DOWNLOAD

These 100% pure essential oils have become a huge part of my daily routine. Are you interested in how these oils can work for you? Contact me for more information!



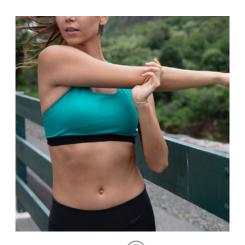
DOWNLOAD

I'm so excited about these expertly crafted essential blends that help me and my family feel our best! [Share how you use the oil.]



(I) DOWNLOAD

LAVENDER At the end of each day when it's time for me to unwind, the Isagenix Lavender Essential Oil is my go-to product for my bedtime routine. I diffuse it by my bed while reading or massage it on the bottom of my feet before dozing off.



(I) DOWNLOAD

PEPPERMINT Isagenix
Peppermint Essential Oil is
my new secret weapon! With
a refreshing aroma and postworkout cooling sensation,
this is one oil I MUST have in
my gym bag!



(1) DOWNLOAD

LEMON I start my day with a little pep in my step thanks to the uplifting scent of Isagenix Lemon Essential Oil. I love to diffuse it while I am getting ready in the morning or use it in my car on my way to work.



(I) DOWNLOAD

EUCALYPTUS Need a refresher? Isagenix Eucalyptus Essential Oil paired with deep breathing is the perfect way to feel revitalized! I also love to diffuse it in my bathroom during a shower for a delightful spa experience.



DOWNLOAD

FRANKINCENSE

My weekly yoga and meditation is my time to decompress from the hectic week. I love using Isagenix Frankincense Essential Oil for the ultimate decompressing experience!



DOWNLOAD

TEA TREE I just added a new product to my beauty routine that I can't live without! My skin and scalp have never felt better with the new Isagenix Tea Tree Essential Oil. Even my husband is a fan!



(I) DOWNLOAD

DEFENSESHIELD™ This back-to-school season, I'm taking every advantage with the Isagenix DefenseShield Essential Oil Blend.



(I) DOWNLOAD

AIRWAY™ Breathe in, breathe out... This new Isagenix Airway Essential Oil Blend wakes my senses up with a crisp, refreshing blend of aromatic botanicals for a positive breathing experience.



(I) DOWNLOAD

CONTENT™ My weight wellness journey just got a little easier by adding a drop of the new Isagenix Content Essential Oil Blend to my shake!



(I) DOWNLOAD

TUMBLISS™ A happy, healthy digestive system is so important to me. I use the new Isagenix TumBliss Essential Oil Blend as a part of my daily routine.

(This statement hasn't been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.)

