

FAST FACTS

ABOUT ISAGENIX INTERNATIONAL

Established in 2002, Isagenix International believes that everyone deserves to experience a healthy, joyful, and abundant life. The global wellbeing company artfully crafts more than 175 effective products and offers a supportive community for its more than 550,000 customers worldwide. Isagenix shares its products through a network of independent distributors in 26 markets: the United States, Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, the United Kingdom, Ireland, the Netherlands, Belgium, Spain, South Korea, Austria, Denmark, Finland, France, Germany, Italy, Japan, Norway, Poland, Portugal, Sweden, and Switzerland. The private family-owned company has its world headquarters in Gilbert, Arizona. For more information, visit [isagenix.com](https://www.isagenix.com).

Corporate Facts

- Isagenix is a private 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.
- The company has nearly 700 employees worldwide.
- Isagenix operates in 26 markets: the United States, Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, the United Kingdom, Ireland, the Netherlands, Belgium, Spain, South Korea, Austria, Denmark, Finland, France, Germany, Italy, Japan, Norway, Poland, Portugal, Sweden, and Switzerland.
- 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.
- Isagenix has embodied its strong belief in contribution through more than \$40 million in donations since its inception.
- In August 2018, Isagenix launched the ISA Foundation, a 501(c)(3) nonprofit organization whose mission is to create sustainable impact globally through volunteer efforts and charitable contributions focused on healthy nutrition and support for underserved children, wellness education for all, aid for those affected by natural disasters, and the pursuit of equality.
- Since it launched, the ISA Foundation has awarded grants totaling more than \$4.4 million to nonprofit partners in the United States and Canada. The grants, along with product donations from Isagenix, have provided more than 30 million meals, funded over 79,000 educational events, and served over 9.5 million children and adults around the world.

Products and Scientific Research

- Isagenix offers more than 175 individual health and wellness products, including meal replacements, nutritious snacks, plant-based herbal beverages, and nutritional supplements.
- The top five products in the U.S. by units sold are: IsaLean® Shake, Cleanse for Life®, IsaLean Bar, Ionix® Supreme, and e+™. The top-selling Isagenix System is the Weight Loss Basic Pack.
- More than 95% of all products for global distribution are manufactured in the U.S.
- Isagenix has 40 full-time scientists on staff in addition to a Scientific Advisory Board that includes top medical and health professionals.

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- The company collaborates with well-respected universities and laboratories on clinical research and studies that explore the effectiveness of Isagenix products with intermittent fasting, protein pacing, lean muscle mass, and overall weight loss. Learn more at 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 markets where the company operates. 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. Prizes and challenge rules vary by market. Please visit 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 598,000 participants 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 36,208 pounds of weight loss as of April 2021.*

**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 and Recognition

View all awards at Isagenix.com/About-Isagenix/Company-Awards.

- Named one of the Phoenix Business Journal's 2021 Healthiest Employers, 2020 Largest Phoenix-Area Family-Owned Businesses, and 2020 Largest Phoenix-Area Corporate Philanthropists.
- Recognized by the Better Business Bureau Serving the Pacific Southwest as a 2021 and 2018 BBB Torch Awards for Ethics Finalist.
- Named one of the 2021 Top Companies to Work for in Arizona by Arizona Capitol Times, BestCompaniesAZ, and Best Companies Group.
- Recognized by Az Business Magazine and BestCompaniesAZ as one of the 2021 and 2018 Arizona's Most Admired Companies.
- Received a Bronze Stevie® Award in the Most Valuable Corporate Response category of the 2020 International Business Awards®.
- Named a Direct Selling Association DSA Awards finalist in the 2020 CSR Vision for Tomorrow category.
- Recognized by AZ Big Media as an Az Business Angels Awards finalist in the Outstanding Corporate Responsibility category in 2020 and Az Business Angel of the Year category in 2019.
- Named one of the 2020 Top 25 member companies by the Direct Selling Association.
- Named one of the 2019 Best Places to Work in Direct Selling by Direct Selling News magazine.
- Named a 2018 Greater Phoenix Chamber of Commerce IMPACT Awards finalist.
- Received the 2017 Arizona Corporate Excellence Top Private Companies and CEO of the Year awards from the Phoenix Business Journal.
- Recognized on the Inc. 5000 list 11 consecutive years as one of the fastest-growing private companies in America and as an Inc. 5000 10X Club member.

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Customer Demographics

- Isagenix has more than 550,000 customers worldwide.
- Over 80% of new customers open accounts to simply use the products and are not actively building a business or sharing product.
- The U.S. and Canada customer profile is 81% female.

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 the company calls “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.

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