

# The **RAMP** Effect

**Isagenix International is a direct sales company** founded in 2002 and based in Gilbert Arizona, in a brand new 150,000 sq. ft. state-of-the-art World Headquarters, with 650+ local employees and a total of 1000+ worldwide. Known as the **#1 Leader in Deep Cellular Nutritional Cleansing** with a no-compromise quality product policy. The products are free from harmful, toxic chemicals, hormones, antibiotics, gluten, soy and artificial colors, flavors and sweeteners. As of 2018, they exceeded \$6B in gross cumulative sales. Their first decade in business established a strong consumer network with an impressive 87% customer re-order rate, resulting from products that are highly consumable, emotional and result oriented. In **2012 to 2017 annual sales tripled from \$334.6M to \$924M**, effectively launching them into vertical growth, also known as momentum. Travis Ogden, Isagenix CEO, announced sales projections to double from \$1B to \$2B annually over the next three years, based on current progress, new product launches and the recent international expansion into the UK, EU & Korea. Their explosive growth is a **clear indicator that Isagenix is on a vertical trajectory worldwide.**

**Isagenix is a privately held**, family owned business, created to support individual financial and physical health and well-being. John Anderson, a master formulator of nutraceuticals, partnered with Jim and Kathy Coover, whom collectively have a combined sixty years of experience in the direct sales industry. Together they initiated a massive movement, by locking arms with like-minded individuals to spread this opportunity. Together they helped to fulfill their mission statement; *“ Our vision is to impact world health and free people from physical and financial pain, and in the process create the largest health-and-wellness company in the world.”*

**The product line consists of** approximately fifty unique and highly result oriented products, focused on 5 targeted solutions; Weight Wellness, Energy, Performance, Health Aging and Wealth Creation. Products are currently available in 16 countries, USA, Puerto Rico, Canada, Mexico, Hong Kong, Taiwan, Singapore, Indonesia, Australia, New Zealand, Columbia, Malaysia, and most recent UK, Ireland, Netherlands & Korea, with plans to expand throughout EU over next 12-24 months. 83.5% of Isagenix sales are to consumers who do not participate in the financial model. An extraordinary 65% of sales are conducted through a monthly auto-ship delivery program, yielding an extremely lucrative recurring revenue model. The proven model of word of mouth referral marketing, coupled with a direct to consumer online order process, successfully eliminates the need for paid advertisement, inventory, brick and mortar locations and the overall financial burden of traditional business. In its place they offer the consumer the opportunity to participate in an online wholesale membership that effectively brings the highest quality product to the market, at the best possible price.



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**Since Inception**, Isagenix has compensated over 270+ of its Independent Associates in excess of \$1 Million in cumulative income, with the highest paid earner and his family grossing a staggering \$60 Million. It is important to note that more than 170 of the million dollar income earners were created in the past four years, with a majority of them having little to no industry or sales experience. Isagenix plans to expand its market to over 50+ countries within the next decade. With its lucrative financial model, highly consumable and result oriented products coupled with a generous Customer First program and seamless international compensation plan; they are on track to become one of the largest health and wellness companies in the world.

**The RAMP Effect** is a group of Entrepreneurs & Professionals who want to ramp up their lives and the lives of others while impacting world health both physically and financially. By partnering with Isagenix International,, they are spearheading the development of existing and future markets. The RAMP Effect, currently 17K strong with annual sales of in the multi millions, are seeking like minded entrepreneurs worldwide to evaluate the strength of the Isagenix brand, products, compensation structure and track record, to join in the development of building massive consumer networks worldwide.

