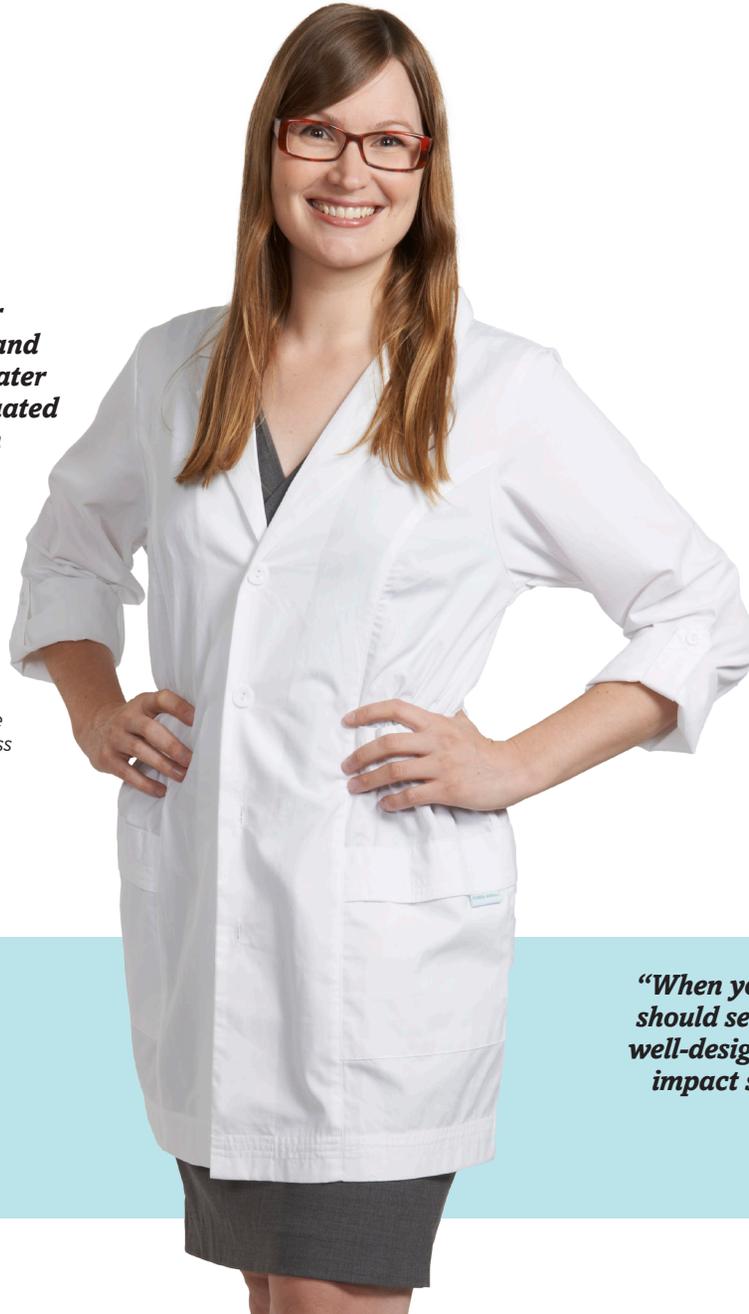


Isagenix in Comparison to “Heart-Healthy” Diet

“The Isagenix group had better adherence, better weight loss, and better visceral fat loss. The greater weight and visceral fat loss equated to a greater decrease in certain cardiovascular risk factors.”

KRISTA VARADY, Ph.D.

Assistant professor at the UIC College of Applied Health Sciences with more than 30 peer-reviewed publications. She has devoted her professional career to the evaluation of calorie restricted diets and investigating strategies to facilitate weight-management and decreasing cardiovascular disease. Her findings have shown intermittent fasting to be an effective means for encouraging weight loss and improving vascular health.



HOW DOES AN ISAGENIX SYSTEM COMPARE TO A WELL-ESTABLISHED HEART-HEALTHY DIET?

Isagenix products were evaluated in an independent, third-party clinical study performed at the University of Illinois at Chicago (UIC) that demonstrated superior results across key measured parameters.

The 10-week study evaluated the effects of both dietary plans in combination with intermittent fasting, or “Cleanse Days,” on body weight, body composition, cardiovascular risk factors and oxidative stress markers in 54 obese women with a body mass index above 35.

The two groups fasted one day per week. However, the Isagenix subjects consumed the herbal-drink Cleanse for Life, whereas the subjects on the “heart-healthy” diet plan received a similar product to serve as placebo.

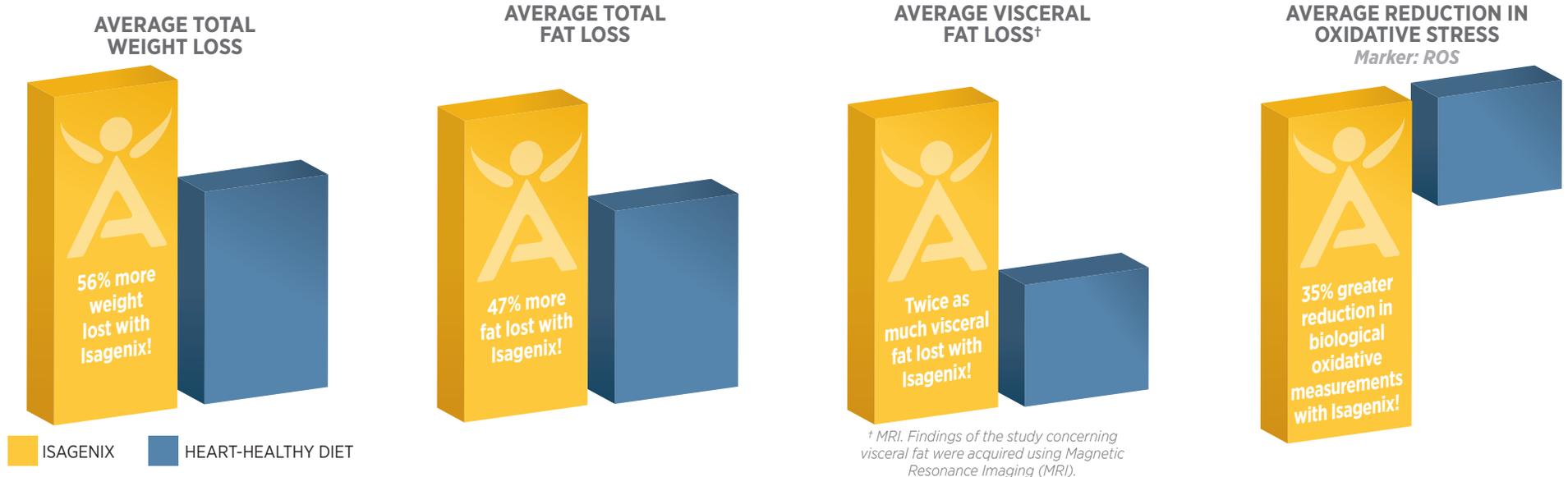
Subjects on the Isagenix system had a serving of IsaLean® Shake for breakfast and a serving for lunch and were counseled to eat a 400- to 600-calorie meal for dinner. They also took Ageless Essentials™ Daily Pack supplements as directed. The “heart-healthy” subjects received instruction from a registered dietitian on how to follow heart-healthy guidelines, which included limiting calories by 20 to 25 percent daily, limiting total fat to 35 percent, limiting cholesterol intake, and increasing intake of fiber-rich foods such as whole grains, fruits and vegetables.

“When you see successful weight and visceral fat loss, you should see a reduction in cardiovascular risk factors. This well-designed clinical trial further goes to support what an impact someone can have on his or her life by controlling calorie intake and using Isagenix!”

SUK CHO, Ph.D.
ISAGENIX CHIEF SCIENCE OFFICER



Results:



ELIZABETH M.

ISABODY CHALLENGE® FINALIST
LOST 18 LBS. & 40% BODY FAT*

Results summary with the Isagenix system

- More Total Weight Was Lost
- More Body Fat—Especially Visceral Fat—Was Lost

Due to the successful weight and visceral fat loss, results also showed

- A Greater Reduction in Biological Oxidative Measurements

The Isagenix system also showed

- Greater Adherence
- Easier and More Convenient

For a technical summary of the study go to IsagenixHealth.net

* The weight-loss testimonial presented applies only to the individual depicted, cannot be guaranteed, and should not be considered typical. This testimonial is from an actual participant of the IsaBody Challenge using an Isagenix System, and not from the UIC clinical study. A 2008 university study showed a statistically significant weight loss of seven pounds during the first nine days of the Cleansing and Fat Burning System.