



Lisa Conley of ABC News interviews Kimberly Olson about her amazing weight loss.

Can the Isagenix® Cleansing and Fat Burning System Help People Lose Weight?

Yes! See What One News Station Discovered...

SALT LAKE CITY, Utah – In May 2005 the Salt Lake City ABC 4 News team decided to test a remarkable health and wellness program by Isagenix®. The program, called the Isagenix Cleansing and Fat Burning System, had been providing people with incredible results—specifically with weight loss.*

Isagenix®, based in Chandler, Ariz., believes in cleansing the body internally with a natural aloe botanical drink. By doing so regularly—in conjunction with Isagenix IsaLean® Shakes and eating a balanced diet—the company says you'll not only lose weight, but you'll also be on the road to becoming healthy, clean, and lean.** Reports from many Isagenix Independent Associates and customers claim the Cleansing and Fat Burning System has helped them lose substantial weight... and inches.*

152 Pounds Lost*

One of those customers is Kim Olson, who previously weighed nearly 300 pounds. Kim had struggled with her weight for 23 years and had tried her share of fad diets. "With each [diet] I'd lose weight," Kim says, "but then I'd gain it back... and then some."

Then she was introduced to the Isagenix Cleansing and Fat Burning System. Kim followed the program diligently and stayed on the product consistently. She focused on her goals and achieved them monthly.

Now Kim has lost a total of 152 pounds.* That's not all. She's managed to keep it off—a difference that has given her a new way of living, filled with energy and new-found confidence. "This is the smallest I've been in 23 years," says Kim. "Isagenix has totally changed my life."

The Isagenix® Challenge

ABC 4's test involved two people, Debbie Olds and Rob Rogers, both of whom had never tried any Isagenix products before. Debbie is a mother of two and wanted to lose weight to gain energy. Rob wanted more energy also, but hoped to finally get back to his college-football weight. The two took their own measurements, weighed themselves, and started with their Cleanse Days.

Both participants saw results right away. They each kept track of inches and pounds lost. After five days on the Cleansing and Fat Burning System, ABC 4 reported Debbie lost 4 pounds.* Rob had lost 13.* "That's pretty good," said Debbie, happy with the result. "My pants are nice and loose," added Rob, who expected the program to be more difficult.

The Results

By the ninth day, ABC 4 reported Rob had lost 22 pounds.* "I feel really good," said Rob, energized and thrilled to see himself slimmer. "When I measured I said, 'No I'm cheating, I'm pulling the tape too tight,' but I wasn't, it was real loss."

Debbie was glad to have lost weight, but more pleased about her new level of energy. "My 8 pounds* that I lost is almost irrelevant for the amount of energy that I feel, the amount of sleep I've been getting, and how clear I can think," said Debbie.

The Cleansing and Fat Burning System, available in a 9- or 30-day supply, can be ordered through your Isagenix Independent Associate.

To view this exciting news segment, please visit the Web site of the Independent Isagenix Associate who gave you this brochure.

* Weight-loss results may vary. Always consult your physician before making any dietary changes or starting any nutrition, weight control or exercise program.

** 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.



Real Results, Real People

Meet Our “100-Pound Club”. Here are just 10 of more than 80 people who have lost 100 pounds or more with the Isagenix® Cleansing and Fat Burning System.*



“At 460 pounds, the only reason the grim reaper didn’t grab me was because he could not lift me. Isagenix® works! I lost a total of **240 pounds*** and I’m getting younger every day.* Whatever problems I have ahead of me, weight control will not be one of them.”

Jim M.
Illinois



“I used to be known as the big kid in school and through my entire adult life I have tried to lose weight. The day I decided to try the Isagenix system was the day that changed my life. I have lost **218 pounds***—the best part are all of the compliments about my new look.”

Jason “The Crusher” D.
Illinois



“I lost **200 pounds*** and now I’m half the man I used to be. Be prepared by having everything you need, stay focused, and get all those tempting unhealthy foods and snacks out of the house. If it’s not there, you can’t eat it! Most importantly, make up your mind that you are going to do it. I carry a small cooler around with me with Cleanse for Life™ and bottled water. I carry all my Isagenix® Snacks, Natural Accelerator™ capsules, Antioxidants, and Essentials for Men™ in a pill box.”

Larry F.
Florida



“I implore anyone who is in that place of hopelessness to take a little step of faith and try Isagenix. I lost **19 pounds*** and six inches in my waist in a short amount of time. Isagenix has proved to be one of the greatest blessings of my life. ”

Sharon B.
Texas



“I had to punch holes in my belt and I finally said to my wife, ‘Debbie, I need to buy a new belt or go on a diet.’ Our anniversary was the second Cleanse Day of our first Cleansing and Fat Burning System. We skipped going out to dinner and decided to have a small anniversary lunch the next day (Shake Day), plus two anniversary IsaLean® Shakes. By the fourth day, I lost weight. That made it all worth it. I’ve now lost **105 pounds*** and 95 inches; Debbie lost a total of 55 pounds.”*

Brent N.
Utah



“Hello, my name is Héctor Maldonado from Puerto Rico. Isagenix helped me reach one of my dreams—to be a referee for an international soccer game. As of now, I have lost **104 pounds*** and dropped 10 waist sizes—before I used XXL T-shirts and now I use L.* My health improved a lot and my agility also. Thank you Isagenix!”

Héctor M.
Puerto Rico



"With Isagenix®, I've finally found something that works, is affordable and fits my busy schedule and travel. This is the first time I've been under **300 pounds** since 1973!* I encourage people to start this journey to a healthier and happier life with Isagenix."

Marvin B.
Iowa



"I love Isagenix. I use all of the products every day and wouldn't be without them. I have found the key, so I constantly remind myself to take care of myself and take the Isagenix products. I think Isagenix loves me and I love Isagenix."

Annette C.
Washington



"I lost weight quickly and not only did I lose a total of **100 pounds***, but I felt aches and pains gradually disappear and my breathing became easier. Since trying Isagenix, my endurance has gone from less than a minute to more than an hour of cardio. I am currently stronger than I have been in my entire life!"

Keaton V.
Alberta, Canada

Other Success Stories



"I am amazed at the transformation I've experienced using the Isagenix Cleansing and Fat Burning System. I've lost **47 pounds***, 58 inches and 11 percent body fat. I've dropped from size 12 to a size 4.* I have more energy, sleep better at night and my cravings for unhealthy foods are gone. I feel and look like I'm 10 years younger."

Tamara W.
Arizona



"With some doubt in mind, I tried the Isagenix Cleansing and Fat Burning System. I lost weight the second day! I lost a total of **12 pounds***. Everybody was amazed to see me in such good shape. They wanted to know my secret! I recommended Isagenix to my colleagues and friends."

Vincent J.
Ontario, Canada



"With Isagenix I lost a total of almost **18 inches!*** One month after I started the Isagenix Cleansing and Fat Burning System, I went shopping in my closet. I could hardly believe that I was fitting nicely into valuable suits and dresses I hadn't worn in years. I have firmed up and my skin is smooth, which is pretty exciting."

Gisèle Q.
Quebec, Canada

* Weight-loss results may vary. In a recent study, participants averaged a weight loss of 7 pounds after nine days on the Isagenix® Cleansing and Fat Burning System. Always consult your physician before making any dietary changes or starting any nutrition, weight control or exercise program.



Kim Olson Loses 152 Pounds*

Learn Her System for Losing Weight Through Nutritional Cleansing

Kim Olson's current total weight loss is 152 pounds.* Now she's ready to share with the world how she accomplished this remarkable feat.

Kim feels young. She feels the energy she used to have as a teenager. She has had the biggest change of her life, and now she wants to tell her Isagenix® story. "At first I felt shy," she reflects,

"then all the sudden it hit me—I want to share, I want to help people!"

We decided to interview Kim and get her tips for losing. Here they are.



1 Stay Consistent, Stay on the Products

"I had bad days, bad weekends, and bad weeks, but I was consistent," says Kim. "I always had products in my body."

Kim uses herself as an example to teach new Isagenix® product users to be disciplined and keep cleansing regularly, even after reaching their goals. She teaches that the Isagenix Cleansing and Fat Burning System is a lifestyle change. It's important to stay focused on your weight-loss goals until you have met them—whether you're using the 9- or 30-day supply. Then, she tells everyone to be determined to keep the weight off with Total Health and Wellness System™.

2 If You Stumble, Refocus and Try Again

When Kim stumbles, she tells herself, "It's OK; refocus and do it again." She has failed before. She knows how difficult it can be. Kim explains that she struggled with weight for 23 years. "Unless you've been there, most people have no idea what it is like to be big," she says, adding that you just have to get back up, brush off the dust, and stay focused.

Kim also teaches now that it's normal to feel bad. Before being introduced to Isagenix, Kim was a manager at a plus-size clothing store for women. "I would have these ladies come in to try and find something to wear, and they'd cry because they couldn't even find anything in a plus-size store," Kim explains, "and I'd cry because I could relate with them."

3 Learn About the Products

"Knowledge is empowerment," Kim says. "The more you learn about the product and why it does what it does to your body, the easier it is to stick with the program and stay motivated." Kim made sure to read the Isagenix information and listen to nutrition-related tapes.

Kim also called an expert. She met with Independent Isagenix Associate Don Nooner and learned as much as she could about the products. Then Kim taught what she learned to others. Anyone can do the same. If you have questions about the products, call your Independent Isagenix Associate to learn more. Then, teach what you know to others.

4 Stay Motivated

Kim enjoys the benefits of being thin and plans ahead to constantly stay motivated. "Last summer, I went hiking with my dad and it was such a wonderful experience to do that," she says. Recently, Kim planned a backpacking trip with her family. "It's something I haven't been able to do for more than 23 years."

Kim reminds herself of the rich relationship she enjoys with her husband, which is now even better. "Because of the way I now feel about myself," she says. "I'm able to let my husband love me and that has been the biggest change in my life. I feel good about myself."

But we wanted to know more; we wanted to hear the big "why." So, we asked her, "Why do you stick with Isagenix?" After a pause to hold back her emotion, Kim replies, "Because I will never, never, be there again. I got rid of all my big clothes except for one skirt, and I keep that as a reminder that I will never be there again. That's my 'why.' That's why I continue to do Isagenix. It changed my life so very much, more than anyone will ever know."

* Results may vary. Always consult your physician before making any dietary changes or starting any nutrition, weight control or exercise program.

To purchase or reorder additional Isagenix product, please contact your Independent Isagenix® Associate.



© 2008 Isagenix. All rights reserved.

071004-00