



Quick Design Reference Guide

ISAGENIX® AD BANK

Contents

Designer Guidelines	3
Nutritional Cleansing Ad Copy.....	5
Ionix® Supreme Ad Copy	7
Health and Weight Loss Ad Copy	8
Health and Wealth Ad Copy	9
Mommy & Me / IsaKids® Home Party Flyers.....	11
Classified Ad Copy.....	13

How to use AdBank:

1. Select your ad subject: “Nutritional Cleansing”, “Ionix® Supreme”, “Health and Wealth” or “Mommy & Me”.
2. Select the approved headline and selling copy from the pdf document. Copy and paste your selection from the PDF.
3. Choose images for your ad on the Media Gallery Web site.
4. Choose an approved Isagenix Independent Associate Logo on the Media Gallery Web site.
5. Have your ad designed with the copy, image and your contact information. A qualified graphic designer can help you create a professional-looking ad.
6. E-mail your ad to Isagenix for approval at compliance@isagenix.net.
7. When you receive approval for the ad, transfer a copy of your ad onto a disc and send it to your advertiser.

ISAGENIX® QUICK DESIGN REFERENCE GUIDE

These guidelines will help you keep your marketing materials consistent with Isagenix® brand building efforts. The benefits of following these guidelines include being recognizably associated with the “World leader in nutritional cleansing” and actively participating in strengthening the Isagenix® brand.

FONTS

Use Century Gothic for any type of communication. If it is not available, Arial can be substituted.

Century Gothic: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Century Gothic Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

LOGO USAGE

The Isagenix® logo is the primary signature of our company. These are the requirements for using the logo.

This is the approved Independent Isagenix Associate logo. Use it on white or light colored backgrounds.

The logo cannot be altered in any way, including changing the colors.



Use a black version for one-color ads or on backgrounds where the green in the logo is not well defined.



Use a white version on dark backgrounds

Small logo shown, black box is not part of logo.



When sizing the logo, it should be at least one inch wide. When the logo is small, the registration mark still needs to be visible, so use the small version provided in the media gallery. Leave at least a 1/4 inch clear space around the logo. Don't overlap any type, graphic or photo with it. Placing the logo over a photograph or illustration is not recommended.

COLORS

The primary color that represents the Isagenix® brand is the green shown below. It can be used in any type communication. In addition to the Isagenix® primary color, there are secondary colors which may be used. These colors represent specific aspects of the business and can be used when specifically addressing those topics.

Primary color

ISAGENIX® GREEN

CMYK: 56, 0, 100, 27
RGB: 113, 149, 61

Secondary Colors

CLEANSE

CMYK: 95, 0, 25, 0
RGB: 36, 173, 195

NUTRITION

CMYK: 0, 51, 100, 1
RGB: 219, 142, 46

OPPORTUNITY

CMYK: 76, 78, 0, 47
RGB: 54, 48, 100

NUTRITIONAL CLEANSING AD COPY

Headline, intro copy, benefit bullets and call to action. Each ad must have an Isagenix® Logo.

AD #1

Unlock the miracle of the human body with Nutritional Cleansing!

Nutritional Cleansing uses nutrients to help you experience incredible health:

- Feel energized
- Reach and maintain a healthy weight
- Perform at your peak, physically and mentally

Uncover your true potential and call _____ or go to www._____.com to learn more about Nutritional Cleansing!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

AD #2

At Last— A complete system to boost energy and safely lose unwanted pounds!

Nutritional Cleansing uses nutrients to help your body expel impurities that can drag down energy and pile on weight. Regular cleansing may help you:

- Feel energized
- Improve concentration
- Reach and maintain optimum weight
- Experience peak fitness

Don't wait any longer—call _____ or go to www._____.com to learn more about Nutritional Cleansing!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

AD #3

Nutritional Cleansing takes your health to a higher level!

Isagenix® offers a natural, effective solution to help rid your body of damaging and energy-draining impurities through Nutritional Cleansing. You may experience:

- Greater energy
- Improved focus and concentration
- Peak fitness
- The ability to reach and maintain healthy weight

You can be at your best every day—call _____ or visit www._____.com to find out how easy it is!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

NUTRITIONAL CLEANSING AD COPY cont.

Headline, intro copy, benefit bullets and call to action. Each ad must have an Isagenix® Logo.

AD #4

Maximize your health with Nutritional Cleansing!

Imagine what it feels like to be vigorously healthy, with:

- Unstoppable energy
- Clear mental focus
- Peak physical fitness
- The ability to reach and maintain healthy weight

Isagenix is the world leader in Nutritional Cleansing and they have discovered a complete, nutritional system to help you obtain the highest level of health possible.

Find out how you can reach your peak and feel great every day by calling _____ or visiting www._____.com.

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

AD #5

Be clean, lean and energized with Nutritional Cleansing!

Many people have been amazed by their results from Nutritional Cleansing, experiencing:

- Greater vitality
- Improved focus
- Better physical fitness
- The ability to maintain healthy weight

Greater energy and a healthy weight is within reach—go for it today by visiting www._____.com or calling _____!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

AD #6

Want optimal health? Nutritional Cleansing is the answer!

Isagenix® is the world leader in Nutritional Cleansing and it has a complete, nutritional system to help you obtain the highest level of health possible.

Imagine what it feels like to be vigorously healthy, with:

- Unstoppable energy
- Clear mental focus
- Peak physical fitness

OPTIONAL HEADLINES

Experience the joy of peak health!

Nutritional Cleansing—Living healthy, clean and lean!

Optimal health is within reach with Nutritional Cleansing!

NUTRITIONAL CLEANSING AD COPY cont.

Headline, problem-solution copy, call to action

OPTION 1

Unlock the miracle of the human body with Nutritional Cleansing!

Isagenix®, the world leader in nutritional cleansing, offers a natural solution to the problem of declining energy, accelerated aging and unhealthy weight gain.

Nutritional Cleansing uses nutrients to drive impurities from the body that can damage health, pack on weight and drag down energy.

Imagine feeling vital, sharp and discovering the ability to easily maintain a healthy weight. Call _____ or visit www._____.com to learn how you can uncover your hidden potential!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

OPTION 2

Cleanse out the fat and regain energy!

Isagenix®, the world leader in nutritional cleansing, offers a natural and effective solution to unhealthy weight gain, declining energy and accelerated aging.

Their Cleansing and Fat Burning System uses targeted nutrients to drive impurities from the body and rejuvenate the body's stressed and malnourished cells.

Many people report feeling vital, sharp and discovering the ability to lose weight safely. Call _____ or visit www._____.com to learn how you can rediscover the trim, energized, new you!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

OPTION 3

Nutritional Cleansing releases impurities that drag down energy and performance

Isagenix®, the world leader in nutritional cleansing, offers a safe, effective solution for low energy and sluggish physical and mental performance.

The Cleansing and Fat Burning System contains nutrients that accelerate the removal of impurities caused by pollutants and nutritionally deficient food. At the same time, it infuses vitamins and minerals to help strengthen health.

If you're sick of feeling tired, call _____ or visit www._____.com to regain vibrant energy!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

ALTERNATE HEADLINES

Nutritional Cleansing helps you live lean, clean and energized!

Achieve peak physical and mental fitness through Nutritional Cleansing

At Last— A safe and effective solution to low energy and unhealthy weight gain!

IONIX® SUPREME AD COPY

Headline, selling/benefit copy, call to action

AD #1

Boost energy and performance naturally

Isagenix®, the world leader in nutritional cleansing, supports overall health and performance with their revolutionary nutritional formula, Ionix® Supreme.

Stress-reducing adaptogens, immune-boosting antioxidants and super-nutritious whole foods ensure Ionix® Supreme will help you reach your maximum performance potential.

Go to [www._____.com](#) or call _____ today to learn how you can maximize your health and fitness.

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

AD #2

Maximize health while neutralizing stress

Ionix® Supreme is a premium nutritional formula that helps your body combat the effects of stress and boost wellness naturally. You may experience:

- Fewer physical symptoms of stress
- Stronger immune health
- Greater overall health

Elevate health, wellness and fitness with Ionix® Supreme—go to [www._____.com](#) or call _____ today!

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

AD #3

Instantly improve performance and ease stress with nutrients

Ionix® Supreme, the premium formula from Isagenix®, is created with high-quality nutrients to help your body:

- Neutralize stress
- Improve physical and mental performance
- Strengthen immune health

Adaptogens, antioxidants and whole food concentrates are blended in Ionix® Supreme to help you make a huge leap forward in health and fitness. **Experience it for yourself by calling _____ or visiting [www._____.com](#) today!**

These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

ALTERNATE HEADLINES

Ease stress and strengthen performance with Ionix® Supreme

Ionix® Supreme helps you feel and perform your best

Finally— A safe, effective solution for improved physical and mental performance

HEALTH AND WEIGHT LOSS AD COPY

Headline, intro copy, benefit bullets and call to action. Each ad must have an Isagenix® Logo.

AD #1

Do not let impurities destroy your health!

Medical studies reveal that impurities stored in your fat cells may contribute to obesity, loss of energy and numerous chronic degenerative illnesses. Find out how cleansing your body with over 242 nutrients can help boost your immune system*, improve your health, and help you lose unhealthy pounds quickly and safely without rebound.

The benefits of Nutritional Cleansing:

- FAST, safe weight loss*
- Cleanses your body of impurities*
- Replenishes the body with high quality nutrients
- Promotes beautiful skin, hair and nails
- Increases energy and vitality*
- Helps build lean muscle*

Go to [www._____.com](#) or call _____ today to learn how you can maximize your health and fitness.

* These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease. 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.

AD #2

Let me show you how to lose weight safely and quickly!*

Complimentary Coaching Included with Program. The benefits of Nutritional Cleansing:

Fad diets are not the answer for long-term health or weight management!

Schedule a FREE consultation today!

Discover the Missing Link to Weight Loss!

"Nutritional cleansing is a breakthrough, giving people a unique tool that's never been available to them before." - Jim Coover, Isagenix President and CEO

Go to [www._____.com](#) or call _____ today to learn how you can maximize your health and fitness.

Always consult your physician or health practitioner before beginning any weight control program.

* Results may vary.

OPPORTUNITY AND HEALTH AD COPY

Headline, selling/benefit copy and call to action. Each ad must have an Isagenix® Logo.

AD #1

Increase your wealth as you improve your health!

Isagenix®, the world leader in nutritional cleansing, offers unique opportunities to improve your health with nutrients, while increasing income.

As you improve energy, safely lose weight and help reverse the effects of accelerated aging, you can also earn a full- or part-time income—the time you invest is up to you.

Don't wait another day to create the health and wealth you desire! Call _____ or visit www._____.com to learn more.

AD #2

It's easy earning money while becoming healthier!

The healthcare industry has often been described as "recession-proof"—people need to stay healthy in good and bad economic times.

Isagenix®, the world leader in nutritional cleansing, offers five unique ways to earn money, as you and your family use premium nutritional formulas to improve your health.

Call _____ or visit www._____.com to find out how easy and profitable joining Isagenix® will be for you!

AD #3

Boost your income along with your health!

As the incidences of obesity and chronic health conditions skyrocket, the income opportunities to help others improve their health also improve!

Isagenix®, the world leader in nutritional cleansing, offers five different ways to earn a full- or part-time income helping others improve their health with nutrients. Plus, you'll get a discount on premium Isagenix® products to improve your health, too!

Don't wait to impact world health and your wealth—learn more at _____ or www._____.com today!

OPPORTUNITY AND HEALTH AD COPY Cont.

Headline, selling/benefit copy and call to action. Each ad must have an Isagenix® logo.

AD #4

Isagenix® helps you prosper in every economic market!

Earn the income you desire working with Isagenix®, the world leader in nutritional cleansing.

Healthcare is “recession-proof” and Isagenix®, the world leader in nutritional cleansing, has one of the most generous compensation plans in the industry. Work part- or full-time helping people transform their health—it’s up to you.

If you’re looking for the easiest and most promising income opportunity, call _____ or visit www._____.com and learn more today!

AD #5

Increase your wealth as you improve your health!

Earn the income you desire working with Isagenix®, the world leader in nutritional cleansing.

Healthcare is “recession proof” and Isagenix has one of the most generous compensation plans in the industry. Work part- or full-time helping people transform their health—it’s up to you.

HEADLINE OPTIONS

The perfect part-time income opportunity!

The perfect at-home income opportunity!

Create the income you desire while improving health!

Maximize your wealth and health!

MOMMY & ME / ISAKIDS® HOME PARTY FLYER

Headline, selling/benefit copy and call to action. Each ad must have an Isagenix® Logo.

OPTION #1

Healthy Mothers, Healthy Kids

Isagenix is the world leader in Nutritional Cleansing and it has a complete, nutritional system to help you obtain the highest level of health possible.

And, IsaKids® Essentials, Give Your Children the Nutrition Their Growing Minds and Bodies Need.

Special Guest Speaker [name], Nutritional Cleansing Coach

You Are Invited to Experience "A Taste of Isagenix® for Moms and Kids"

Saturday, [date]

Hosted by [name]

[Address, city, state zip]

RSVP to [name] at [phone number]

E-mail:

OPTION #2

Introducing Complete Nutrition for Your Child

Isagenix® has taken the lead in providing unparalleled nutritional products for children to help them obtain optimal wellness.

Special Guest Speaker [name], Nutritional Cleansing Coach

You Are Invited to Experience "A Taste of Isagenix® for Moms and Kids"

Saturday, [date]

Hosted by [name]

[Address, city, state zip]

RSVP to [name] at [phone number]

E-mail:

MOMMY & ME / ISAKIDS® HOME PARTY FLYER Cont.

Headline, selling/benefit copy and call to action. Each ad must have an Isagenix® logo.

OPTION #3

For Our Children's Health

Isagenix® has taken the lead in providing unparalleled nutritional products for children to help them obtain optimal wellness.

Special Guest Speaker [name], Nutritional Cleansing Coach

You Are Invited to Experience "A Taste of Isagenix® for Moms and Kids"

Saturday, [date]

Hosted by [name]

[Address, city, state zip]

RSVP to [name] at [phone number]

E-mail:

OPTION #4

Introducing Complete Nutrition For Your Child

IsaKids Essentials®

Give Your Children the Nutrition Their Growing Minds and Bodies Need.

Special Guest Speaker [name], Nutritional Cleansing Coach

You Are Invited to Experience "A Taste of Isagenix® for Moms and Kids"

Saturday, [date]

Hosted by [name]

[Address, city, state zip]

RSVP to [name] at [phone number]

E-mail:

CLASSIFIED ADS

Earn BIG from Home!

Thousands of people make huge income from home and you can too!

Learn how by visiting www.XXXXX.com or calling XXX-XXX-XXXX.

Earn Millions from Home!

Thousands earn huge money from home and you can too!

Learn how by visiting www.XXXXS.com or calling XXX-XXX-XXXX.

A Revolutionary Way to Lose Weight and Earn Money—

The real life stories will amaze you at www.XXXXX.com.

Give Yourself a Raise—

Without every leaving your house!

Visit www.XXXXX.com to learn how.

Do you have what it takes to make a 6- or 7-figure income?

It's easier than you think—go to my Web site and find out how www.XXXX.com.

Losing weight can make you wealthy!

The before and after pictures will blow you away!

Check out our Web site now at www.XXXXX.com.

How does earning an extra \$50 to \$100K* from home sound?

My Web site and 24 hour message tells how! 800-XXX-XXXX, www.XXXXX.com

*Results may vary

Know the secrets of million dollar earners!

Find out how our company created 18 millionaires—with more on the way!

Call 800-XXX-XXXX or visit www.XXXXX.com.

Our Dream Team shares their secrets to creating Health, Wealth and Financial Freedom!

24-hour message tells all at 800-XXX-XXXX and www.XXXXX.com.

Fortune Magazine says our business model is “The Best Kept Secret of the Business World.”

Find out how to make a fortune while helping thousands. www.XXXXX.com

Want to make full time income working part time from home?

Visit www.XXXXX.com to find out how easy it is!

We create Millionaires by changing one life at a time!

Listen to our 24-hour message at www.XXXXX.com.

Why do Donald Trump and Warren Buffett recommend our business model to achieve financial success?

Visit www.XXXXX.com to find out why.

Work with motivated mentors who help people like you achieve their financial dreams!

24-hour message at www.XXXXX.com.

The Millionaire Maker!

Xango, Vema, Goji and Vibe Reps—

Find out how Isagenix® products help

Thousands earn huge incomes!

www.XXXXX.com or 1-XXX-XXX-XXXX.

Attention: Xango, Goji, Noni and Vibe Reps—

Discover where the big guns are making their fortune.

www.XXXXX.com

Warren Buffett was quoted in Forbes about our business model, “Dollar for dollar, it was the best investment I ever made.”

Learn how to earn your share at www.XXXXX.com.

FUN, MONEY, TRAVEL

Enthusiastic self-starters who want to make millions—

Find out how at www.XXXXX.com.

CLASSIFIED ADS Cont.

Fortunes are being made!

Economist to five presidents says we are the next trillion-dollar industry. Learn how to get your share at www.XXXXX.com.

Want to be Healthy and Wealthy?

The secret is a mouse click away! www.XXXXX.com

You can be the President of your own International multi-million dollar business!

See how at www.XXXXX.com.

The Time is Right to Create Wealth!

The obesity epidemic is creating the opportunity to MAKE MILLIONS* while helping people get healthy!

See the fortune-making results at www.XXXXX.com.

*Results may vary

A successful sports star made Isagenix® a part of his healthy lifestyle:

<http://www.mtv.com/overdrive/?id=1566054&vid=168032>

Sign up to represent our growing company at www.XXXXX.com.

Attention: Generation Y Entrepreneurs—

Are you energetic and ambitious? We want to help you have it all— Learn more at www.XXXXX.com.

Earn a CEO income from home!

Do you have what it takes?— Find out at www.XXXXX.com.

Did your employer offer you

A \$10K* incentive to get into shape? We will— www.XXXXX.com.

*Results may vary

Attention: Stay at Home Moms—

Do you want to supplement or replace a full-time income?

Learn how at www.XXXXX.com.

Discover the missing link to weight loss!

Losing weight can make you wealthy— Learn more at www.XXXXX.com.

Fire Your Boss!

Earn \$1,000's* working from home.

Learn how at www.XXXXX.com.

*Results may vary

Have your cake and lose weight too! SlimCakes® that is!

You can be healthy, lean and clean for life— Learn more at www.XXXXX.com.

Discover the missing link to safe, lasting and proven weight loss!

Hundreds of before and after pictures speak the truth at www.XXXXX.com.

Unlock the Miracle of the Human Body

With Nutritional Cleansing.

Discover your true health and wealth potential at www.XXXXX.com.