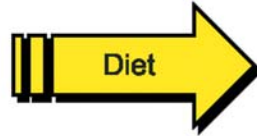
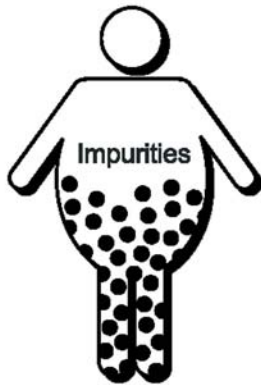


# Traditional Diet vs. Cleansing

\*One of the ways the liver deals with impurities is to increase body fat to enfold these impurities to protect the body from their influence. Diets are not successful for long term weight loss because they don't address the need to cleanse the body of impurities.

## Traditional Diet

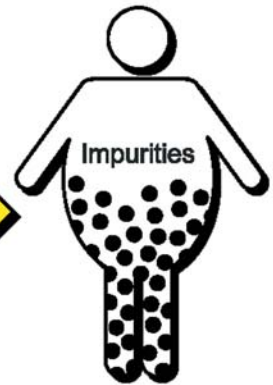
Fat stored to protect from impurities\*



Smaller body means increased percentage of impurities\*

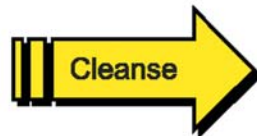
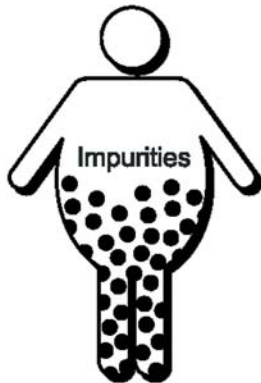


Body senses increased level of impurities\* and goes into emergency fat production - REBOUND!



## Nutritional Cleansing and Replenishing

Fat stored to protect from impurities\*



Impurities\* are released, so body sheds fat



Better overall health with less fat and more lean muscle



## Shed Pounds Without The Rebound !

Cleansing is a safe, healthy, and natural way to achieve a healthier, leaner body.

**Get Started Today !**

\* 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. Always consult your physician before making any dietary changes or starting any nutrition, weight loss or exercise program. The weight loss testimonials presented apply only to the individuals depicted, cannot be guaranteed, and should not be considered typical. A 2008 university study showed a statistically significant weight loss of 7 lbs during the first 9 days on the Cleansing and Fat Burning System.

## • BRIEF PRODUCT INTRODUCTION •

### **\*THE RELATIONSHIP BETWEEN NUTRITIONAL CLEANSING AND WEIGHT LOSS IS SIMPLE**

Briefly, here's what the amazing ISAGENIX® Nutritional Cleansing System is all about . . .

- Isagenix® is a **TOTAL BODY** Nutritional Cleansing and Revitalizing System.
- It's **NOT a DIET** . . . and it is **NOT a FAST**.
- Isagenix® is **NOT** just a **COLON or LIVER CLEANSE**. It is a **TOTAL BODY** Cleanse.
- Isagenix® does NOT use Harmful Stimulants ~ no Ma Huang ~ no Ephedra ~ no Caffeine.
- It's **Wholesome FOOD that FEEDS your body ~ it does NOT STARVE it.\***
- It's also an Enzyme Transport and Delivery System ~ that facilitates digestion, nutrient delivery and absorption !\*

\*Nutritional Cleansing Helps the Body to Purify and Drop Weight and Inches ~ SAFELY . . .

- ISAGENIX® helps your body to cleanse itself.\* Impurities accumulate over time in your body and are often stored in the FAT cells in your body. When impurities are released ~ the fat does not have any reason to stay. Really simple. It makes perfect sense.
- Lose weight and lessen the potential for disease.\*
- **It is important to drink LOTS and LOTS of water during this program** ~ to help flush out impurities and hydrate your body.
- You will feel lighter, have less fat, and lots more energy.\*

#### **Peter's Cleansing Weight Loss Story**



**31 lbs ~ and 7" off his waist**

#### **Gisele's Cleansing Weight Loss Story**



**Transformed her life**

Why it is Safe to Lose Weight Fast ~ with ISAGENIX® Nutritional Cleansing . . .

- Many DIETS that promote RAPID weight loss use harsh diuretics which rob the body of important nutrients and minerals (especially potassium, magnesium, calcium) which can dangerously upset your electrolyte balance ~ causing dehydration and often depression.
- ISAGENIX® does NOT use Harmful Stimulants ~ like Ma Huang, Ephedra or Caffeine ~ which speed up your metabolism in an unhealthy way ~ increasing your blood pressure and heart rate.
- ISAGENIX® feeds your body wholesome FOOD and HERBS ~ to help your body CLEANSE itself ~ and NOURISH and REVITALIZE your cells.\*
- That's why you feel so vibrant and have so much energy. When you help your body to free itself of impurities ~ you feel better, brighter and have lots more energy.\*

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