I
n 2002, Isagenix Founder and Master Formulator John W. Anderson led a revolutionary approach to whole-body health and wellness called nutritional cleansing and replenishing. Believing that the worldwide health epidemic could be largely traced to an abundance of pollutants, nutritionally deficient food and the body’s inability to keep pace with cleansing away impurities, John created a system of products that worked together to help the body cleanse away toxins while nourishing it with superior nutrition. The results were undeniable as people worldwide lost millions of pounds and inches on Isagenix.

Over the past decade, Isagenix has emerged from a reputation as “just a weight loss company” and established itself as a multi-faceted solutions company at the forefront of four major global concerns affecting the lives of millions:

- **Obesity.** According to the World Health Organization, 500 million adults, 20 and older, are obese. Obesity is a major risk factor for chronic diseases, accounting for an estimated 2.5 million deaths per year. Obesity is preventable.

- **Nutritional deficiency.** Increased pesticide use and over-farming has contributed to a food supply that’s nutritionally bankrupt. From 1975 to 1997, average calcium levels in 12 fresh vegetables dropped 27 percent; iron levels 37 percent; vitamin A levels 21 percent; and vitamin C levels 30 percent. (Kushi Institute)

- **Aging.** By 2030, the population of people 65 and over will nearly triple. Of those, more than 60 percent will be managing a chronic medical condition and more than 1 out of every 3 will be considered obese. (American Hospital Association)

- **Financial stress.** It’s no secret that life these days is challenging. Add to that a volatile job market, shaky economy and a troubling real estate crisis and you have all the makings of an anxious future filled with doubt and uncertainty.

**A SOLUTION FOR EVERYONE**
Leading a revolution once again, Isagenix has simplified its

**New, Third-Generation Product B Huge Leap Forward for Master Formulator John Anderson**

The release of revolutionary Product B™ Antioxidants plus Telomere Support launched Isagenix into the scientific world’s growing quest to combat aging from the inside out. It’s been more than a year and thousands worldwide have already begun to feel and show the benefits of taking Product B—increased energy, improved fitness, and a general feeling of youthfulness and vigor. “The changes are both visible and invisible, but the biggest is that I’ve lost all semblance of age. If it weren’t for my driver’s license, I’d feel like I was 25. I have more energy, and every day I feel more and more alive,” says Isagenix Associate and Product B user Peter Greenlaw.

Never one to rest on his laurels, Isagenix Founder, Master Formulator and Product B Formula Developer John Anderson has been working tirelessly to continually improve the efficacy of his groundbreaking, telomere-supporting formula. And now with the newly introduced third-generation of Product B, the evidence is overwhelming that Anderson has made significant strides in the product’s ability to support telomere health.

Telomeres play a large part in healthy aging. As the protective DNA sequences at the end of each chromosome, telomeres are the difference between accelerated aging and normal, or what some would call “youthful aging.” As cells divide, the length of telomeres shorten until finally the cell can no longer divide and signs of aging begin to appear. “How we live—diet, exercise, stress and exposure to toxins—has a tremendous influence on the overall health and length of our telomeres,” says Anderson.
FOR THE FIRST TIME IN HISTORY, MORE THAN 1,000 SCIENTISTS FROM MORE THAN 130 UNIVERSITIES INVOLVED IN THE HUMAN BRAIN PROJECT HAVE ACCURATELY COUNTED THE NEURONS IN THE BRAIN. AND IT IS MUCH HIGHER THAN WE THOUGHT: AT LEAST 89 BILLION NEURONS. (NEURONS ARE CELLS OF THE NERVOUS SYSTEM THAT CONTROL OUR ABILITY TO LEARN, PAY ATTENTION, MAKE DECISIONS, BALANCE, ETC.) EVEN THE BEST SUPER-COMPUTERS, WHICH ARE EQUIVALENT TO ABOUT 200 MILLION BRAIN CELLS, STILL HAVE LESS THAN ONE-MILLIONTH THE POWER OF THE HUMAN BRAIN.

WITH SUCH A MAGNIFICENT MACHINE OPERATING EVERY SINGLE ACTIVITY OF YOUR BODY, IT MAKES GOOD SENSE TO NURTURE IT EVERY DAY. DURING AGING, THE ADULT BRAIN SUFFERS CHANGES THAT IMPAIR COGNITION, CAUSED PRIMARILY BY OXIDATIVE STRESS. RECENT CONTROLLED RESEARCH ON PEOPLE OLDER THAN 35 DOCUMENTS PROGRESSIVE DECLINES IN COGNITIVE FUNCTION—CRITICAL FOR ATTENTION, DECISION-MAKING, BALANCE, BRAIN RESPONSE AND DECISION-MAKING. THESE FINDINGS FROM RECENT RESEARCH ARE SO STRONG THAT IN APRIL 2011 THE U.S. NATIONAL INSTITUTES OF HEALTH MADE ITS FIRST REVISION IN 27 YEARS TO THE CRITERIA FOR COGNITIVE IMPAIRMENT. IT STATES THAT “THIS CONDITION ISN’T ONE THAT OCCURS ONLY IN THE ELDERLY BUT A PROGRESSIVE DECLINE OF BRAIN FUNCTION THAT BEGINS DECADES BEFORE IT SHOWS.”

BRAIN IMAGING LINKS CELL LOSS TO COGNITIVE DECLINE

Imaging of the human brain confirms cell losses in discrete areas of the brain (illustrated) that accompany specific cognitive impairments. Especially relevant are cell losses in the prefrontal cortex—a crucial area for attention, decision making and working memory. New research shows that the integrity is highly dependent on its neurochemical environment, especially its nutrition and oxygenation.

Linked to the prefrontal cortex is the hippocampus, whose neurons produce the neurotransmitter acetylcholine—essential for the formation of new memories. When cells that produce a particular neurotransmitter die, the neurotransmitter flow declines and the flow of information ceases. As acetylcholine declines with aging, formation of new memories becomes progressively more difficult.

Also linked to the prefrontal cortex, and to the motor cortex behind it, is the substantia nigra whose neurons produce the neurotransmitter dopamine—critical for attention, decision-making, working memory, balance and motor movement. Loss of dopamine cells with aging results in declines in all of these cognitive functions.

OPTIMIZING BRAIN NUTRITION

In collaboration with Isagenix® scientists, my research has focused on brain nutrition. We reviewed more than 1,000 recent animal and human studies that have identified a number of ingredients that support different parts of brain function. A few of these trials have found combinations that work synergistically. Combining the nutrients multiplies their power beyond the use of individual nutrients alone.

Four tests were given at the start of a recent clinical trial with the Isagenix Brain Boost & Renewal, and again six weeks later. Memory Functions were tested by measuring how many items a subject could keep in the mind at a time, using online-based programs to assess the brain’s memory. The quick Brain Response was a measurement of visual motor skills in which participants were given a pencil-to-paper, trail-making test to indicate cognitive impairment and executive function. The Balance Test required participants to balance on one leg with their arms out and eyes closed while being timed for duration. Measurement of balance can be used as a biomarker of aging. Finally, Decision Making was measured on how quickly the brain could process incoming information using hearing equipment that delivered rapid sounds in which participants would determine the measure of pitch being either high, low or both.

THE ISAGENIX® BRAIN AND SLEEP SUPPORT SYSTEM

The latest research shows that age-related cognitive decline begins in healthy adults in their 30’s and continues throughout advanced aging. Addressing brain health support and cognitive function early in life can dramatically reduce healthcare needs later in life.

Brain Boost & Renewal® is a multifunctional product containing natural ingredients scientifically formulated to support healthy brain function, including improved mental focus, concentration, decision making and memory. When taken daily Brain Boost & Renewal improves your ability to learn new information and provides dietary support for aiding memory and assists overall brain function.

Sleep Support & Renewal® is the second strategy to healthy brain support by assisting in quality restful sleep. Millions of people suffer the consequences of impaired sleep. In addition to loss of mental clarity and brain function, lack of quality sleep can decrease metabolism, physical performance, increase your appetite and lead to binge eating, weight gain, increased risk of hypertension, fatigue, and a compromised immune system. Sleep Support & Renewal is a unique all-natural, fast-acting Melatonin nutrition complex spray that helps improve sleep quality without being habit-forming. A restful night’s sleep supports healthy aging, immune function, cardiovascular and brain health.

WHAT YOU CAN DO NOW

• Exercise, sleep, avoid toxins and drink plenty of water
• Adopt a daily nutritional cleansing and replenishing regimen: IsaLean® Shakes, Cleanse for Life®, Ageless Essentials with Product B™, and the Isagenix Brain and Sleep Support System

STUDY VALIDATES BRAIN BOOST & RENEWAL FORMULA

Findings from a recent human clinical trial demonstrated that a 6-week regimen of Isagenix Brain Boost & Renewal improved brain function in participants in several ways, including memory, balance, brain response and decision-making. The study showed significant improvement in all areas.

12% INCREASE IN OVERALL COGNITIVE FUNCTION (MEASURED BY IMPROVED RESPONSE TIME)

35% INCREASE IN MEMORY RETENTION

33% INCREASE IN DECISION MAKING (MEASURED BY IMPROVED RESPONSE TIME)

23% INCREASE IN BALANCE DURATION TIME
Isagenix Has SOLUTIONS

Isagenix is redefining what it means to take control of your health. With a product line backed by science, it’s never been easier to adopt a holistic approach to maintain your health and youth from the inside out. Each individual is different, but Isagenix has created effective solutions to personalize anyone’s path to youthful aging.

**Ageless Essentials™ with Product B™**
Living Longer Never Felt Better

**FEATURES AND BENEFITS**
- **Uniquely designed to support the needs of both men and women.**
- **Supports cardiovascular and brain health.**
- **Helps maintain youthful function of cells and healthy telomeres.**
- A convenient way to achieve optimal intake of vitamins, minerals, antioxidants and age-defying nutrients.
- **Contains five primary Isagenix youthful aging products:**
  - Essentials for Men™ or Women™
  - Ageless Actives™
  - IsaOmega Supreme™
  - C-Lyte™
  - Product B™
- **Saves you more than 30% on total cost of each individual product.**

**Ageless Renewal Serum**
Are You Ready to Look Years Younger?

**FEATURES AND BENEFITS**
- **Helps diminish the appearance of deep lines and wrinkles.**
- **Helps firm, tone, balance and brighten the skin for a healthy and luminous glow.**
- **Features Repair-Plex™, a proprietary complex containing poly peptides and active growth factors that work to support the skin’s natural renewal and revitalizing processes.**
- **Combats the signs of aging by helping the skin “remember” what it has “forgotten” with age.**
- **Comes with a 30-day money back guarantee.**
- **Does not use harsh irritants or chemicals common to other products.**

**Brain and Sleep Support System**
Rest Easy With Complete Brain and Body Support

**FEATURES AND BENEFITS**
- **BRAIN BOOST & RENEWAL™**
  - Provide brain antioxidant protection.
  - Protect the brain against cellular reactivity that speeds aging.
  - Maintain healthy neuron function to promote mental focus and concentration.
  - Naturally support production of healthy brain chemicals.
  - Support cerebral blood flow.

**FEATURES AND BENEFITS**
- **SLEEP SUPPORT & RENEWAL™**
  - Helps increase the quality and total time of sleep.
  - Helps to reduce the time it takes to fall asleep.
  - Helps relieve the fatigue associated with jet lag.
  - Helps re-set the body’s sleep-wake cycle (aspect of the circadian rhythm).
  - Helps promote healthy aging, cardiovascular health, immune function, and brain health.

**Isa SunGuard™**
Non-Toxic, SPF 30 Protection

**FEATURES AND BENEFITS**
- **Moisture-rich, broad-spectrum sun protection using zinc oxide and titanium dioxide.**
- **Does not contain parabens, phthalates, PABA, fragrance or oil.**
- **Is safe for children as young as 3 years old.**
- **Great for sensitive and acne-prone skin.**
- **Synergistically works to block the sun’s harmful UVB “burning” rays and UVA “aging” rays.**
- **Contains green tea, Aloe vera gel, chamomile extract and Pro-Vitamin B5.**
- **Promotes a dual-action approach that protects and replenishes, helping to reduce the visible signs of aging and restore your skin’s natural healthy glow.**

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

**Product B™ (120 Capsules)**
Live Long. Live Healthy.

**FEATURES AND BENEFITS**
- **Proprietary, scientifically advanced formula of antioxidants for protecting telomeres and stimulating more efficient antioxidant enzyme defense systems.**
- **Contains a full spectrum of natural bioactive antioxidants to help protect against harmful free radicals that can accelerate aging and contribute to poor health.**
- **Targets the sources of aging, such as oxidative stress.**
- **Helps maintain harmonious function of cells and healthy telomeres.**
- **Helps you regain and maintain a more youthful vitality.**

**Joint and Pain Relief System**
A Game Changer for Joint Health

**FEATURES AND BENEFITS OF AGELESS JOINT SUPPORT™ TABLETS**
- **Triple-action support that protects, rejuvenates and soothes the joint.**
- **Combines a proprietary blend of over 19 scientifically supported, all-natural ingredients.**
- **Key nutrients support long-lasting joint comfort and overall joint movement, flexibility and mobility.**
- **Supports the production and strengthening of cartilage.**
- **Promotes greater mobility and facilitates a wider range of motion.**

**FEATURES AND BENEFITS OF AGELESS PAIN RELIEF™ CREAM**
- **Provides fast-acting, deep-penetrating pain relief for muscles and joints.**
- **Contains the all-natural active ingredients menthol and methyl salicylate.**
- **Includes Glucosamine, Chondroitin and MSM.**
- **Greaseless and fast-absorbing.**

**Products sold individually.**
Isagenix Joint and Pain Relief System
Fast, Natural, Lasting Relief that Rejuvenates Your Joints

By Dr. Paul Anderson, M.D.

Is arthritis or joint pain stopping you from enjoying your favorite activities, playing sports, wrestling with your kids, or even just going for a walk? Then I have good news for you about a new scientific breakthrough for arthritis and joint health—the Joint and Pain Relief System. If you suffer with declines and pain in your back, knees, hips and other joints, fast, natural relief is now possible—even if all other treatments failed.

Most people with arthritis and joint pain fail to get better because treatments like NSAIDS painkillers and steroid injections only cover up the pain, but do not fix the main cause of joint problems—poor cartilage health. Poor cartilage health causes a vicious cycle of pain and inflammation, with continual joint flare-ups.

The secret to fast-acting, long-lasting relief with healthy young joints is to stop pain, while supporting healthy cartilage growth. The Joint and Pain Relief System, developed over 10 years by me, Dr. Mark Kimes, D.C., and the Isagenix Research Team, combines the doctor-formulated Ageless Joint Support™ formula to support healthy cartilage growth.

The Ageless Pain Relief Cream stops the pain with two FDA-approved ingredients—natural menthol and wintergreen oil. The doctor-formulated Ageless Joint Support tablet contains a proprietary blend of over 19 scientifically supported, all-natural ingredients that support the rejuvenation, lubrication and protection of healthy cartilage.

What are the benefits of my patients’ experience when using the Joint and Pain Relief System? Lasting, natural relief that promotes an active life.

In tests performed in our pain clinics, 88.41% of people with chronic joint problems enjoyed significant results with the Joint and Pain Relief System. Here’s what people had to say:

“I’ve had a lot of problems with my knees and neck. Within a week of starting the Joint and Pain Relief System, I noticed a significant difference. Finally, I was able to enjoy outdoor activities again! Yes, I’ve tried many other products. In fact, I have a whole medicine cabinet full. But now I’ve gotten rid of them because the Joint and Pain Relief System has been so effective. Together, both products give me the long- and short-term benefits that I need. Now I plan to train for that 100-mile bike ride in Hawaii that I have always wanted to do. Who knows? I may even dive in Fiji next summer. The world is my oyster!”—Angela S.

“I’ve had back pain for probably about 10 years and I have tried virtually everything, including physical therapy, a TENS machine, back raises, ointments, surgery, chiropractic, magnets, surgery—you name it, I’ve tried it. I’ve used the Joint and Pain Relief System for about two weeks now and I’ve noticed an improvement. At first I started riding my stationary bike for 10 minutes and walking on the treadmill for 10 minutes. But now I’m riding my stationary bike for 30 minutes. This system allows me to exercise more without the pain. I couldn’t have said that eight years ago!”—Jim R.

“As far as I’m concerned, this system has definitely helped me. I could have never walked the distances that I’m walking now without the help of both the Ageless Joint Support tablet and Ageless Pain Relief Cream. They are wonderful. Without this system, I might have ended up a couch potato. But now I am free to move and be active.”—Carol S.

SATISFACTION GUARANTEED
The Joint and Pain Relief System is 100% guaranteed or your money back. Try it today. You have nothing to lose but your joint flare-ups.

Renowned Research Scientist Further Brain and Sleep Education

Michael Colgan, PhD, CCN, is the author of over 20 books, including two best sellers, and has garnered a distinguished reputation as an internationally renowned research scientist. His most recent books, Sound Sleep and Save Your Brain: Expand Your Mind, have further solidified Dr. Colgan’s reputation as one of the foremost experts on the inhibition of aging.

In Sound Sleep, Dr. Colgan details how sleep is an active physiological process essential for brain growth, memory consolidation, and cellular restoration throughout the body—while warning against neglecting your sleep.

Save Your Brain: Expand Your Mind is a breakthrough book that shows how brain degeneration of aging begins in almost everyone by age 35, including decline of memory, loss of brain speed, and lapses of reasoning. Dr. Colgan details the mechanisms of these declines and how to use brain nutrition and stimulation to prevent them.

Dr. Colgan’s new books are available at IsasalesTools.com

“MY BODY DANCES FOR JOY!”
By Andrea H.
“I can literally feel the insides of my body dancing for joy every time I take Ageless Actives!” That late afternoon lull is gone and I am sleeping like a baby! I feel happier and more balanced than ever before. How can a person feel this good? Ageless Actives!”

“RUNNING FASTER, FURTHER”
By Patti C.
“I’ve always been energetic, but with Product B I’m running faster and further. I’m so fired up about this product!”

“IMpressed with Ageless Actives”
By Bette L.
“I am so excited about the amazing health-giving potential that it contains. When I researched these ingredients I found they have been highly effective, even with the small rate of absorption they had. Think 800% more effective—now that impresses me. I am looking out for not only my health, but that of my family and friends. I want them all on this incredible product. It addresses some of the major health concerns we have in the United States today!”

“Ageless Actives because of the short-term benefits that it contains. When I researched these ingredients I found they have been highly effective, even with the small rate of absorption they had. Think 800% more effective—now that impresses me. I am looking out for not only my health, but that of my family and friends. I want them all on this incredible product. It addresses some of the major health concerns we have in the United States today!”

“Putting the Amazing Back into Aging”
By Andrea H.
Ageless Actives because of the amazing health-giving potential that it contains. When I researched these ingredients I found they have been highly effective, even with the small rate of absorption they had. Think 800% more effective—now that impresses me. I am looking out for not only my health, but that of my family and friends. I want them all on this incredible product. It addresses some of the major health concerns we have in the United States today!”
Who is Isagenix?

Continued from page 1

Looking for the best, most economically sound way to get your youthful aging nutrients, vitamins, minerals and antioxidants? Look no further than Ageless Essentials™ with Product B™, which contains the optimal intake for essential daily nutrition, along with special age-defying nutrients. The easy-to-use, take-anywhere A.M./P.M. packets target the specific needs of men and women and include: Product B™ Antioxidants plus Telomere Support, Essentials for Men™ or Women™, IsaOmega Supreme®, Ageless Actives™ and C-Lyte®. What’s more, to get the same nutrition found in one day’s packets, you’d have to spend about $550 on food! Ageless Essentials™ with Product B™ is the most effective way to provide total-body support for immune, brain, vision, joint and cardiovascular health.*

AGELESS ESSENTIALS WITH PRODUCT B™

Now reformulated to meet the latest nutritional guidelines and regulations, Essentials for Men and Women contains the quantities and quality of nutrients you need to live a healthy, energized and youthful life. It’s not just vitamins and minerals that you’ll get therapeutic doses of either, but Essentials for Men and Women also contains a proprietary blend of antioxidants and botanicals to support energy production, heart health and liver health. On top of that, the new and improved Product B™ Antioxidants plus Telomere Support has been added to the daily pack for the ultimate dose of youthful aging nutrients:

- Vitamins, minerals and bioactive compounds bolster the body’s natural protections against poor health and age-related decline
- Formulated to fit the individual nutritional needs of men and women
- Advanced disintegration and absorption technologies, which means the body receives optimal levels of nutrients at timed intervals throughout the day
- Helps maintain youthful function of cells and healthy telomeres
- Contains a full spectrum of natural bioactive antioxidants to help protect you from harmful free radicals that cause oxidative stress and accelerate aging

ISAOMEGA SUPREME

Providing your body with a high potency and highly concentrated amount of DHA and EPA omega-3 essential fatty acids, IsaOmega Supreme supports cardiovascular and brain health. The American Heart Association (AHA) recommends omega-3 essential fatty acids daily to help protect cardiovascular health. Isagenix’s formula is one of the most potent available today, offering the highest quality of omega-3 oils that meet the AHA’s recommendation. The oils contained in this product are sourced from one of only two plants that are pharmaceutical certified. Free of heavy metals and other impurities, these oils are of superior purity and the highest potency.

- Supports cardiovascular health*
- Supports healthy cholesterol*
- Promotes healthy brain development*
- Protects eye and joint health*
- Promotes healthy immune function*
- Easy-to-swallow, lemon-flavored softgels

AGELESS ACTIVES

Containing potent dosages of CoQ10, vitamin D3 and Resveratrol, as well as botanicals and other antioxidants to protect cells from oxidative stress and damage, Ageless Actives helps slow the progressive degeneration of the body to battle the aging process at the cellular level.

- Helps restore levels of CoQ10 and vitamin D levels to optimize health
- Helps keep cells, tissues and organs functioning optimally
- Supports cardiovascular health*
- Promotes heart, brain, kidney, liver and muscle health*

C-LYTE

C-Lyte® gives your body ultimate protection by combining energizing vitamin C with antioxidants, keeping your body in peak health and providing your immune system with 24-hour support. One capsule contains 520mg of non-acidic, buffered vitamin C, which is equivalent to drinking more than 5 cups of orange juice. Vitamin C can protect against harmful molecules called free radicals, as well as toxic chemicals and pollutants.

- Featuring Isa-C Complex™, a combination of three forms of vitamin C, that is designed to be easy on the stomach and give you long-lasting antioxidant protection
- Gives your immune system 24-hour support*
- Renewed energy

MAKE YOUR LIFE EASIER! Forget the expensive fistful of multiple supplements, or having to spend about $550 on food to get the equivalent in nutrients. You can get your dose of age-defying vitamins, minerals, telomere support and antioxidants in cost-effective daily packets for morning and evening. Ageless Essentials Daily Pack with Product B saves you more than 30% on the total cost of purchasing each individual product.

Energy and Performance Solutions.

Includes the Energy and Performance System and the Performance President’s Pak. These solutions are for active lifestyles and athletes looking to improve body composition, build lean muscle and increase performance and energy.

The Healthy Aging and Telomere Support Solutions. Includes the Healthy Aging and Telomere System and the Performance President’s Pak. These solutions are ideal for anyone looking for overall good health, energy, weight maintenance, whole-body cleansing and youthful aging. “John Anderson has taken our foundation of natural, science-based, nutritionally superior products to a whole new level,” says Isagenix Chief Science Officer Dr. Suk Cho.

With more than 200 products bundled into three simple, solutions-based systems, Isagenix’s more than 100,000 Associates are finding it easier than ever to help others capture ultimate health and reach their own goals of owning a home-based business with unlimited earning potential.

“One reason for our success over the past 10 years is that we’ve been able to show that our products, opportunity and culture can truly transform people’s lives,” says Isagenix Co-Founder, President and CEO Jim Coover. “With Isagenix, living life to the fullest never felt better.”

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New, Third-Generation Product B Huge Leap Forward

Continued from page 1

At the Isagenix Top Achievers event in April, Anderson touched on the future impact of Product B. Detailing his first visit with Bill Andrews, Ph.D.—the molecular biologist, anti-aging crusader and Anderson’s collaborator in the testing and vetting process, Anderson recalls their conversation: “Bill said, ‘We use a control that actually turns on the gene that expresses telomerase. It’s very strong and very potent, but it’s not for human consumption.’” This answered my next question, which was why it wasn’t on the market.”

Andrews’s tests involve running John’s natural ingredients through a machine that measures whether or not an ingredient produces a hit, which is the equivalent of inducing telomerase. The machine does this by comparing the test ingredients against a control that turns on telomerase activity. Unfortunately for humans, that control is too toxic for consumption. “I wanted to have a hit as big as the control,” shares John. “Bill told me it was impossible—the control was so strong we were never going to see a hit like that in a natural botanical,” recalls John.

Never one to give up on improving his formulas—and loving a challenge—John sent Andrews 80 to 160 vials every week for formulas—and loving a challenge—John. “Bill told me it was impossible—the control was so strong we were never going to see a hit like that in a natural botanical,” recalls John.

John’s hard work finally paid off with an exciting phone call from Andrews in early March. “You’ve exceeded our control, I can’t believe it. What are you doing over there?” exclaimed Andrews.

Visibly emotional about the breakthrough, John is giddy thinking about what the third-generation of Product B will do for consumers.

“For every batch, we try to improve and increase the potency and efficacy, so we get more telomere support,” says John. These improvements have been shown to induce telomerase in-vitro. In vitro lab results may not be indicative of in-vivo results. For optimal telomere benefit, Product B is intended to be taken as part of an Isagenix System. “What does this mean for all of you? As telomere research evolves and we discover new technologies and ways to prepare the ingredients, they’re going to make their way into the product and you’re going to reap all the amazing benefits,” shares John.

“I’m really proud that we’ve come this far. We’ve been able to prove that we can do more than scientists ever thought we’d be able to do. Isagenix is in its eleventh year of business, and I wonder what we’ll do in the next 10 to 11 years—even six months to a year from now! I tell you, its mind-boggling and I am more than excited. To me, this is the beginning of the beginning,” says John.

Dr. Bill Andrews, who has a Ph.D. in molecular and population genetics, has studied aging at a molecular level for more than 28 years, focusing the last 15 years on finding ways to extend human lifespan through the intervention of telomere shortening in human cells. He was among the first who discovered telomerase, which is an enzyme that restores telomere length and is usually referred to as our “biological clock.”

Why Do We Age?

Aging is a complex process involving several factors and telomere shortening is at the heart of it.

Mitochondrial Dysfunction:
Mitochondria are the “powerhouses” of energy production. Telomere shortening and oxidative stress negatively affect their performance.

- Dysfunctional mitochondria release even more free radicals as by-products.
- Diminished Antioxidant Defenses: The body produces powerful antioxidants, such as glutathione and SOD that are vital to health. As telomeres shorten and cells age, the production of these antioxidants diminishes.
- Increased Oxidative Stress: As free radicals damage healthy cells and DNA, they cause oxidative stress. This damage further stimulates the shortening of telomeres and dysfunction of healthy cells.
- Free radicals are created by toxins, environmental pollutants, poor diet, stress and obesity.

On the other hand, antioxidants help neutralize free radicals, or “molecular band-aids.”

Oxidative stress is a major contributor to the symptoms of aging—disease, poor skin, fatigue and a variety of health problems.

There is a Solution...

The good news is that just as scientists have discovered the key role telomere shortening plays in aging, they’ve also begun to uncover the remarkable ability of certain botanicals and nutrients to address the factors that can support telomere stability.
Q: How did the creation of IsaLean Pro come about?
A: Isagenix is consistently researching to ensure we create the best product whether it be the right ingredients, the right amounts and the best formula for maximizing muscle growth, muscle retention, fat loss and keeping the body sufficiently powered. IsaLean Pro is the result of that research and like everything else made by Isagenix, it delivers everything necessary for maintaining a healthy lean body.

Q: What’s the most important ingredient in IsaLean Pro?
A: Definitely the whey protein. IsaLean Pro is all about undenatured whey protein. Undenatured means that the protein is cold-processed, which prevents the important bioactives and amino acids from being broken down. Even better is the fact that all whey protein from Isagenix comes from free-grazing New Zealand “Cheerful Certified” cows that are pasture-fed and free from harmful hormones and antibiotics. What’s cool is that New Zealand’s standards far exceed the USDA organic standards, so you get the highest quality whey protein with a significantly lower level of lactose and a superior amino acid profile.

Q: What’s some of the research behind IsaLean Pro?
A: There is a ton of research on the benefits of whey protein. For starters, studies have found that whey is a protein with a particularly high concentration of branched-chain amino acids, especially the amino acid leucine. Leucine; it turns out, is superior for muscle and strength-building when combined with an exercise program. In fact, recent studies show that significant gains in muscle and strength come from consuming high-quality protein, like whey, immediately after a workout.

Research also shows that whey should be your top choice because it increases lean muscle mass and boosts fat-burning more than other proteins, such as casein and soy. Retaining your muscle mass is a very important thing. Especially if you’re aging or trying to lose weight—both of which are associated with a loss in lean muscle mass. Sarcopenia, or the natural muscle loss that comes with aging, is an unfortunate reality for many aging adults. That’s why it’s so important to get more than adequate protein. Studies are showing that aging adults actually need more protein than normal adults to get the muscle-retaining benefits.

Q: Who else is IsaLean Pro for?
A: Great question, and really, it’s for anyone. Definitely athletes and people who need an increased amount of protein, like the aging adults I mentioned before. I know for myself, when I’m training 2 to 3 times a day, I simply need more protein for muscle repair and growth. IsaLean Pro has 36 grams of whey protein, compared to 24 grams in the normal IsaLean Shake.

Another group that IsaLean Pro can really help is people trying to lose weight who feel they’ve hit a “plateau” in their weight loss. Increasing protein can help boost satiety and increase thermogenesis, which increases metabolism and fat burning. This helps you lose that stubborn fat or fat around your middle that just won’t budge.

Q: So is IsaLean Pro just a high-protein powder?
A: Oh no, not at all! IsaLean Pro is actually a combination of IsaLean Shake and IsaPro™. So you get the nutrition of a complete meal replacement and the boost of a protein powerhouse. IsaLean Pro is still packed with the complete profile of vitamins and minerals; it just has more protein and slightly fewer carbs. It’s all about convenience, really. I used to combine the two, and carted my two canisters around with me everywhere. Now, I have the convenience of the mixing already being done for me in one packet, ready to go.

Q: So have you seen any results yet from taking IsaLean Pro?
A: Yes! I’m glad you asked. One of my clients came to me after doing another weight loss challenge with a different company. He had lost 10 pounds in about a 30-day period. I was then able to do hydrostatic testing on him, which is one of the most accurate ways to measure fat and lean muscle mass. The hydrostatic testing showed us that he had lost 10 pounds, but four pounds of that was lean muscle mass. Almost half the weight he lost was exactly what he really didn’t want to lose. I then had him do the Isagenix program, with IsaLean Pro, and after 30 days he had lost eight pounds. But guess what? Hydrostatic testing showed that he gained four pounds of muscle! Four pounds! This shows that it’s not always about weight loss; it’s about maintaining the correct body composition of fat to lean muscle mass for optimal health and continued weight maintenance. There is just no comparison to Isagenix for this, especially now, the new IsaLean Pro.
10 REASONS
Why Isagenix® is Your Youthful Aging Solution
Isagenix provides scientifically proven solutions to help support youthful vitality and healthy longevity.

1. SLOW AGING FROM THE INSIDE OUT.
Isagenix Whole-Body Nutritional Cleansing, Cellular Replenishing and Youthful Aging products help eliminate harmful toxins and impurities from the body that can accelerate the aging process. These products also replenish the body with crucial nutrients for optimal health. In addition, the other youthful aging products, particularly Product B, address the need for optimal cellular nutrition and protection. Ultimately, these products create a new level of wellness, vitality and youthful appearance from the inside out.

2. BUILD AND MAINTAIN MORE MUSCLE WITH WHEY PROTEIN.
At the core of Isagenix IsaLean and IsaLean Pro meal replacement products is whey protein—clinically shown to increase metabolism and boost fat burning. By increasing satiety, whey protein helps you feel fuller, longer. Whey protein also contains a high concentration of branched-chain amino acids, leading to increased muscle development and gains in athletes and non-athletes alike.

3. NO HARMFUL CHEMICALS OR IRRITANTS.
The youthful aging skincare products made by Isagenix do not contain any harsh, irritating chemicals or compounds, including phthalates or parabens. Other common skin products found on most store shelves can include harsh compounds that may actually damage the skin.

4. PROMOTE SKIN’S NATURAL PROCESSES
Ageless Renewal Serum and other youthful aging skin products help minimize the appearance of deep wrinkles, support collagen production, improve elasticity and tone, and increase firmness by helping the skin remember what it has forgotten with age.

5. ADDRESS AGING ON ALL FRONTS—NOT JUST SKIN
The skin is largely an indication of how the body is aging. If the body has not been abused, neglected and malnourished, then the skin will reflect this. However, if the body’s cells, tissues and organs are protected from harmful pollutants and replenished with crucial nutrients, the skin will reflect this level of health by appearing vibrant, glowing and youthful.

6. BOOST ENERGY, VITALITY AND OVERALL HEALTH
Isagenix Nutritional Cleansing and Replenishing products slow biological aging of the entire body, leading to enhanced energy and a new level of vitality and improved overall wellness.

7. SUPPORTED BY SCIENCE
All ingredients in Isagenix youthful aging and replenishing products are supported by scientific research. In addition, many products—including Ageless Renewal Serum—have been specifically investigated in scientific trials with extremely positive results. The CoQ10 used in Ageless Renewal Serum, the lipid-based CoQ10 in Ageless Actives, and many more.

8. SUPERIOR QUALITY
Isagenix prides itself on using only the highest quality ingredients in each product, this commitment to quality continues.

9. UNMATCHED INGREDIENT FORMULATIONS
All Isagenix product lines boast unmatched ingredient profiles you can’t find in any other product. These include the growth factors, adaptogens, polypeptides and actives in Ageless Renewal Serum, the lipid-based CoQ10 in Ageless Actives, and many more.

10. AHEAD OF THE CURVE
The Isagenix Quality, Regulatory, Technology, Science (QRTS) teams use the latest scientific research to create life-changing products, thus solidifying its position as an industry leader.

Top expert suggests Isagenix products are a perfect addition to youthful aging regimen

Molecular biologist and ultra-marathon runner Bill Andrews shares his views on the youthful aging market, products and the latest developments in the field. He shares tips on “putting the brakes on aging” and also has some exciting information to share about one of the products in the Isagenix line.

“There have been at least three publications in the last year showing that some dietary supplements can help support healthier telomeres. When I looked at the ingredients in the Isagenix products, I found they were all in there. Isagenix put some real thought into this,” says Dr. Andrews. He explains that telomeres are non-coding sequences of repetitive DNA at the end of chromosomes that are thought to be a biomarker of human aging.

Dr. Andrews teaches that Isagenix products feature key youthful aging formulations that rely on the science connecting the benefits of antioxidants and telomere length. And just as exciting, says Dr. Andrews, is that he participated in the development of a new, highly anticipated Isagenix product named Product B that was developed in response to the most cutting-edge telomere science.

As a person actively engaged in enhancing his own quality of life as he ages (he wears a pin on his suit coat lapel that says “Cure Aging or Die Trying”), Dr. Andrews is delighted because “Isagenix products are a convenient way to receive key high-quality nutrients.”

Convenience is valuable to a person who is as resolved to age healthily as Dr. Andrews. Determination is a defining characteristic of the man, who also happens to be a regular on the ultra-marathon running scene. “When I or somebody else is healthy enough to run a seven-minute mile when they’re 130 years old, that’s when I’m going to know that we’ve cured aging,” Dr. Andrews says. “That’s my benchmark. I love life. I never want to die, and I plan on running a 100-mile race when I’m 100 years old.” Dr. Andrews suggests that with healthy lifestyle habits, such as regular exercise, eating right and using quality supplements like Isagenix products, we could all join him in staying healthy for years to come. For incredible videos showing the science behind why we age and how to combat the aging process with Dr. Andrews, go to IsaMovie.com.

For more information about Isagenix please contact:

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