

# Four Core Isagenix Products

## **Truth and understanding empower us.**

Once we understand how and why things work, we can be unstoppable in any endeavor.

That's why I want to share a bit about the 4 basic core products Isagenix is founded on and why they were invented.

It's not what you think.

## **Isagenix was founded in 2002 by John Anderson.**

For over 30 years John had been one of the foremost nutraceutical scientists in the world creating over 2300 products for over 600 companies. He was known as "The Mineral Man" because he was the first to introduce liquid, organic minerals into the health world.

John had retired and was living on his ranch in Arizona. One day he woke up, put his foot in his boot and was bitten by a Brown Recluse Spider.

## **Brown Recluse Spiders have a venom that destroys human tissue.**

The only thing doctors know to do is to surgically remove more and more of the blackened, dead tissue in order to keep the venom from spreading to other parts of the body.

In John's case, he had spent several months in the hospital with multiple operations when the doctors came in and said, "Okay, John. Sign here. We have to amputate your foot."

## **John refused and checked himself out of the hospital.**

He went home and immediately went to work to invent a way to clear the poison out of his body. With his background and nutritional knowledge it took John over 72 hours working round-the-clock to finally come up with a solution. He said that to accomplish his goal he had to create a system. There is no one product that could do everything.



*Master Formulator, John Anderson created the program for his own medical emergency.*

**The program he created has more than 300 ingredients.**

They all work together synergistically.

**The 4 Components OF THE 9-DAY DETOX program were:**

- 1) **Cleanse For Life drink:** made from the inner heart filet of the aloe vera plant.
- 2) **IsaLean Shakes:** created with undenatured whey from grass-fed cows in New Zealand and the U.S.
- 3) **Natural Accelerator:** A potent herbal formula for speeding up metabolism and appetite control.
- 4) **Isagenix Snacks:** A mini-meal with amino acids that keep the blood sugar stable.

(See the attachment

**What The Products Do**

at the end of this document.)



*There is not one thing that will do everything.  
It requires a system of products that work synergistically.*

**John went on back-to-back 9-Day Detox Programs.**

He saved his foot. That saved his life.

He also shed 30 pounds. That stunned him.

When John realized what he had discovered, he decided to come out of retirement and create the company Isagenix. He said, "It's too bad we need this, but thank goodness we've got it."

**John considers the spider bite to be a blessing.**

If he had not been bitten, he would never have been driven to formulate this cellular cleansing technology. He was in the unique position of having the knowledge and the resources along with the impetus of a life-threatening health challenge to spur him into action. He created a solution to a problem that we all face that no one else in the world could have accomplished.

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**In 2002 Jim and Kathy Coover came out of retirement to partner with him.**

Jim was getting bored playing golf. And they also wanted to contribute something meaningful to the world.

As you enjoy the products you will learn more and more about them. The deeper you look, the more profound they become. There are now over 40 scientists who go to work every day at Isagenix to make them better and create more. The product line has expanded to include specific products for athletes, anti-aging, skin care, and more.



*Kathy and Jim Coover are more excited today than they were in 2002.*

Yes, people drop weight quickly and safely, however weight-loss is just a welcome by-product of the program. The reason it works so much better than other programs is that it actually addresses the underlying causes of fat retention and food cravings.

**I know that everyone reading this has different goals.**

You have most likely chosen different products to begin with. That being said, at some point during your first or second month, I urge you to try a 9-Day Program. It is included in the 30-Day Basic.

No matter how you use the products, you will benefit. They are just food. They are designed to provide the most dense amount of nutrition with the least amount of calories. They also taste great.

**Here's an overview of what a 9-Day Program looks like.**

(There's a 9-Day Program included in the 30 Day, Value and Race to Maintenance Paks.)

Day 1 weigh & measure	Day 2	Day 3 weigh & measure	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10 weigh & measure
Cleanse snacks & accelerators		Shake - Meal - Shake with snacks & accelerators					Cleanse snacks & accelerators		

**Here are a few specifics about the fundamentals of cleansing.**

- 1) What's the big deal about cleansing?
- 2) How is cleansing different from intermittent fasting?
- 3) Why 2 days and not 1 day or 3 days?

## 1) So, what's the big deal about cleansing?

Why do you change the oil in your car? What would happen if you didn't change it?

For most of us, food is available 24/7. We are eating all of the time. Most of us hardly know what it's like to feel hungry. We eat for many mind-numbing reasons including: anxiety, boredom, entertainment, bonding, camaraderie, addiction, self-soothing, Thanksgiving... you name it.

### **We hardly ever stop eating.**

We throw things into our mouths without thinking - from early morning till late at night. And for some reason, most of us feel like we always have to finish everything on our plate... and then some.



*"I can't believe I ate the whole thing!"*

### **That means our digestive system never gets a rest.**

Only when we stop eating can our digestive tract rest. Then the body automatically goes into cleansing mode.

It's like living in a house with a shopaholic hoarder. Things keep coming in the front door as quickly as you can stuff them in a closet or behind the sofa. Only when that stuff stops coming in the front door, can you finally start clearing out those closets.

### **Fasting has been around for centuries.**

There are many different kinds of fasts including The Grape Fast, The Water Fast, the Master Cleanse (with lemon and maple syrup), wheat grass and many others. (I have done all of these and more.)



*We get stuffed with stuff.*

People fast in order to give the body a chance to rest and rejuvenate itself. You have probably noticed that sick animals naturally stop eating and rest until they get better.

When I started using these products in 2005 not many people had heard about toxins or cleansing. Now, in 2020, the most popular trends in the health world are "intermittent fasting," "detoxifying the body" and "eating organically."

## 2) So, what's the difference between cleansing and intermittent fasting?

They are both basically the same thing (for this discussion, anyway).

### **Is the Isagenix cleanse different?**

Yes. In regular fasting, the body takes a day or so to get into cleansing mode. At the same time, ordinary fasting starts cannibalizing lean muscle.

**The genius of John Anderson's program has never been duplicated.**

The Isagenix program puts *on* lean muscle. A cleanse day consists of drinking four ounces of Cleanse for Life drink four times per day. Each 4 ounces is loaded with botanicals that supply the nutritional equivalent of a 1500 calorie meal. And that's without the calories.

The body immediatly goes into cleanse mode, it feels satiated, and has the required nutrients to start deep cleaning. Ingredients in the Cleanse For Life drink support the cells to eliminate their toxic load. Then they break down those impurities so that they can be flushed out through the liver and the kidneys.

**So why cleanse for 2 days and not 1 day? Or 3 days?**

Dr. John Gray, PhD, author of the Mars/Venus books, has been an advocate for Isagenix since 2002. That's when the 9 Day Program changed his life. He wrote a book about it, uses it in his practice, and created his own line of nutritional products with the company.



*Dr. John Gray, PhD  
Author, Mars / Venus books*

Dr. Gray says that in the first 24 hours of an Isagenix cleanse day, the liver burns sugar. During the second 24 hours, the liver starts burning fat. That second 24 hours gives 80% more results than the first day.

**Why not cleanse for 3 or 4 days in a row?**

Because after two days, the body will start breaking down lean muscle. You always break the fast on the third morning with an IsaLean shake. That shake is loaded with undenatured whey protein from New Zealand. Seven enzymes get activated with water.

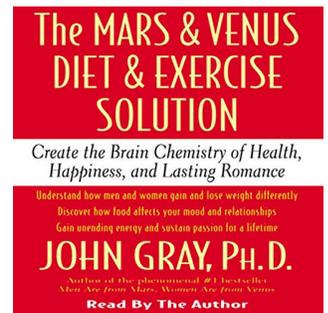
**Elite athletes and professional body builders love Isagenix.**

They shed fat and put on lean muscle at the same time. That gives them much more muscle definition. Also, their energy goes through the roof.

In sports, 80% of an athlete's performance is based on the nutrition they put into their body. In a profession where even 1/10th of a second can make or break a career, professional athletes and celebrities count on Isagenix to be their best.

**The products work whether you know all this stuff or not.**

It's just good to know this company will never compromise on the quality of the ingredients that go into these products. That's why they work.



*Dr. Gray uses Isagenix in  
his couples consulting practice*

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# The Products and What They Do

by Tony Escobar

Nutritionist / Isagenix Scientific Advisory Board / Academy of Scientists

## IsaLean® Shake

### 108 Ingredients - 242 nutrients

- 7 digestive enzymes
- 12 metabolize fats
- 3 promote a healthy liver
- 7 help with emotional stress
- 45 promote regularity
- 3 reduce appetite
- 3 stabilize blood sugar
- 4 support healthy adrenal system
- 4 promote lean muscle
- 2 maintain lean muscle mass
- 3 boost energy
- Low-glycemic / boosts metabolism
- Superior branched-chain amino acids
- Informed-Sports Certified



## Cleanse for Life®

### 96 Ingredients

- 72 ionic-based minerals
- 10 metabolize fat
- 7 help promote a healthy liver
- 2 help reduce yeast
- 10 assist with emotional stress
- 2 assist with maintaining a healthy gall bladder
- 1 helps reduce water retention
- 3 reduce toxins in the blood
- 4 suppress appetite
- 2 promote a healthy adrenal system
- Powerful antioxidants and natural cleansing herbs



## Natural Accelerator™

### 24 Ingredients

- 10 metabolize fats
- 3 help reduce emotional stress
- 7 assist liver function
- 3 stabilize blood sugar
- 1 reduces toxins in the blood
- 3 oxygenate the cells
- 1 assists gall bladder
- 1 assists in reducing sugar cravings

