

A close-up photograph of a man and a woman of African descent smiling warmly. The woman is on the left, leaning her head against the man's shoulder. The man is on the right, looking slightly off-camera with a gentle smile. They are both wearing white clothing. The background is bright and out of focus.

NEW
Liquid &
Powder
Flavor!

Cleanse for Life[®]

FOR OPTIMAL HEALTH

By John Anderson, Isagenix
Founder & Master Formulator.

The Isagenix logo features a stylized green figure with arms raised, positioned above the brand name "ISAGENIX" in a bold, black, sans-serif font. A registered trademark symbol (®) is located at the end of the name.

ISAGENIX[®]



DID YOU KNOW? Botanicals such as aloe gel, licorice root and ashwaghandha root contain bioactives that encourage detoxification within the liver and in individual cells.

THE CLEANSE FOR LIFE® SOLUTION

The need to cleanse is vital in today's dangerously toxic world. Our demanding lifestyles, environmental toxins, poor nutrition and daily stresses overload our body's own detoxification defenses—namely its ability to cleanse naturally. Without proper cleansing of impurities, the body struggles to maintain good health.

Isagenix® has established itself as the World Leader in Whole-Body Nutritional Cleansing, Cellular Replenishing & Youthful Aging™, with more than 1 million people experiencing the benefits of the detoxifying impact of Cleanse for Life. The gentle cleansing herbs and other natural botanicals have been scientifically formulated to help support the body's natural ability to remove toxins and impurities. According to Isagenix Founder and Master Formulator John Anderson, using Cleanse for Life daily can help your body prevent toxins from becoming embedded in the soft tissue and cells. Some noticeable benefits may be a boost in mental and physical performance and safe weight loss.

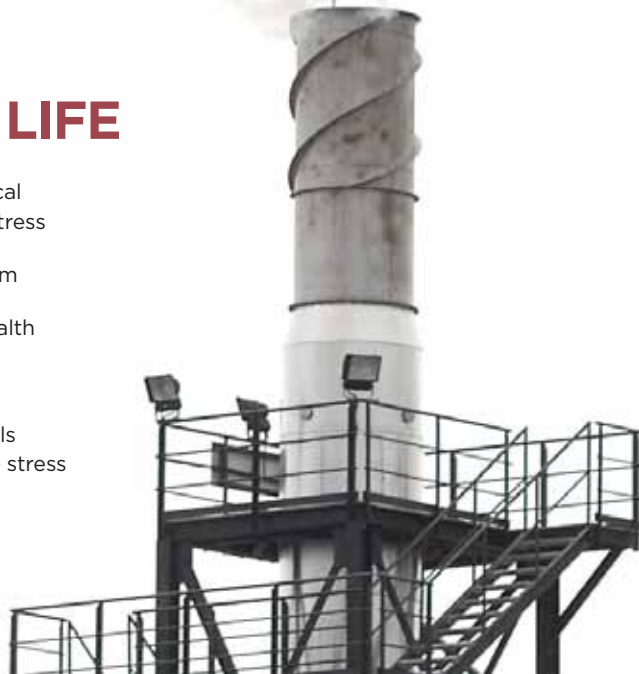
7 REASONS TO TRY CLEANSE FOR LIFE®

- 1. TOXIC DEFENSE >>** Impurities in our air, water and food can have an adverse effect on our cells, internal organs and ultimately, our overall health. The vitamins, nutrients and other botanical ingredients in Cleanse for Life were chosen to help protect the body from daily pollutants and promote detoxification.
- 2. WEIGHT LOSS >>** The Isagenix Nutritional Cleansing and Replenishing system, which includes Cleanse for Life, supports the body's ability to lose pro-inflammatory "stubborn fat" that often lead to greater health problems.
- 3. ANTI-AGING BENEFITS >>** Cleanse for Life helps support youthful aging with powerful antioxidants, like bilberry, blueberry and raspberry, which help mitigate oxidative stress, prevent the formation of free radicals and neutralize existing free radicals.
- 4. REDUCE STRESS >>** Cleanse for Life replenishes much needed Adaptogens that assist the body's own self-regulatory systems to minimize potentially harmful effects of stress.
- 5. TOTAL BODY SUPPORT >>** Gentle cleansing allows your vital organs (liver, colon, urinary tract, sweat glands, skin pores, lymphatic system, etc.) to perform their functions more efficiently. Cleanse for Life supports the removal of impurities from all major organs to help improve cardiovascular, brain and immune health, as well as mental and physical performance.
- 6. CURB UNHEALTHY CRAVINGS & SUPPORT HEALTHY BRAIN CHEMISTRY* >>** Cleansing and replenishing allows the internal body to convert nutrients into healthy brain chemicals that create an environment that craves good nutritious food.
- 7. RESTORE ANTIOXIDANTS >>** Antioxidants are substances that block and destroy free radicals, and Cleanse for Life is a great resource in the replenishing and resupplying of this essential line of nutritional defense.

BENEFITS OF CLEANSE FOR LIFE

- >> Supports detoxification in the liver and cells
- >> Supports mental and physical performance when under stress
- >> No artificial coloring
- >> Supports the immune system
- >> Helps support weight and inch loss as part of the Cleansing and Fat Burning System
- >> Supports cardiovascular health
- >> All-natural flavoring
- >> Aids in digestive health
- >> Helps in fighting free radicals that contribute to oxidative stress

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



THE CLEANSE FOR LIFE® DIFFERENCE

Unlike a colon cleanse or laxative products, Cleanse for Life uses a synergistic blend of gentle cleansing herbs and other natural compounds to ensure the energizing nutrients flood into the body as the toxins are cleansed out. That's what sets it apart. Cleanse for Life's new formula is stronger and more potent than ever thanks to improved extraction techniques that pull active phytochemical properties from each rare ingredient. With the addition of turmeric to support liver health and a new enhanced taste, your cleanse days just got even better

A PILLAR OF HEALTH

The Pillars of Health are the foundation of all Isagenix Cleansing and Replenishing systems. Cleanse for Life, combined with Ionix® Supreme, IsaLean® Shake and Ageless Essentials™ Daily Pack for Men or Women and Product B™ Antioxidants plus Telomere Support, acts as a super defense mechanism for your body against damaging free radicals, fatigue and stress, as well as assists in optimizing mental and physical performance.

HOW TO USE CLEANSE FOR LIFE

As a dietary supplement, Cleanse for Life can be taken daily for nourishment to help deal with daily toxic overload and the potentially harmful effects of oxidative stress. Alternatively, when taken as guided in the Isagenix Nutritional Cleansing and Replenishing Systems—programs rich in nutrition and low in calories—you can reap the benefits of “deep cleansing” and a sound approach to weight management.

FOR BEST RESULTS:

DAILY CLEANSE: Stir 1 level scoop of powder into 2 to 4 ounces of water OR drink 1 to 2 ounces of liquid up to twice daily.

DEEP CLEANSE: Stir level scoops of powder into 2 to 4 ounces of water or drink 4 ounces of liquid up to twice daily, as part of the Isagenix Cleansing and Fat Burning System.



CLEANSING SUPPORTS VITAL ORGANS

The human body has powerful cleansing tools in the intestine, liver, kidneys and skin. Gentle cleansing through the help of botanicals, trace minerals and other essential nutrients aids the body in eliminating impurities, strengthens while restoring a balance of wellness and vitality.

>> BRAIN

- Cleansing supports mental clarity, focus and acuity
- Utilizes nutrients to achieve optimum balance

>> CARDIOVASCULAR SYSTEM

- Certain antioxidant botanicals may support healthier cardiovascular system
- Supported by good nutrition and exercise

>> LIVER

- Key cleansing organ
- Positively influences all areas of health, including immunity, skin, assimilation of nutrients and fat metabolism
- Activity enhanced with support of essential nutrients and botanicals

>> VISCERAL FAT

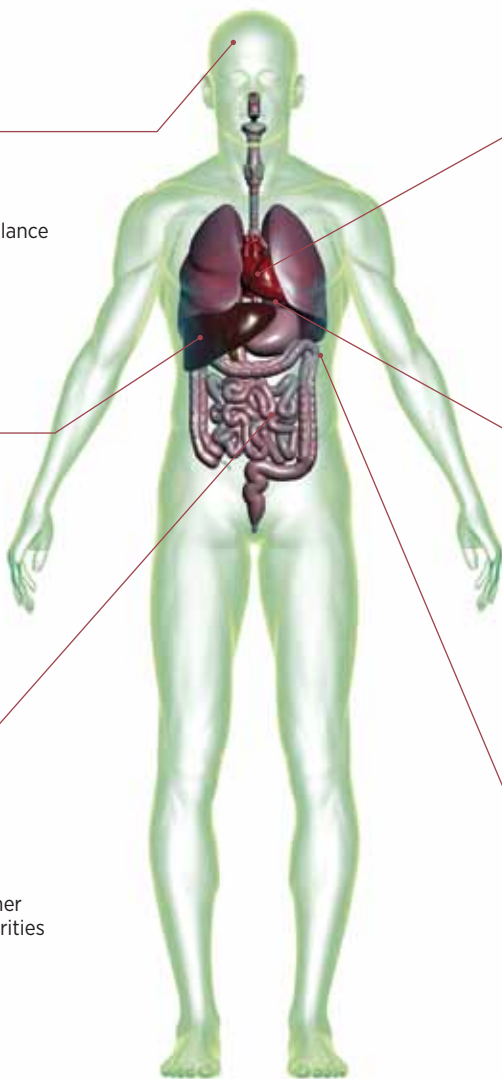
- “Stubborn” fat used to “store” dangerous impurities and pollutants
- A combination of cleansing, exercise and reduced intake of calories helps release impurities and expedite burning of excess fat

>> INTESTINAL TRACT

- Key player in cleansing
- Cleansing improves digestion and assimilation of nutrients leading to cleaner internal body and less exposure to impurities

>> KIDNEYS

- Key purification organ
- Requires regular amounts of water to deal with “overload” of impurities
- Supports immune function





INGREDIENTS FOR OPTIMAL HEALTH

Cleanse for Life® is a synergistic blend of gentle cleansing herbs and other nutrient compounds that support your body's cleansing process. Employing only the highest-quality "no-compromise" ingredients, Cleanse for Life is scientifically formulated to help support your body's natural ability to remove toxins and impurities that can affect health, performance and quality of life. Cleanse for Life features a higher concentration of bioactives for increased potency for cleansing at the cellular level and greater protection against oxidative stress.

IONIC ALFALFA™

Included by Isagenix Founder and Master Formulator John Anderson after years of study and research, Ionic Alfalfa is a unique blend of alfalfa juice concentrate. Often just thought of as animal feed, alfalfa actually contains a wide variety of vitamins, minerals and other compounds important to human health. Scientists attribute its nutrient-rich content to roots that can penetrate downwards of 60 feet into the sub-soil to reach prime mineral and trace element content otherwise unavailable to most plants, vegetables and fruits. These ionic minerals are sourced from prehistoric beds of organic plant material deep in the earth that are superior sources of nutrients, most notably organically bound ionic minerals. Noted by Anderson as the "spark plug" of life, these minerals support the body's functions.

GENTLE CLEANSING HERBS

The use of improved techniques to extract active phytochemical properties from botanicals has resulted in a new level of potency—sometimes two to three times more potent than the original version. New ingredient turmeric supports liver health and offers a protective effect against toxins.



ASHWAGANDHA

Ashwagandha has been widely used in Ayurvedic medicine for thousands of years. This botanical now enjoys modern scientific support, with studies showing it may help provide protection from free radicals and support the liver and mental and immune function. This adaptogen supports the body's ability to adapt to physical, mental and emotional stress.

INGREDIENT HIGHLIGHTS: Beta-sitosterol • Chlorogenic acid • Alkaloids • Withaferin

POTENTIAL BENEFITS: Increased resistance to environmental and oxidative stress • Supports liver functions
• Supports immune function

ASHWAGANDHA MAY SUPPORT JOINT HEALTH

*An Indian research team recently found that ashwagandha may be able to support joint health.
– Phytother Res. 2008 Oct;22(10):1342-8.*

TURMERIC

Turmeric (*curcuma longa*) is often used in various Asian and Indian dishes as a peppery spice that gives curry its characteristic yellow color. Widely used for thousands of years for its various health benefits, specifically as a digestive aid, turmeric promotes natural detoxification with natural antioxidant properties.

INGREDIENT HIGHLIGHTS: Curcuminoids

POTENTIAL BENEFITS: Has antioxidant properties • May help support joint health • May support digestion



TURMERIC MAY HAVE ANTIOXIDANT PROPERTIES



ALOE VERA GEL

Aloe vera gel has been a staple of dietary and medicinal use in traditional cultures for centuries. It still enjoys an immense popularity and is believed to possess wide-reaching healthful properties.

INGREDIENT HIGHLIGHTS: Acemannan • Other mannans • Enzymes

POTENTIAL BENEFITS: May help protect liver • May promote detoxification in the liver • Has antioxidant activity
• Supports immune function

ALOE VERA MAY SUPPORT LIVER ACTIVITY

*Indian scientists recently found that aloe vera may support healthy liver function.
– J Ethnopharmacol. 2007 May 22;111(3):560-6.*



ELEUTHERO

Eleuthero has enjoyed an esteemed position near the top of traditional health systems in various areas of the world. It is viewed traditionally as an adaptogen, which allows the body to adapt to stress, support energy levels and help “normalize” adverse conditions.

INGREDIENT HIGHLIGHTS: Glycosides • Phytosterols • Lignins

POTENTIAL BENEFITS: May help improve oxygen metabolism/physical stamina • May help support immune function
• Provides antioxidant support • May help improve mood and mental focus

ELEUTHERO MAY ENHANCE PHYSICAL PERFORMANCE

A Polish research team investigated the active components in eleuthero and concluded from their data that the “Eleutherococcus senticosus compounds [positively] affect cellular defense and physical fitness.” – Phytother Res. 2000 Feb;14(1):30-5.

ANTIOXIDANT BLEND

This potent antioxidant blend of bilberry, blueberry and raspberry can help safeguard against oxidative stress and its effects on the cardiovascular system, brain, liver and other vital organs.

INGREDIENT HIGHLIGHTS: Polyphenols • Catechins • Anthocyanins • Flavanols • Triterpenoids

POTENTIAL BENEFITS: Antioxidants help reduce oxidative stress • Supports health of heart and vascular system
• Helps support liver health • Helps support urinary health

BERRIES MAY PROVIDE ANTIOXIDANT PROTECTION

Russian scientists recently tested a product containing both blueberries and raspberries and confirmed earlier findings indicating the berries possess distinct antioxidant properties. – Georgian Med News. 2006 Nov;(140):78-83.



FENNEL SEED

With its licorice-like taste, fennel has been a popular culinary spice and therapeutic agent for centuries in the Mediterranean, Middle East and other areas of the world.

INGREDIENT HIGHLIGHTS: Anethole • Essential oils

POTENTIAL BENEFITS: Provides antioxidant protection • May help assist removal of impurities
• Supports cardiovascular health • Helps support digestive health • Helps support a healthy immune system

FENNEL ESSENTIAL OIL IS HEART-FRIENDLY

Italian scientists recently found that essential oil of fennel, which is high in anethole, supports a healthy cardiovascular system. – Pharmacol Res. 2007 Sep;56(3):254-60.



SUMA ROOT

Also known as Brazilian ginseng, suma has been utilized by native cultures in South America as a tonic and endurance builder. It is also described as having Adaptogen-like properties.

INGREDIENT HIGHLIGHTS: Pfaffic acid • Phytosterols • Saponins • Beta-ecdysone • Germanium

POTENTIAL BENEFITS: Helps increase stress resistance and endurance • Supports immune function
• Possible “Adaptogen” properties • Promotes healthy cellular function

SUMA AND IMMUNE FUNCTION

*Scientists from the University of Sao Paulo in Brazil recently determined that suma may help support the body's immune system.
– Life Sci. 2006 Feb 16;78(12):1287-92.*

YELLOW DOCK

Yellow dock has been used for centuries in traditional medicine to assist the liver, digestive tract and skin in their eliminatory functions. May also promote removal of impurities in the digestive tract.

INGREDIENT HIGHLIGHTS: Tannins

POTENTIAL BENEFITS: May help support liver function and the health of related organs
• May support kidney health • Helps maintain digestive system health

YELLOW DOCK DEMONSTRATES ANTIOXIDANT POWER

Turkish researchers have helped demonstrate the free radical-fighting capability of yellow dock, stating that extracts of yellow dock may protect the gastric system through its antioxidant properties. – Pharmazie. 2004 Feb;59(2):147-9.



LICORICE ROOT

Licorice has been a widely utilized home remedy for thousands of years and still remains a popular supplement today. Historically, it was used to support the skin, gastrointestinal system and respiratory tract.

INGREDIENT HIGHLIGHTS: Glycyrrhizin • Saponins • Isoflavones • Antioxidants

POTENTIAL BENEFITS: Promotes gastrointestinal health • Helps support digestive health
• Provides adaptogenic properties

LICORICE ROOT SUPPORTS LIVER FUNCTION

A team of scientists from South Korea found that certain compounds from licorice root were able to help protect the liver with its antioxidant activity. – Pharmacol Res. 2002 Sep;46(3):221-7.



BURDOCK ROOT

Burdock has long been utilized as a topical remedy. Science suggests the inulin in burdock root can boost beneficial probiotic growth in the intestinal tract.

POTENTIAL BENEFITS: May assist with safe removal of impurities • Promotes healthy liver function
• Helps support digestive health

BURDOCK SHOWS GASTRO-PROTECTIVE PROPERTIES

Brazilian scientists recently demonstrated that burdock may be able to protect the gastrointestinal system, probably at least in part due to its antioxidant capabilities. – J Pharm Pharmacol. 2008 Jun;60(6):795-801.

PEPPERMINT LEAF

Peppermint is one of the world's oldest medicinal herbs, with a rich and varied history and cultural tradition in ancient Egypt, Greece, Rome, the Middle East and even the Americas.

POTENTIAL BENEFITS: Promotes digestive health • Helps relieve stress • Supports cellular health

PEPPERMINT CAN SOOTHE GI TRACT

A Canadian research team found that peppermint showed significant help with supporting gastrointestinal health. – BMJ. 2008 Nov 13;337:a2313.



PAU D'ARCO

The inner bark of this native Brazilian tree has been utilized for a variety of purposes in traditional cultures in South and Central America, including the Incas and Aztecs. Modern research is now confirming many of these uses.

INGREDIENT HIGHLIGHTS: Laphachol • Selenium • Vitamin B complex • Vitamin C • Magnesium • Calcium

POTENTIAL BENEFITS: Supports healthy energy • Helps support healthy immune activity • Acts as liver tonic

PAU D'ARCO MAY SUPPORT A HEALTHY GASTROINTESTINAL TRACT

Korean scientists recently completed a study suggesting that pau d'arco may be able to promote a healthy balance of intestinal bacteria and support proper gastrointestinal function. – J Agric Food Chem. 2005 Feb 23;53(4):1152-7.

CLEANSE FOR LIFE *BONUS BENEFIT:* WEIGHT LOSS!

(When used as part of an Isagenix® Nutritional Cleansing and Replenishing system.)



NAME: Dr. Ken S.

LOCATION: Milton-Freewater, Oregon

AGE: 45

HEIGHT: 5'7"

WAS: 295 pounds

LOST: 105 pounds*

AS OF: August 2009

“ I knew I needed to make a change, but I was frustrated because I couldn't seem to find a healthy solution. Then my friend phoned and told me about Isagenix. ”



NAME: Amber M.

LOCATION: Laketown, Utah

AGE: 45

HEIGHT: 5'7"

WAS: 240 pounds

LOST: 105 pounds*

AS OF: February 2010

“ Before, I couldn't jump, run or climb the stairs. Now that I've got the weight off and the nutrition from Isagenix, I can do it all. I'm in better shape now than in high school! ”



NAME: Jesse D.

LOCATION: Coeur d'Alene, Idaho

AGE: 21

HEIGHT: 6'2"

WAS: 290 pounds

LOST: 101 pounds*

AS OF: February 2010

“ I always knew how to eat healthy but I had never been introduced to cleansing. I think that was a key to getting rid of that extra fat baggage I'd been carrying around for years. It's finally gone. ”

* 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 seven pounds during the first nine days of the Cleansing and Fat Burning System.

BIG Benefits. Small 2 oz. Package.

A convenient addition to the Isagenix Cleansing and Fat Burning System.

- Great for sharing the power of the Cleanse!
- Convenient travel-size container
- Perfect for today's on-the-go lifestyle



(16 units per box)

For more information, please contact your Isagenix® Independent Associate:



For additional copies of this brochure call 1.877.225.3528 or visit IsaSalesTools.com

DISCLAIMER: If you are pregnant, nursing, diabetic, on medication, or are beginning a weight control program, consult your physician before using Isagenix® products or making any other dietary changes. Discontinue use if allergic reaction occurs. DO NOT ALTER ANY MEDICAL TREATMENT, OR THE USE OF MEDICATIONS, WITHOUT THE PERMISSION OF YOUR MEDICAL CARE PROVIDER. FDA regulations prohibit the use of therapeutic or medical claims in conjunction with the sale of any product not approved by the FDA. 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. © 2011, Isagenix/Sound Concepts. All Rights Reserved. No part of this publication may be reproduced, transmitted or translated into any language in any form by any means without the written permission of Sound Concepts.