

MY 30-SECOND STORY



Before you get started on your 30-second story, take a moment to review the fundamentals of sharing your story the right and compliant way on the next page.

1. Before Isagenix I was...

1. _____

2. _____

3. _____

2. I was introduced to Isagenix by...

3. I have been taking the products for...

4. As a result I am now....

1. _____

2. _____

3. _____

5. I am now...

SHARE ISAGENIX THE RIGHT WAY



Sharing your story can be the one of the most effective ways to market your Isagenix business. Countless people all over the world have experienced life-changing results and are understandably excited to share. We love the excitement and passion for Isagenix, but we want to make sure you share your success, “the right way.”

Before you get started developing or refining “My 30-Second Story,” let’s take a moment to review the fundamentals of sharing your story the right and compliant way.

Testimonials, Claims, and Your Story

Follow These Four Simple Rules:

Rule #1 – MUST be Accurate and Truthful

Rule #2 – MUST Give Reasonable Expectations

Rule #3 – MUST NEVER suggest any Isagenix Product Treats, Cures, or Prevents any Disease

Rule #4 – MUST NEVER Promise or Guarantee Financial or Physical Results

When These Rules Apply:

- In print
- Spoken or presented in formal presentations
- On social media
- Casual conversations
- Always!

Best To Keep Handy:

Visit **IsaProduct.com** for a full list of approved product claims and product label information.

For a full list of Isagenix approved disclaimers, visit **Isagenix.com** and click the “Disclaimers” link at the bottom of the page.

For more information on sharing your story, please visit **IsagenixCompliance.com**, or email **Compliance@IsagenixCorp.com** to reach a Compliance Alliance Expert.