

Live long. Live healthy.

THE SCIENCE BEHIND ISAGENIX



Live long. Live healthy.

WINTER 2013

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ISAGENIX



A WORD FROM SUK

Everyone needs a pick-me-up once in a while. What Isagenix has delivered with **e+** is a novel way of obtaining the natural, balanced energy that you need daily.

e+ pairs naturally sourced caffeine from green tea and yerba maté with herbal adaptogens. As you'll learn in this newsletter, the scientific evidence finds that this combination can be powerful for energizing a workout, sharpening your mind and focus, and boosting your overall health.

Whether you're an athlete looking to step up your competitive game, a college student preparing for a big exam, or a driven business person working to meet a critical deadline, **e+** is the right product for you.

Suk Cho, Ph.D.



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Introducing e+

The fast pace and constant stresses of modern society have underpinned the rising popularity of energy drinks and shots. To meet the insatiable demand of consumers, however, many companies are sacrificing corporate responsibility.

There exists a surplus of unhealthy concoctions that are used in unhealthy and even dangerous ways. All are claiming to give you the biggest boost for your buck. But most just contain excessive amounts of synthetic caffeine, artificial ingredients, sugar, and other additives. Unfortunately, this has led to a lot of media coverage about possible harmful effects of energy drinks and shots.

Isagenix has chosen the path of corporate responsibility to bring you e+, a balanced, healthy energy shot. Containing only as much caffeine as a cup of drip coffee or premium

tea, it has only 1/3 to 1/2 the amount of caffeine as found in other shots on the market. e+ pairs naturally sourced caffeine from green tea and yerba maté with a proprietary blend of adaptogens backed by scientific evidence. The combination is a powerful, healthy boost that can help you get going in the morning, kick-start a workout, or power through a busy afternoon.

While excessive caffeine amounts can have undesirable effects on blood pressure and the heart in at-risk populations (1;2), a growing body of evidence has shown that moderate

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amounts daily are associated with considerable benefits including cognitive and cardiovascular health.

Findings from the large, well-known Cardiovascular Health Study were that caffeine consumption enhances cognitive function in the short-term and can slow cognitive decline when consumed regularly over the long-term (3). Lifetime regular caffeine consumption in the form of coffee and tea is also associated with

long-term management of healthy blood pressure (4), healthy blood sugar (5), and brain health (6). In addition, caffeine consumption can be especially useful for powering physical performance during aerobic and resistance training exercise (7). The evidence is clear: caffeine in amounts provided by nature can be good for you.

When developing e+, the question raised was how the product might

affect healthy weight management goals while cleansing on an Isagenix system. Based on discussions with John Anderson, the company decided that a pilot trial was necessary to evaluate the product's effects on weight loss. We were pleased to see these results (read about them on Page 3). Isagenix has shown once again that as a company, we are driven by a genuine mission to develop healthy products that provide real results for our customers.



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Pilot Trial Finds e+ Supports Isagenix System

How will e+ affect your weight management goals? What does the science say? Is it OK to use e+ on Cleanse Days on an Isagenix system?

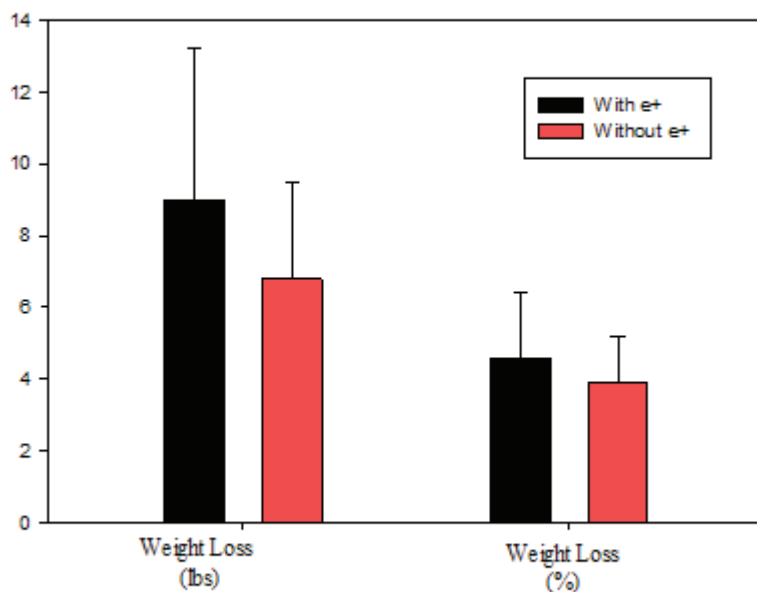
With the new launch of e+, some of the most frequently asked questions consumers have about drinking the energy shot regularly is how it might affect their hard-earned weight loss achievements while on an Isagenix system.

Fortunately, anticipating this, Isagenix conducted a pilot trial before the product's official launch. The trial was designed to evaluate the effects of e+ in healthy subjects who desired to lose weight by performing Cleanse Days and Shake Days while following the 9-day Cleansing and Fat Burning System.

Now, the results are in: e+ did not interfere with the effectiveness of the Isagenix system. In fact, the pilot trial's findings suggest that the naturally sweetened energy shot may be an excellent addition to an Isagenix system for reaching healthy weight management goals.

The pilot trial randomized 26 subjects into two groups: Group 1 followed the 9-day Deep Cleansing and Fat Burning System while supplementing with one bottle of e+ daily on Cleanse Days and Shake Days; Group 2 followed the system without consuming the new product. At the end of the 9-day trial, Group 1 (who consumed the e+ daily) trended toward greater weight loss results than Group 2 (who didn't consume e+ daily) based on pounds and percent weight loss.*

e+ Energy Shots Do Not Interfere with Weight Loss during the 9-Day Deep Cleansing and Fat Burning System



Isagenix introduced e+ in January at the company's New Year's Kick-Off event in Phoenix, Ariz. Unique in its formulation, e+ is a convenient 2-ounce liquid energy shot containing natural caffeine derived from green tea and yerba mate along with a proprietary blend of adaptogenic botanicals designed to increase energy, stamina, and mental alertness. The product is naturally sweetened with fruit juices and is only 30 calories per serving. It contains no artificial flavors, colors, or sweeteners.

**Individual results may vary.*



“FATHER OF ADAPTOGENS” and His Energizing Adaptogen Blend in e+

It was 1960 when Russian scientist, Dr. Israel Brekhman, first had his work published in scientific literature. This first publication was a culmination of 15 years of previous research on adaptogens—a topic Brekhman dedicated the rest of his life to. His continued research on adaptogens led to hundreds more publications and discovery of the many health benefits from these protective agents. Brekhman was not only a world-renowned scientist and researcher, but also a medical doctor, teacher, and philosopher. Known as the “Father of Adaptogens,” he’s credited with introducing to the world formulas of adaptogens that promote health by helping people cope with everyday stress, maintain high levels of energy, and free the body from fatigue.

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In a society plagued by chronic stress, a targeted solution to prime and protect the body from its harmful effects is necessary. Deemed “nature’s answer to stress,” Isagenix Ionix Supreme contains adaptogen compounds that work in the body by increasing its ability to adapt to stress while also improving physical and mental functioning under stressful conditions (1-2).

More specifically, and in one of his many research papers, Brekhman and his colleagues defined adaptogens as natural plant substances that:

- 1.** Increase the body’s ability to cope with internal and external stresses.
- 2.** Exhibit stimulating effects after both single-time use and prolonged use, leading to increased working capacity and mental performance under stressful and fatigue-inducing conditions.
- 3.** Normalize the functions of the body.
- 4.** Are entirely safe and have no negative side effects.

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While all adaptogens are restorative to the body's stress response and capacity to perform, certain combinations were studied by Brekhman for the exclusive purpose of boosting performance and fighting fatigue. With that purpose in mind, Isagenix has formulated the new e+ with Brekhman's own adaptogen formula coupled with naturally sourced caffeine—talk about the perfect pairing for energy and performance!

The first performance-boosting adaptogen in Brekhman's formula, and now in e+ is Eleuthero (full name: Eleutherococcus senticosus). Eleuthero, also known as Siberian ginseng, is a thin, thorny shrub native to forests in southeastern Russia, northern China, Japan, and Korea.

The research behind Eleuthero has shown it to improve endurance exercise, oxygen uptake, and overall performance in athletes. One study published in 2010 echoed just that—college-aged male tennis players who supplemented with eleuthero for eight weeks had significantly enhanced endurance time and elevated cardiovascular functions (3).

Another adaptogen in e+, Rhodiola (Rhodiola rosea)—native to the arctic and mountainous regions throughout Europe, Asia, and the Americas—also has scientific research behind it alluding to athletic improvement. A 2012 study conducted on cyclists found an improved heart rate response to exercise and a decreased perception of effort in subjects who took rhodiola one hour before exercise (4).

The adaptogens in e+ not only can help power a workout, but can also help you resist stress to stay mentally sharp after a hard day's (or night's) work. Rhodiola, for instance, has been found to reduce general and mental fatigue in doctors working night shifts (4).

One of the most recent reviews of adaptogens, published in October 2012, gives cause to always have e+ on hand when a pick-me-up is needed. According to the review, adaptogens “induce increased attention and endurance in situations of decreased performance caused by fatigue and/or sensation of weakness” (5).

The bottom line is that adaptogens are plant substances that help the body to better handle external and internal stressors, they enhance the body's ability to perform physically, and they increase focus and mental alertness. Israel Brekhman spent his lifetime and career studying adaptogens and how we can use them to prime and protect the body. With e+, Isagenix is taking some of Brekhman's best work and giving people the tool to take themselves and their health to the next level.

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SHARPEN UP— BEAT THE BRAIN DRAIN

It's 3 p.m. and you're in a very important meeting with very important people. They're talking to you but all you hear coming out of their mouths is gibberish. You know you should be actively participating in this conversation, but it is physically impossible at this point. You feel lethargic, drained—you've hit a wall. Or maybe you're sitting at your desk and it's midday. Instead of being able to focus on what you're reading, you find yourself slipping away—into sleep.

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If these scenarios sound familiar, you are not alone. Feelings of an afternoon crash are common whether you are a business executive or a teacher. Adequate amounts of quality sleep, a balanced diet, and exercise have all been shown to aid in preventing day-time fatigue. But let's be honest, there are days when these habits fall to the wayside yet the need to perform is still there. So what do you do?

More evidence is showing that moderate amounts of caffeine can actually improve concentration, focus, and short-term memory. In a 2007 study from the University of Western Austria, students who consumed a low dose of caffeine reported feeling more awake, clear-minded, and energetic than those who did not consume caffeine (1). The caffeine drinkers also reported a greater ability to concentrate and focus while in class.

So how does caffeine go to work in the brain? Scientists have found that caffeine stimulates brain activity in areas associated with working memory as evidenced by magnetic resonance imaging (MRI). A 2008 study assessed 15 healthy males to see the effect of caffeine when completing a "working memory task"—a cognitive exam that involves engaging in reasoning and comprehension to complete a goal (2). Subjects were given caffeine 20 minutes prior to completing the task while undergoing a brain scan. Researchers found increased activity in the cerebral cortex—a portion of the brain that plays a key role in memory, attention, awareness, thought, and language—when subjects consumed caffeine.

Other parts of the brain affected by caffeine are the "feel good" neurotransmitters called β -endorphins. Researchers evaluated subjects who engaged in 2 hours of cycling after they were given either given caffeine or placebo. In those who consumed caffeine, β -endorphin levels nearly doubled (3). No change was evident in the placebo group suggesting that caffeine can help improve mood.

It turns out that caffeine may be more effective with a partner too—as recent science shows the combination of caffeine and L-theanine (found in green tea extract) may amplify cognitive benefits more so than caffeine alone. A study out of *Nutrition Neuroscience* found the combination of L-theanine and caffeine improved both speed and accuracy of performance of an "action-switching" task and reduced susceptibility to becoming distracted (4). In another study, the combination decreased mental fatigue ratings and led to faster reaction time and working memory response (5). Subjects also reported decreased 'headache' and 'tired' ratings and increased 'alert' ratings. This evidence suggests that L-theanine and caffeine together may be more beneficial for improving performance on cognitively demanding tasks.

For those days when you need an extra brain boost to stay motivated and alert at work, keep focus through a workout, or study for an exam, caffeine, especially in combination with L-theanine as found in e+, can give you just what you need to stay on top of mental tasks and perform at your top ability. Because let's face it, if your brain's not working right, you're not working right.

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POWERING PERFORMANCE

e+ for all types of athletes

The world of sports and fitness is starting to focus more on a new player for boosting performance: caffeine. According to the International Society of Sports Nutrition (1), caffeine is effective at enhancing performance in trained athletes when consumed in low to moderate doses—and that's in any sport.

Elevated levels of caffeine appear in the body 15 to 45 minutes after ingestion and peak concentrations are evident within 1 hour, making caffeine a perfect pre-workout routine. There are multiple explanations to explain how caffeine works to enhance performance, but the most extensively reviewed is that caffeine competes with the neurotransmitter, adenosine, in our brains that causes drowsiness.

Adenosine works by blocking the neurotransmitters that keep us awake and alert, especially dopamine. Oddly enough, adenosine can build up in the body during exercise and lead to fatigue. By blocking adenosine, caffeine works to stimulate the central nervous system, resulting in a variety of processes that may improve athletic performance—increased heart rate and delayed feelings of fatigue included.

In addition to stimulating the central nervous system, caffeine may improve athletic performance by decreasing the body's reliance on glycogen for energy and instead turning to fatty acid mobilization.

Glycogen—the stored form of glucose in the body found primarily in the liver and muscles—acts as an energy reserve that can be quickly mobilized to meet a sudden need for glucose. When the body uses glycogen for energy it's called glycolysis. However, the body can only store so much glycogen. Additionally, fatty acids are more energy concentrated and can be burned faster and more efficiently, sparing the body from glycogen depletion and exhaustion.

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Multiple studies have shown significant increases in intramuscular fat oxidation and reduced glycolysis in subjects who consumed caffeine before or during physical activity (2, 3). What this equates to in the gym or on the field is longer, harder bursts of athletic performance.

Another way that caffeine allows athletes to exercise longer and at a higher intensity is by increasing the secretion of endorphins (4). Endorphins are released by the pituitary gland in the brain and evidence has shown that during exercise they increase feelings of well-being and possibly decrease pain perception. The term “runner’s high” is based on this concept—runners may be able to keep running despite pain or fatigue, continuously surpassing what they otherwise would consider to be their pain limit.

Here’s a quick run-down of how caffeine can help all types of athletes surpass their limits:



ENDURANCE ATHLETES (SWIMMER, RUNNER, CYCLIST, ETC.)

The goal of endurance athletes is to increase stamina, which can be both physically, and mentally draining. Because of the long duration of performance, endurance athletes are at high risk for glycogen depletion. By supplementing with caffeine, fatty acids may become the preferred source of energy rather than running solely on glycogen stores. Because fatty acids contain a more compact form of energy and can be easily broken down, endurance athletes may be able to perform harder, longer.

In a systemic review of more than twenty studies, researchers found that caffeine can be an ergogenic aid (performance-enhancing) for endurance performance when taken before and/or during exercise (5). They also found that abstaining from caffeine for about 7 days before use at a competition optimized the ergogenic effect.

Additionally, the combination of caffeine and carbohydrate can improve performance for endurance athletes by enhancing brain efficiency in terms of sustained attention and working memory (6). A study of trained cyclists who were moderate caffeine consumers found that those who consumed caffeine performed significantly faster and took longer to reach exhaustion. In addition, the caffeine-consuming cyclists were also the only ones to experience significant improvements in complex cognitive abilities, none of which were observed when the substances were consumed separately (7).



HIGH-INTENSITY ATHLETES (FOOTBALL PLAYER, SPRINTER, ETC.)

High-intensity athletes aim to build strength to improve quickness, agility, and technique. By stimulating the central nervous system, caffeine can help high-intensity athletes to push their limits and power through challenging competition, even when they are fatigued.

Researchers investigated the effect of caffeine in 16 sleep-deprived professional rugby players (8). Caffeine increased voluntary workload in the players, even more so under conditions of self-reported limited sleep. Based on this data, caffeine may prove worthwhile especially when athletes are sleep deprived.

Another study looked at trained swimmers who consumed caffeine and showed significant increases in speed (9). However, untrained, or less skilled swimmers, did not have significant improvements when they consumed caffeine. What does this mean? Caffeine can give you the extra boost, but it does not give you the skills.

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STRENGTH-POWER ATHLETES (BODYBUILDER, FITNESS, ETC.)

Bodybuilders and fitness competitors strive to build large, well-defined muscle. This is accomplished through short bursts of extremely intense exercise. Although research on the benefits of caffeine for this group of athletes is fairly small, there is some evidence that caffeine may increase peak power.

In a study of highly conditioned male athletes, researchers investigated how caffeine consumption would affect muscular endurance (10). The researchers tested maximum

weight limit for leg press, chest press, and Wingate in all the athletes (Wingate is an anaerobic test performed on an arm crank ergometer that consists of a set time pedaling at maximum speed against a consistent force). Results indicated a significant increase in performance for the chest press and peak power on the Wingate.

With evidence showing caffeine can be advantageous for any athlete whether consumed before—and sometimes even during—workouts, it begs the question of what caffeine can do for recovery. And it looks like it even does the job here, too. When combined with carbohydrates, caffeine may also aid in exercise recovery. At least one study has found an increase in the rate of glycogen synthesis when caffeine and carbohydrate are taken together post exercise (11). This gives muscles the glycogen recovery they need to repair and be ready for the next workout.

Whatever type of athlete you are or competitive event you perform in, caffeine may be a wise choice to help you perform harder, longer, and stronger. It's got the science behind it; now let it get behind your athletic performance.

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ISAGENIX® ENERGY BEVERAGE GUIDE



IONIX SUPREME



e+



WANT MORE ENERGY

THE ULTIMATE COMPARISON GUIDE TO OUR NATURAL ENERGY DRINKS

Nature's Answer for Optimal Health

- Provides protection from the consequences of chronic stress.
- Promotes energy balance and stamina.
- Supports the immune system.

Natural Energy Shot

- Quick energy boost that lasts for hours.
- Kick-starts a workout.
- Improves focus and physical performance.
- Helps you stay alert and think clearly.
- Aids in recovery.

Natural Sports Drink

- Optimizes hydration.
- Provides fuel for muscles.
- Assists with electrolyte replacement.
- Helps sustain activity.
- Aids in recovery.

WHAT IS IT?

Whole-Body Regulator: This potent daily tonic primes your body and curbs the consequences of chronic stress. As a whole-body regulator, it establishes a foundation of homeostasis and promotes healthy aging.

Healthy Energy Regulator: This natural energy shot contains adaptogens to boost natural, balanced energy and focus.

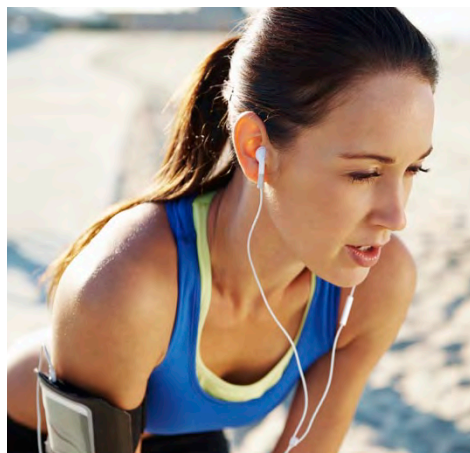
Hydrating and Cellular Energy: This refreshing drink hydrates your body and replaces nutrients that are lost during stress and exercise.

WHEN SHOULD I USE IT?

- One or two servings per day, anytime.
- Can be used morning, afternoon or evening or diluted and enjoyed throughout the day.
- A perfect addition to your IsaLean Shake!

- Can be used as an early morning boost.
- Enjoy for an afternoon pick-me-up.
- Perfect for a pre-workout boost.

- Enjoy the refreshing taste of *Want More Energy?* any time of the day.
- Great beverage option during or after exercise.



WHAT ARE THE BENEFITS?

Ionix Supreme contains a blend of **“stress adaptogens”** specifically chosen for their benefits in **modulating the consequences of chronic stress**. It also contains antioxidants for combatting free radicals to support healthy aging.

e+ is a naturally-caffeinated shot that uniquely combines the extensive benefits of caffeine along with a novel blend of **“focus adaptogens”** clinically demonstrated to **improve your mental and physical performance**. These focus adaptogens are also potent antioxidants to protect your cells from free radical damage.

Want More Energy? tastes great and is a **healthy alternative to sports drinks** which can contain excess amounts of sugar and calories. It is made with natural ingredients and contains an extensive vitamin complex which **contributes to proper functioning of almost every process in the body**.

WHAT MAKES THIS PRODUCT UNIQUE

- **Wolfberry** (Lycium barbarum) increases resistance against psychological stress and may contribute to mental clarity, normal working memory, and focus.
- **Schizandra** (Schizandra chinensis) is an antioxidant that increases endurance and mental performance.
- **Ashwagandha** (Withania somnifera) is a short shrub that has been found to decrease feelings of stress and reduce levels of the stress hormone, cortisol.
- Does not contain artificial colors, flavors, or sweeteners
- e+ contains naturally-source caffeine from green tea and yerba mate, enough to give you a safe and effective energy boost without adverse side effects.
- **Eleuthero root**, an adaptogenic plant, supports energy balance, physical performance, helps combat stress.
- **Rhodiola** has been used in traditional Chinese medicine and has been shown to increase energy, reduce fatigue, and enhance cognitive function during stressful circumstances.
- **Hawthorn Berry** enhances the ability to combat physiological and psychological stress.
- Does not contain artificial colors, flavors, or sweeteners
- Packs in a powerhouse of **antioxidant vitamins** to aid in recovery
- Supplies the body with **B vitamins** which are essential for energetic activity and have been shown to reduce mental agitation
- The **low-sugar content** makes it a great alternative to sugary juices and sodas
- Does not contain caffeine and is a perfect alternative for those who have caffeine sensitivities
- Does not contain artificial colors or sweeteners

WHO IS THIS PRODUCT FOR?



- Those with physically-demanding careers



- College students or office workers



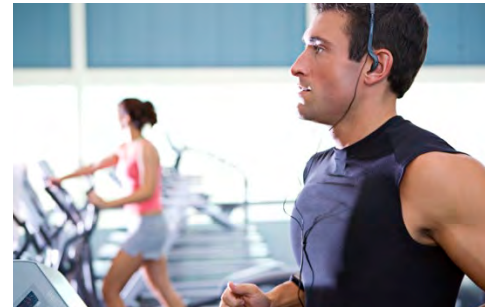
- Kids and young adults



- Those with high-stress jobs
- Athletes
- Anyone looking to minimize the consequences of stress on the body



- Anyone that has to work long hours
- Athletes before a workout
- Truck drivers



- Runners
- Anyone on-the-go