

30-Day Nutritional Cleansing Program

Step-by-Step Guide

"I've a new found confidence and I'm now living life with no boundaries and judgment, what a gift Isagenix has been."

Tami Shervey

2013 IsaBody Challenge® Grand Prize Winner

Total Weight Loss // 35 kilos†

Visit ANZ.IsaBodyChallenge.com

*A real Isagenix® product user. Not a paid model.



Plan Your Shake & Cleanse Days

Create Your Path to Success

Customise Your 30 Days to Fit Your Lifestyle



30-Day Nutritional Cleansing Program Overview



SHAKE OPTION:
IsaLean™ Pro

30-Day Nutritional Cleansing Program pictured

Your 30-Day Nutritional Cleansing Program contains the following life-changing products:

(2) Cleanse for Life™ Natural Rich Berry: Powder Cleanse your way to better health with a synergistic blend of gentle herbs and nutrients to support the body's natural ability to remove impurities.

(4) IsaLean™ Shake canisters AND/OR IsaLean™ Pro boxes*:
Chocolate or Vanilla Lose or maintain your weight, stay full, and build or maintain muscle with arguably the most nutritionally-complete meal replacement in the world.

(1) Natural Accelerator™ Enhance your metabolic rate naturally without stimulants using a blend of natural thermogenic ingredients.

(1) IsaFlush!™ Stay regular and soothe intestinal discomfort with natural herbs and minerals

(1) Ionix® Supreme: Powder or Liquid Beat stress and increase mental and physical performance naturally with this powerful adaptogen-rich tonic.

(1) Isagenix Snacks!™: Chocolate Curb your appetite and support healthy blood sugar levels naturally with a balance of nutrients.

** Pak price will vary depending on quantity of IsaLean™ Pro selected*

Popular add-ons to the 30-Day Nutritional Cleansing Program:

1. Ageless Actives™

More than three supplements in one to help support energy production, protect cardiovascular health, improve calcium absorption and protect cells from oxidative stress. Contains CoQ10, vitamin D3 and resveratrol, along with a blend of adaptogens, botanicals and antioxidants.

2. IsaDelight Plus™ (30 chocolates per box)

Power-packed, delicious, dark chocolate that improves mood, curbs cravings and helps increase energy.

3. IsaLean™ Bar (10 bars per box)

These tasty bars are packed with 18 grams of high-quality, undenatured whey and milk protein. With the same benefits as IsaLean Shake, they provide a low calorie meal with a balance of healthy fats and energy-fueling carbs.

4. e+ A Healthy Energy Shot (6 bottles per box)

This healthy energy shot will take your performance to the next level. e+ contains caffeine derived from green tea and yerba mate to increase stamina, energy and mental alertness.

1.



2.



3.



4.



“The 30 Day Program is a great way to flood your body with rich nutrients, whilst gently cleansing the impurities away. It’s convenient nutrition and allows your body to move into optimum health.”

Emilie Tonkin
8 Star Platinum Circle, 3 Star Executive



30-Day Nutritional Cleansing Program pictured

SHAKE OPTION:
IsaLean™ Pro

Your Path to Success

For best results, follow the steps below

- 1. Use the Shake and Cleanse Day planner (page 4)** to remind you when to take each product. Print additional copies (IsaProductAU.com) of the planner and use this tool to support your success.
- 2. Follow the 30-Day Nutritional Cleansing monthly schedule** as created by Isagenix® Founder and Master Formulator John W. Anderson (page 5) or create a customised schedule using our Cleanse and Shake Day guidelines and custom calendar tool (page 7). Planning your days in advance will help you create a routine that fits your lifestyle and supports your goals.
- 3. Take your measurements** and track your success with our easy-to-use measurement tracker (page 5). Use the measuring tape included in your Welcome Kit.
- 4. Success loves company** — so be sure to enlist an accountability partner or Isagenix coach like your sponsor, spouse, friend or co-worker. Have this person join you in your transformation or have them offer you daily support by providing encouragement, tracking your progress and keeping you focused. You can also get free daily advice (ANZ.IsaDiary.com) and helpful tips from the Personal Coaching section of IsaProductAU.com.
- 5. Buy healthy foods and plan great tasting healthy meals.** Limit temptation by removing unhealthy foods and snacks from your home including soft drinks, foods with artificial sweeteners and colouring, and junk food.

“The 30 Day Program is incredible. I can’t believe how much healthier, fitter and leaner I am!”



Lesley Eden

2012 IsaBody Challenge Finalist
& 100 Pound Club Member

Total Weight Loss 45 kilos*

Visit ANZ.IsaBodyChallenge.com

* 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 3.2 kilos during the first 9 days of the 30-Day Nutritional Cleansing Program.

Visit swapit.gov.au for healthy eating tips.

Now You're Ready to Begin

SHAKE DAY PLANNER

Morning

- Drink 1-2 glasses of purified water.

Breakfast

- Enjoy 2 scoops of IsaLean™ Shake OR 1 packet of IsaLean™ Pro with 240mL of purified water and ice.
- Drink 30mL of Ionix® Supreme liquid or mix 1 level scoop of Ionix Supreme powder with 60-120mL of purified water.
- Take 1 Natural Accelerator™* capsule.

Mid-Morning Snack

- OPTIONAL: 1 'Shake Day Snack Ideas'
- Take 1 *IsaFlush!* capsule.

Lunch

- Eat a healthy, balanced 400-600 calorie meal.

Mid-Afternoon Snack & Supplement

- OPTIONAL: 1 'Shake Day Snack Ideas'
- Take 1 Natural Accelerator*.

Dinner

- Enjoy 2 scoops of IsaLean Shake OR 1 packet of IsaLean™ Pro with 240mL of purified water and ice.

Evening

- Take 1 *IsaFlush!* capsule.

SHAKE DAY SNACK IDEAS:

- 1 SlimCakes™***
- 1 hard-boiled egg
- celery stalks
- 4 cashews or walnuts (unsalted, raw)
- 6 almonds (unsalted, raw)

CLEANSE DAY PLANNER

Cleanse #1 (Breakfast)

- Enjoy 2 level scoops of Cleanse for Life™ with 60-120mL of purified water.
- Take 1 Natural Accelerator* capsule
- 30mL of Ionix Supreme liquid or mix 1 level scoop of Ionix Supreme powder with 60-120mL of purified water.

Morning Snack

- OPTIONAL: 1 'Cleanse Day Snack Ideas'
- Drink 1-2 glasses of purified water.
- Take 1 *IsaFlush!* capsule.

Cleanse #2 (Late Morning)

- Enjoy 2 level scoops of Cleanse for Life with 60-120mL of purified water.

Afternoon Snack

- OPTIONAL: 1 'Cleanse Day Snack Ideas'
- Drink 1-2 glasses of purified water.
- Take 1 Natural Accelerator* capsule.

Cleanse #3 (Late Afternoon)

- Enjoy 2 level scoops of Cleanse for Life with 60-120mL of purified water.

Evening Snack

- OPTIONAL: 1 'Cleanse Day Snack Ideas'
- Drink 1-2 glasses of purified water.

Cleanse #4 (Dinner)

- Enjoy 2 level scoops of Cleanse for Life with 60-120mL of purified water.
- Take 1 *IsaFlush!* capsule.

CLEANSE DAY SNACK IDEAS

- 2 Isagenix Snacks!™***
- 1-2 Isadelight Chocolates (max 2 per day)
- 1-2 e-shot
- 1-2 servings of Want More Energy?(if you are exercising)
- Eat 1/4 apple or pear as needed for healthy blood sugar control

* Always read the label. Use only as directed. Not suitable for children. Not to be taken by asthma and allergy sufferers. Natural Accelerator contains royal jelly which has been reported to cause severe allergic reactions and in rare cases fatalities, especially in asthma and allergy sufferers. Vitamin supplements should not replace a balanced diet.

** Product is not included in the 30-Day Nutritional Cleansing Program and must be purchased separately.

For more Shake and Cleanse Day tips and tools, see the guidelines section on Page 5 and visit IsaProductAU.com

Recommended / Optional products sold separately

Deep Cleansing Calendar & Guidelines

30-Day Cleansing Calendar (Start on any day of the week)



Endorsed by John W. Anderson
Isagenix Founder and Master Formulator

S Day 1	S Day 2	S Day 3	S Day 4	S Day 5	S Day 6	C Day 7
S Day 8	S Day 9	S Day 10	S Day 11	S Day 12	S Day 13	C Day 14
S Day 15	S Day 16	S Day 17	S Day 18	S Day 19	S Day 20	C Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	C Day 28
S Day 29	S Day 30					

*To ensure product for next month, make sure to order no later than day 20 or enrol in the Autoship Rewards program.

S=Shake Days
C=Cleanse Days

Track Your Progress

Measurement tracker

Measurements	Weight	Neck	Upper Arm (left)	Upper Arm (right)	Chest	Diaphragm	Waist	Abdomen	Buttocks	Upper Thigh (left)	Upper Thigh (right)	Calf (left)	Calf (right)	Upper Knee (left)	Upper Knee (right)
Day 1															
Day 11															
Day 30															
Total Lost															
Goals															

Use the tape measure included in your welcome kit.

The Isagenix 30-Day Nutritional Cleansing Program™ is the most popular pak because it's easily adaptable to your lifestyle allowing you to replace two meals each day and enjoy one conventional meal on Shake Days.

Shake Day Guidelines

- Enjoying an IsaLean Shake or IsaLean Pro for breakfast is recommended.
- Your daily 400–600 calorie meal can be prepared for either lunch or dinner. Enjoy this meal with family or friends. For meal ideas see page 6 or go to IsaProductAU.com.
- Engage in an exercise program with both aerobic and resistance training. Enjoy *Want More Energy?*™ to replenish lost glycogen, vitamins and electrolytes. Consult your doctor prior to starting any exercise program.
- For athletes or those engaging in high-intensity exercise: Consult your trainer or doctor to obtain optimal caloric intake. This may include an extra meal or shake during the day.
- Drink plenty of water throughout the day. As a guideline for healthy adults living in a temperate climate, approximated recommendations[†] for total water consumption are 2.7 litres for women and 3.7 litres for men.

Cleanse Day Guidelines

- We recommend you do no more than 2 Cleanse Days consecutively or within a week.
- We recommend you do 2 Cleanse Days per week for no more than 3 consecutive weeks, unless there are modifications where more calories are consumed on specific Shake Days.
- Only participate in light to moderate levels of exercise on Cleanse Days.
- Complete at least 2 Shake Days (also referred to as Pre-Cleanse Days) before beginning a 2-Day Deep Cleanse.
- Drink plenty of water throughout the day. As a guideline for healthy adults living in a temperate climate, approximated recommendations^{**} for total water consumption are 2.7 litres for women and 3.7 litres for men.

[†]Recommended by the Institute of Medicine.

Additional tools can be found online in your Associate Back Office in the 'Tools' section and by visiting IsaProductAU.com

400–600 Calorie Meal Ideas

Plan to eat sensible meals that are high in protein and fibre, and contain a healthy balance of complex carbohydrates and healthy fats. See table below for suggestions and serving size recommendations. Combine one choice from each of the categories below so that the calories in your meal add up to between 400 and 600.



PROTEIN
(20 – 35 g protein)



COMPLEX CARBOHYDRATES
(~ 45 g carb)



HEALTHY FATS
(~ 10 g fat)



VEGETABLES
(unlimited)



OTHER
(~ 25 g carb)

Free Range Chicken Breast (140 g.)	Organic Old Fashioned Oatmeal (1 cup cooked)	Olive or Flax Oil (1 tbsp)	Dark Greens, Broccoli, Kale, Spinach (2–3 cups)	Organic Apple or Pear (1)
Salmon Or Other Wild Fish (140 g.)	Organic Brown, Wild or Basmati Rice (1 cup cooked)	Cottage Cheese (1/2 cup)	Mixed Salad Greens (2–3 cups)	Melon or Papaya Fresh (1 1/2 cups)
Gluten Free Chicken or Turkey Burger (140 g.)	Quinoa (1 cup cooked)	Organic Almond Butter (1 tbsp)	Capsicums, Tomatoes & Onions (2–3 cups)	Organic Berries (1 cup)
Steak (140 g.)	Gluten Free Pasta or Whole-Grain (1 cup cooked)	Avocado (1/2)	Steamed Mixed Vegetables (2–3 cups)	IsaDelight Plus™ (1)
Tofu or Meat Alternative (1 1/2 cups)	Corn Tortillas (1 or 2 small)	Seeds Unsalted, Pumpkin, Sunflower or Sesame (1 tbsp)	Sliced Tomatoes (2 cups)	Fresh Herbs, Basil, Rosemary, Cilantro or Parsley
Free Range Egg/Egg Whites (1 egg and 5 whites)	Sweet Potato (1 cup cooked)	Raw Almonds or Walnuts (12)	Asparagus (6 spears)	Herbal Tea with 1-2 Tsp Honey, Hot or Iced (1 cup)
Free Range White Turkey Meat Sodium-Nitrate Free (4 slices)	Beans or Lentils (1 cup cooked)	Reduced-Fat Feta Cheese (2 tbsp)	Green Beans (1 cup)	IsaLean Bar (1/2)

*Calorie and macronutrient ranges reflect differences in serving size and variety of item selected

*For greater weight loss, choose serving sizes at the lower end of the range

Customise Your 30-Day Program

CREATE A PROGRAM BASED ON YOUR UNIQUE LIFESTYLE.

The 30-Day Nutritional Cleansing Program is a flexible program that can easily be customised to fit your lifestyle and long-term health goals. Day 1 can start any day of the week. Just remember to include **4 or more Cleanse Days** total during the month; the rest are Shake Days. Remember to have at least two Shake Days before your Cleanse Days and follow the Shake and Cleanse Day guidelines (on page 5). If you schedule more than 4 Cleanse Days, you will need to purchase additional Cleanse for Life™ and *Isagenix Snacks!*™.

Use the calendar below to create your custom, 30-Day experience.

26 x S=Shake Days **4 x C**=Cleanse Days

To be sure you don't run out of product by next month; order no later than day 20 or enrol in the Autoship Rewards program.

Please note: When customising your 30-Day Program experience, the Shake and Cleanse Day Guidelines must still be followed (page 5).

Back-to-back Cleanse Days are defined by John Anderson as 'Deep Cleanse Days.'



Two More Effective Options

The Isagenix 30-Day Program is scientifically designed to help you achieve your weight management goals. Many people have found success in achieving their goals by customising the 30-Day Program to fit their lifestyle and individual needs. Here are two examples of customised calendars that have worked for others.

Option One

S Day 1	S Day 2	S Day 3	S Day 4	S Day 5	S Day 6	C Day 7
S Day 8	S Day 9	S Day 10	S Day 11	S Day 12	S Day 13	C Day 14
S Day 15	S Day 16	S Day 17	S Day 18	S Day 19	S Day 20	C Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	C Day 28
S Day 29	S Day 30					

This popular calendar is used by those who want to schedule their Cleanse Days evenly throughout the month.

Option Two

S Day 1	S Day 2	C Day 3	C Day 4	S Day 5	S Day 6	S Day 7
S Day 8	S Day 9	C Day 10	C Day 11	S Day 12	S Day 13	S Day 14
S Day 15	S Day 16	C Day 17	C Day 18	S Day 19	S Day 20	S Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	S Day 28
S Day 29	S Day 30					

For those interested in a more aggressive weight-loss plan, this option is ideal. Note: if you choose this option, you will need to purchase more Isagenix products.

Your Success is Our Success!

THAT IS WHY WE HAVE DEVELOPED A COLLECTION OF RESOURCES TO HELP YOU ALONG THE WAY TO A HEALTHIER, MORE ENERGETIC LIFESTYLE.

Education: ISAPRODUCTAU.COM

This easy-to-navigate site contains everything you need to know about the products in your 30-Day Nutritional Cleansing Program. You'll also have access to product information sheets, videos, fast facts, FAQs, success stories to keep you motivated, worksheets to track your health goals and much more!

Inspiration: ANZ.ISAMOVIE.COM

Our most popular videos demonstrate how Isagenix® transforms lives.

Motivation: ANZ.ISADIARY.COM

Get the most out of Nutritional Cleansing with free, daily advice and motivation.

News: ANZ.ISAFYI.COM

All of the latest and greatest information about products, incredible deals, breaking news, tips to build your business and much more are now in one place online!

Science: ISAGENIXHEALTH.NET

Learn more about the science behind our products, FAQs and more!

Training: ISAGENIXPODCAST.COM

Download our weekly training calls straight to your iPod, send your prospects a simple link to the audio or even listen in to the recorded calls from one place.

Coaching: CONFERENCE CALLS

Check out daily and weekly programs that coach, inspire and motivate. Visit ANZ.IsaFYI.com/calls for more information.

Community: SOCIAL MEDIA

At Isagenix, we've long recognised social networking — or what we like to call 'social entrepreneurship' — as a revolutionary way of doing business. IsaGeeks.com, and our Facebook.com/IsagenixAustraliaNewZealand, Twitter.com/IsagenixANZ and YouTube.com/IsagenixANZ sites have something for everyone, including cleanse community support and support for creating a business model by leveraging social networks.

† 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 3.2 kilos during the first 9 days of the 30-Day Nutritional Cleansing Program.



“I've gone on to lose 12kgs with Isagenix. I now feel empowered and became an example of healthy positive living for my kids.”



Andrew Lowe
2013 IsaBody Challenge®
Energy and Performance Finalist

Total Weight Loss
12 kilos*

Visit ANZ.IsaBodyChallenge.com

Do you want to learn how to get your next 30-Day Nutritional Cleansing Program for free?

- Do you have friends or family that would benefit by using the 30-Day Nutritional Cleansing Program?
- Do you want to keep losing weight or feel healthier for life?
- Do you want to earn a part-time income (holidays, car payments, mortgages) or even a full-time income?

Go to ANZ.IsagenixBusiness.com or talk with your sponsor to learn more about the Isagenix Opportunity!