

Cleansing and Fat Burning System: 30-Day Supply



Also available with powders.



What's Next?

- 1 Read this step-by-step System Guide.
- 2 Call the person who introduced you to Isagenix®.
- 3 Listen to the enclosed CD.

Are you ready to create your own personal success story?

Congratulations on committing to greater health! The Cleansing and Fat Burning System: 30 Day Supply is the first step in taking control of your life, getting in peak shape and losing weight.

So far, Isagenix products have helped hundreds of thousands to transform their health and live happier lives. Get ready to join them!

* These statements have not been evaluated by the Food and Drug Administration. Isagenix® products are not intended to diagnose, treat, cure or prevent any disease. If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight control system, consult your physician before using Isagenix® products or making any other dietary changes. Discontinue use if allergic reaction occurs.



GET THE MOST OUT OF YOUR SYSTEM BY FOLLOWING THE STEPS BELOW

1

PRE-CLEANSE DAYS

If this is your first time cleansing, ease into it with two Pre-Cleanse days. Pre-Cleansing will help prepare your body for Cleanse Days. Replace two meals with two IsaLean® Shakes for two days prior to Cleanse Days. Eat one sensible meal of 400-600 calories.

2

DEEP CLEANSE DAYS (DAYS 7, 14, 21 & 28)

Liquid - Mix 4 oz. of liquid with 4-8 oz. of purified water four times daily.

Powder - Add two well-rounded scoops of powder to 4-8 oz. of purified, room-temperature water then mix or stir until dissolved. Add ice if desired.

Helpful Hint: To help prevent cravings, eat up to six Isagenix *Snacks!* per day and/or an IsaDelight®.

3

SHAKE DAYS (DAYS 1-6, 8-13, 15-20, 22-27, 29-30)

Replace two meals with two IsaLean® Shakes.

Eat one sensible meal of 400-600 calories.

For shake mixing instructions visit: www.isagenix.com/us/en/isaleanshake_new.dhtml

4

EVERYDAY

- Take 1-2 Natural Accelerator capsules to help jump-start your metabolism.*
- Drink 1-2 servings of Ionix® Supreme to boost energy and help relieve stress.*
- Take 1-2 capsules of *IsaFlush!*® to promote regularity.*
- Drink 8-10 glasses of water or more.
- 20 minutes of exercise or more.

If you would like to enhance your results, add the following products to your daily regimen (not included):

- Enjoy 1-4 IsaDelight® chocolates daily to help your mood, energy and cravings.*

You've only got one body. So treat it right by developing healthy habits for life.

Measurements

MEASUREMENTS	START	DAY 8	DAY 18	DAY 30
Neck				
Upper Arm (left)				
Upper Arm (right)				
Chest (men: armpit, women: bust)				
Diaphragm (rib cage)				
Waist				
Abdomen (6" below waist)				
Buttocks (9" below waist)				
Upper Thigh (left)				
Upper Thigh (right)				
Calf (left)				
Calf (right)				
Upper Knee (left)				
Upper Knee (right)				
My Total Inches				
My Total Inches Lost				
My Weight				
My Weight Loss to Date				

30-Day Cleansing Calendar

S Day 1	S Day 2	S Day 3	S Day 4	Pre-Cleanse Days 5 & 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					

C = Cleanse Day • S = Shake Day

TIPS & RESOURCES

To keep your body revved up on the road to good health, we've included plenty of tips and tools so you can maximize your system and achieve the best possible results.

IsaDiary™ - Get the most out of Nutritional Cleansing with free, e-mailed advice (www.isadiary.com).

IsaMovie - Our most popular videos demonstrate how Isagenix® transforms lives (www.isamovies.com).

IsaDelight® - A healthy, weight loss chocolate? Learn more about this good-for-you treat (www.isadelight.com).

Recipes - Find tasty, healthy 400-600 calorie meal ideas under the "Community" tab (www.isagenix.com)

Find more tips, tools and resources in your Back Office Library.

Steps to Success — Easy as 123

1 PRE-CLEANSE



IsaLean® Shake
(replaces 1 meal)



Sensible Meal
(400-600 calories)



IsaLean® Shake
(replaces 1 meal)

2 CLEANSE DAYS



Cleanse for Life™
(4 oz. liquid or two well-rounded
scoops powder mixed with purified
water 4 times per day)



Purified water
(8+ glasses per day)



Isagenix Snacks!™
(up to 6 per day)

3 SHAKE DAYS



IsaLean® Shake
(replaces 1 meal)



Sensible Meal
(400-600 calories)



IsaLean® Shake
(replaces 1 meal)

& EVERY DAY



Ionix® Supreme
(1 serving)



IsaFlush!®
(1-2 capsules)



Natural
Accelerator™
(2 capsules)



Purified water
(8+ glasses per day)
Exercise
(20+ minutes per day)



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How to lose weight with the Isagenix 30 Day Program

Losing weight doesn't always have to be hectic and extreme. With the Isagenix 30 Day Cleanse system, you can lose without worrying of overdoing it. The system was formulated to allow every individual achieve a once a week cleansing while enjoying 2 shakes as well 1 meal for the entire week.

The **Isagenix 30 Day Program** also incorporates the supplements of cleansing nutrients such as vitamins, herbal teas, ionic trace, and aloe. These nutrients are fed to the body to motivate natural burning of fat. It doesn't contain any kind of stimulants. This is definitely a good chance to build muscle and enhance mental clarity.

How does this program work well for cleansing? Great results are achieved because of its product combination. Isagenix offers several products that aims to provide a healthy living for those who intake it. With the Isagenix 30 Day system, a participant is given several products that are to be used on the entire program: Ionix Supreme (1 bottle), Cleanse for life (2 bottles), Isalean Shake (4 canisters), Isagenix snacks (1 bottle), Natural Accelerator Capsules (1 bottle), Isaflush (1 bottle), Single Want More Energy (2), Single Isadelight Chocolates (2), Instructions Manual (1), and a Cleanse for Life DVD (1).

Isagenix 30 Day Program works even more efficiently when one learns the basic guidelines required to a healthy life. Water is an important factor for weight reduction. Ideally, you must drink 8-10 glasses of water daily. A much reliable concept is given, that is to drink water that is equivalent to half your total body weight in ounces, per day. With an appropriate hydration, one is able to make a support for the removal of detrimental dirt which makes your body function more capably.

All involving products in **Isagenix 30 Day Program** have their individual function, reaching to the utmost program objective which is to lose weight and be healthy. The Ionix Supreme is given to endorse stability, energy, and finest health condition. It should be

taken daily ranging from 1-2 oz. Isaflush is a capsule that should be taken once a day. However, if one suffers from constipation, 2 capsules should be taken. The Natural Accelerator capsules are taken twice a day, ideally during morning and afternoon. Regular exercise is a contributing factor. Spend at least 20 minutes to exercise everyday.

The Cleanse for Life should be taken four times per day, amounting half of a cup. Mix it with some cold sanitized water amounting 8 oz. After then, add a tightfisted quantity of Want More Energy.

Consume a maximum of 6 daily for Isagenix Snacks. Each should be cut into tiny pieces. You can either chew or swallow them. This should be taken some hours between the servings of Cleanse for Life. Take at least 1 to 2. If there really is a need for you to eat a little amount, eat those with low calorie. You may also try whole foods such as small salad, apple slices, or raw almonds.

The Isalean Shake/Soup is a replacement for meals. Take 2 servings per day, ideally during morning and evening.

This program guarantees to work effectively. Just a simple reminder for those who want to maintain their new weight, do not allow your products to run out and make sure to enjoy the benefits of plenty of physical exercise.

Weight Loss and the Importance of Physical Exercise

Physical exercise is any bodily activity that enhances or maintains physical fitness and overall health. It is performed for various reasons and can be an excellent accompaniment with the Isagenix program.

The benefits of combining Isagenix and exercise include the strengthening muscles and the cardiovascular system, honing athletic skills, weight loss or maintenance and for enjoyment. Frequent and regular physical exercise boosts the immune system, and helps prevent the "diseases of affluence" such as heart disease, cardiovascular disease, Type 2 diabetes and obesity. It also improves mental health, helps prevent depression, helps to promote or maintain positive self-esteem, and can even augment an individual's sex appeal or body image. Childhood obesity is a growing global concern and physical exercise may help decrease the effects of childhood obesity in developed countries.

Physical exercise is important for maintaining physical fitness and can contribute positively to maintaining a healthy weight, building and maintaining healthy bone density, muscle strength, and joint mobility, promoting physiological well-being, reducing surgical risks, and strengthening the immune system.

Exercise also reduces levels of cortisol. Cortisol is a stress hormone that builds fat in the abdominal region, making weight loss difficult. Cortisol causes many health problems, both physical and mental.

Frequent and regular aerobic exercise has been shown to help prevent or treat serious and life-threatening chronic conditions such as high blood pressure, obesity, heart disease, Type 2 diabetes, insomnia, and depression. Endurance exercise before meals lowers blood glucose more than the same exercise after meals.

There is some evidence that vigorous exercise (90-95% of VO₂ Max) is more beneficial than moderate exercise (40 to 70% of VO₂ Max). Some studies have shown that vigorous exercise executed by healthy individuals can increase opioid peptides (a.k.a. endorphins,

naturally occurring opioids that in conjunction with other neurotransmitters are responsible for exercise-induced euphoria and have been shown to be addictive), increase testosterone and growth hormone, effects that are not as fully realized with moderate exercise. More recent research indicates that anandamide may play a greater role than endorphins in "runner's high".

Both aerobic and anaerobic exercise also work to increase the mechanical efficiency of the heart by increasing cardiac volume (aerobic exercise), or myocardial thickness (strength training). Such changes are generally beneficial and healthy if they occur in response to exercise.

Not everyone benefits equally from exercise. There is tremendous variation in individual response to training: where most people will see a moderate increase in endurance from aerobic exercise, some individuals will as much as double their oxygen uptake, while others can never augment endurance. Similarly, only a minority of people will show significant muscle growth after prolonged weight training, while a larger fraction experience improvements in strength. This genetic variation in improvement from training is one of the key physiological differences between elite athletes and the larger population. Studies have shown that exercising in middle age leads to better physical ability later in life.

Effect of physical exercise on the cardiovascular system

There is a direct relation between physical inactivity and cardiovascular mortality, and physical inactivity is an independent risk factor for the development of coronary artery disease. There is a dose-response relation between the amount of exercise performed from approximately 700 to 2000 kcal of energy expenditure per week and all-cause mortality and cardiovascular disease mortality in middle-aged and elderly populations. The greatest potential for reduced mortality is in the sedentary who become moderately active. Most beneficial effects of physical activity on cardiovascular disease mortality can be attained through moderate-intensity activity (40% to 60% of maximal oxygen uptake, depending on age). ... persons who modify their behavior after

myocardial infarction to include regular exercise have improved rates of survival. ... Persons who remain sedentary have the highest risk for all-cause and cardiovascular disease mortality.

Effect on the immune system

Although there have been hundreds of studies on exercise and the immune system, there is little direct evidence on its connection to illness. Epidemiological evidence suggests that moderate exercise has a beneficial effect on the human immune system while extreme exercise impairs it, an effect which is modeled in a J curve. Moderate exercise has been associated with a 29% decreased incidence of upper respiratory tract infections (URTI), but studies of marathon runners found that their prolonged high-intensity exercise was associated with an increased risk of an infection, although another study did not find the effect. Immune cell functions are impaired following acute sessions of prolonged, high-intensity exercise, and some studies have found that athletes are at a higher risk for infections. The immune systems of athletes and nonathletes are generally similar. Athletes may have slightly elevated natural killer cell count and cytolytic action, but these are unlikely to be clinically significant.

Vitamin C supplementation has been associated with lower URIs in marathon runners.

Biomarkers of inflammation such as C-reactive protein, which are associated with chronic diseases, are reduced in active individuals relative to sedentary individuals, and the positive effects of exercise may be due to its anti-inflammatory effects. The depression in the immune system following acute bouts of exercise may be one of the mechanisms for this anti-inflammatory effect.

Effects on brain function

A 2008 review of cognitive enrichment therapies (strategies to slow or reverse cognitive decline) concluded that "physical activity, and aerobic exercise in particular, enhances older adults' cognitive function".

In rats, exercise improves cognitive functioning via improvement of hippocampus-dependent spatial learning, and enhancement of synaptic plasticity and neurogenesis. In addition, physical activity has been shown to be neuroprotective in many neurodegenerative and neuromuscular diseases. For instance, it reduces the risk of developing dementia. Furthermore, anecdotal evidence suggests that frequent exercise may reverse alcohol-induced brain damage.

Why is exercise good for the brain? There are several possibilities:

- * increasing the blood and oxygen flow to the brain
- * increasing growth factors that help create new nerve cells and promote synaptic plasticity
- * increasing chemicals in the brain that help cognition, such as dopamine, glutamate, norepinephrine, and serotonin

Physical activity is thought to have other beneficial effects related to cognition as it increases levels of nerve growth factors, which support the survival and growth of a number of neuronal cells.

Targeted fat reduction

Spot reduction is a myth that exercising and training a particular body part will preferentially shed the fat on that part. For example, doing sit-ups is not the best way to reduce subcutaneous abdominal obesity. One cannot reduce fat from one area of the body to the exclusion of others. Most of the energy derived from fat gets to the muscle through the bloodstream and reduces stored fat in the entire body, from the last place where fat was deposited. Sit-ups may improve the size and shape of abdominal muscles but will not specifically target belly fat for loss. Such exercise might help reduce overall body fat percentage and shrink the size of fat cells.

Stored fat is generally liberated and metabolised by the body in a LIFO order.

Muscle and fat tissue

One misconception is that muscle tissue will turn into fat tissue once a person stops exercising. This is not literally true – fat tissue and muscle tissue are fundamentally different – but the common expression that "muscle will turn to fat" is truthful in the sense that catabolism of muscle fibers for energy can result in excess glucose being stored as fat. Moreover, the composition of a body part can change toward less muscle and more fat, so that a cross-section of the upper-arm for example, will have a greater area corresponding to fat and a smaller area corresponding to muscle. This is not muscle "turning into fat" however – it is simply a combination of muscle atrophy and increased fat storage in different tissues of the same body part. The muscle is being replaced by fat. Another element of increased fatty deposits is that of diet, as most trainees will not significantly reduce their diet in order to compensate for the lack of exercise/activity.

Excessive exercise

Exercise is a stressor and the stresses of exercise have a catabolic effect on the body - contractile proteins within muscles are consumed for energy, carbohydrates and fats are similarly consumed and connective tissues are stressed and can form micro-tears. However, given adequate nutrition and sufficient rest to avoid overtraining, the body's reaction to this stimulus is to adapt and replete tissues at a higher level than that existing before exercising. The results are all the training effects of regular exercise: increased muscular strength, endurance, bone density, and connective tissue toughness.

Too much exercise can be harmful. Without proper rest, the chance of stroke or other circulation problems increases, and muscle tissue may develop slowly.

Inappropriate exercise can do more harm than good, with the definition of "inappropriate" varying according to the individual. For many activities, especially running, there are significant injuries that occur with poorly regimented exercise schedules. In extreme

instances, over-exercising induces serious performance loss. Unaccustomed overexertion of muscles leads to rhabdomyolysis (damage to muscle) most often seen in new army recruits.[40] Another danger is overtraining in which the intensity or volume of training exceeds the body's capacity to recover between bouts.

Stopping excessive exercise suddenly can also create a change in mood. Feelings of depression and agitation can occur when withdrawal from the natural endorphins produced by exercise occurs. Exercise should be controlled by each body's inherent limitations. While one set of joints and muscles may have the tolerance to withstand multiple marathons, another body may be damaged by 20 minutes of light jogging. This must be determined for each individual.

Nutrition and recovery

Proper nutrition is as important to health as exercise. When exercising, it becomes even more important to have a good diet to ensure that the body has the correct ratio of macronutrients whilst providing ample micronutrients, in order to aid the body with the recovery process following strenuous exercise.

Proper rest and recovery are also as important to health as exercise; otherwise the body exists in a permanently injured state and will not improve or adapt adequately to the exercise. Hence, it is important to remember to allow adequate recovery between exercise sessions. It is necessary to refill the glycogen stores in the skeletal muscles and liver. After exercise, there is a 30 minute window critical to muscle recovery. Before doing anything else, one should drink something for recovery. Liquids are ideal after exercise and there are several studies that show low-fat milk and chocolate milk as being effective recovery beverages because of its ideal 4:1 combination of carbohydrate and protein that fuels and replenishes our muscles the best. Branched-chain amino acids are also recommended for exercise recovery.

The above two factors can be compromised by psychological compulsions (eating disorders such as exercise bulimia, anorexia,

and other bulimias), misinformation, a lack of organization, or a lack of motivation. These all lead to a decreased state of health.

Delayed onset muscle soreness can occur after any kind of exercise, particularly if the body is in an unconditioned state relative to that exercise. [1]

How the Isagenix system is different [2]

Innovative Systems * Experienced Leaders * Revolutionary Products = Explosive Growth

Cleanse, Replenish and Revitalize is the founding principle behind our cutting-edge products. Cleansing helps keep the body healthy and is the missing link to supporting health and successful, long-term weight loss. Replenishing the body with nutrients helps to revitalize the body's systems, leading to vibrant good health.

Our Cleansing and Fat Burning System: 30-Day Supply includes revolutionary products that have helped hundreds of thousands with reaching their health and weight-loss goals.

Revolutionary Products

Isagenix's Cleanse for Life, Ionix Supreme and the other revolutionary formulas are of the highest quality and are very effective. Created by a Master Formulator who does not compromise on quality, these products help people reach a greater level of health and wellbeing.

If you'd like to contribute your personal story about how Isagenix has helped to transform your life for possible inclusion in this e-book, please let me know by sending an email to isa@ssz.me

Citations:

[1] http://en.wikipedia.org/wiki/Physical_exercise

[2] <http://www.isagenix.com/nz/en/isagenixdifference.dhtml>