

Product B™

Antioxidants plus Telomere Support

| Live long. Live healthy.™ |

The revolutionary product your body has been waiting for.

Scientists have found the ticking biological “clock” that offers clues on aging and longevity: telomeres. The health of your DNA’s telomeres could mean the difference between living a longer life versus living life to its fullest with a feeling of youthful health and vibrancy. On the heels of this scientific breakthrough, Product B Antioxidants plus Telomere Support targets the cause of aging—especially when combined with the Isagenix Pillars of Health; Cleanse for Life®, IsaLean® Shake, Ionix® Supreme and Ageless Essentials™ Daily Pack.



Living longer never felt better.™

- ▶ Proprietary, scientifically advanced formula of antioxidants for protecting telomeres and stimulating more efficient antioxidant enzyme-defense systems
- ▶ Contains a full spectrum of natural bioactive antioxidants to help protect against harmful free radicals that can accelerate aging and contribute to poor health
- ▶ Targets the sources of aging, such as oxidative stress
- ▶ Helps maintain harmonious function of cells and healthy telomeres
- ▶ Helps you regain and maintain youthful aging
- ▶ Guaranteed results*

For more information go to StaYoung.info



Satisfaction
& Money-Back
Guarantee*

ISAGENIX®

* We are so confident in the quality of our products that we offer a 100% satisfaction and money-back guarantee.

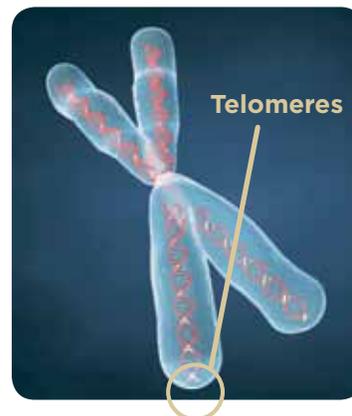
Telomeres: Our Body's Age Clock

What is a telomere? At both ends of every DNA strand in a human cell is a telomere. Telomeres prevent chromosomes from becoming frayed, fusing into rings, or binding with other DNA. (Think: the protective cap that protects shoelaces from unraveling.)

What causes telomere shortening? As part of your body's normal aging process, each time a cell divides the telomeres in your DNA get shorter. Add oxidative stress to the mix and telomeres shorten even more rapidly. Oxidative stress is the effect of destructive reactions in your body's cells caused by too many free radicals or atoms/molecules that have unpaired electrons. In their search for an electron to make them whole, they destroy other cells. Free radicals come from environmental toxins, such as pollution, chemicals, drugs and radiation, and even naturally occur in your own body when you exercise. Antioxidants fight free radicals and stem the causes of oxidative stress, but a key combination is needed to reduce the effects of oxidative stress on your telomeres.

What happens when telomeres get short? In a few words: Bad things happen when telomeres get short. Your body's cells are unable to divide (or reproduce) and simply die. Eventually, this instability leads to tissue breakdown potentially leading to premature aging.

What it means for you. Based on numerous human studies showing the association of shortened telomeres with premature aging, it is clear a healthy diet rich in nutrients, along with daily exercise, reduced stress and antioxidants found in Product B are your best tools for aggressively fighting the battle against aging.



“ I’ve been working with Isagenix Founder and Master Formulator John Anderson for nearly a year to help identify natural, non-drug substances that can help provide incremental support to our telomeres. Product B and the Isagenix Pillars of Health are the breakthrough support we’ve been looking for. ”

// Dr. William Andrews, Reno, Nevada

How to Use Product B

Certain natural ingredients in Product B have been shown to induce telomerase in-vitro. In-vitro lab results may not be indicative of in-vivo results. For optimal telomere benefits Product B is intended to be taken as part of an Isagenix Lifestyle System (Cleanse for Life®, IsaLean® Shake, Ionix® Supreme and Ageless Essentials™ Daily Pack) along with a sensible diet and exercise.

FOR BEST RESULTS, TAKE 2 CAPSULES OF PRODUCT B IN THE MORNING AND 2 CAPSULES IN THE EVENING EVERYDAY INCLUDING ON CLEANSE DAYS OR WITH AN ISALEAN SHAKE OR MEAL. TO GET THE BEST YOUTH-SUPPORTING BENEFITS OF PRODUCT B, BE SURE TO INCLUDE:

Deep Cleanse Days on a regular basis

Everyday cleansing with Cleanse for Life (1 “scoop” of powder or 1 to 2 ounces of liquid up to twice daily)

Take the A.M. and P.M. packets of age-defying supplements included in the Ageless Essentials Daily Pack every day

Ageless Essentials™ with Product B™

CONTAINS A 30-DAY SUPPLY OF:

PRODUCT B – A proprietary, scientifically advanced formula that contains a full spectrum of natural bioactive antioxidants to help promote higher antioxidant defenses. These defenses help fight the negative effects of oxidative stress, which can lead to telomere shortening and ultimately, premature aging.

AGELESS ACTIVES™ AND ISA OMEGA SUPREME® – Delivers potent doses of CoQ10, vitamin D3, resveratrol and DHA and EPA omega-3 essential fatty acids to help slow the progressive degeneration of the body and provide total-body support for immune, brain, vision, joint and cardiovascular health.

ESSENTIALS FOR MEN™ OR WOMEN™ – Multivitamin with advanced absorption delivery systems and rapid disintegration technology to ensure the body receives vital nutrients throughout the day, specifically designed to meet the needs of a man or women. For men: saw palmetto and lycopene support prostate health. For women: extra calcium and vitamins help promote skin, hair and nail health.

C-LYTE®, featuring Isa-C Complex™, a powerful trio of vitamin-C forms that are easy on the stomach and provide long-lasting antioxidant protection.



MAKE YOUR LIFE EASIER Forget the expensive fistful of multiple supplements. Get your dose of age-defying vitamins, minerals, telomere support and antioxidants in cost-effective daily packets for morning and evening. **POCKET AWESOME SAVINGS** Ageless Essentials with Product B saves you more than 30% on the total cost of purchasing each individual product.

Telomeres at Forefront of Anti-Aging Market Boom

RIISING DEMAND WITH HUGE GROWTH POTENTIAL. The global anti-aging products market is estimated to reach \$291.9 billion by 2015. The baby boomers controlled 75% of the total anti-aging market in 2008, with a global impact of \$162.2 billion. By 2013 the boomer market is expected to reach \$274.5 billion, a compound annual growth rate of 11.1%. (Source: *Anti-aging Products and Service: The Global Market*, BCC Research).

CONSUMER INTEREST IN TELOMERES. Recent reports in *The New York Times*, *The Wall Street Journal*, *Popular Science* and *Reader's Digest* linking telomeres and their impact on the aging process and life expectancy have piqued public interest. As they learn more, consumers are becoming increasingly curious about the health of their own telomeres and what they can do to support them.

ISAGENIX POISED FOR EXPLOSIVE GROWTH. Market timing for Product B Antioxidants plus Telomere Support couldn't be more fortuitous as the interest in telomere health and the coming boom of aging consumers positions Isagenix® as a leading player in the youthful-aging market. As part of our comprehensive systems, Product B provides a powerful platform for Isagenix Associates to ride the coming wave.

TELOMERE SUPPORT THE NATURAL ISAGENIX WAY. Isagenix Founder and Master Formulator John Anderson has partnered with Dr. William Andrews, one of the first scientists to link the role of telomere length with cellular health. This collaboration was the catalyst for John Anderson to create an exclusive product for Isagenix that they believe provides telomere support by way of botanicals and other natural compounds. As part of the Isagenix commitment to safety, purity and potency, all ingredients have been screened and fingerprinted for identity before use in our proprietary blend.

Product B Antioxidants plus Telomere Support Frequently Asked Questions

HOW DOES PRODUCT B WORK?

The science behind Product B goes beyond the symptoms of aging to target the ultimate source of aging. The latest research suggests quality of life can be a direct result of cellular performance, and more specifically, the role of telomeres in cellular aging and health. Product B, especially when combined with the Isagenix Systems, is uniquely designed to offer what Isagenix believes to be the best telomere-supporting system on the market.

IS PRODUCT B SAFE?

The safety of all Isagenix formulas is ensured by careful evaluation of dosages and quality analysis of every individual ingredient. We also follow all Good Manufacturing Practices and exceed them through a Finished Product Safety verification program. The safety assessment includes a thorough evaluation of dosages backed by long-term studies in adults, the testing of raw materials before manufacturing, and Finished Product Safety verification by way of testing through independent contract laboratories. Our process for continual quality analysis is not widely adopted by the industry, but our commitment to safety and quality means Isagenix makes no compromise on the integrity of our products.

CAN I JUST TAKE PRODUCT B?

Product B was not designed to be a stand-alone product. For best results, we recommend taking Product B as part of an overall system to support better health and youthful aging. Using a system that includes Cleanse for Life, IsaLean Shake, Ionix Supreme and Ageless Essentials Daily Pack, among other Isagenix products, can help you maintain a healthy weight and lifestyle, which are key factors to living longer and healthier.

HOW DO YOU TAKE AGELESS ESSENTIALS WITH PRODUCT B?

The daily packs consist of take-anywhere A.M./P.M. packets, which should be taken at corresponding times of the day for optimal absorption. The A.M. packet should be taken in the morning and the P.M. packet in the evening.

AS AN ISAGENIX ASSOCIATE PROMOTING PRODUCT B, WHAT CLAIMS CAN I MAKE?

CAN

- When used as part of the Isagenix system, Product B Antioxidants plus Telomere Support provides what we believe is the most powerful telomere support on the market.**
- Claim it protects against oxidative stress, which accelerates telomere shortening**
- Claim it fights free radicals**
- Claim it supports antioxidant defense systems**

CANNOT

- Make medical or curative claims
- Claim it reverses aging process
- Claim it lengthens telomeres
- Claim it induces telomerase (enzyme that can reverse telomere shortening)

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

† *Until registration is complete, Product B Antioxidants plus Telomere Support is available to our Canadian Associates for personal use only (including our pre-launch program).*

† *We will make every effort to have Product B Antioxidants plus Telomere Support available in Australia, Hong Kong, Taiwan and Mexico as soon as possible. Launches will occur after U.S. and Canada.*

For more information, please contact your Isagenix Independent Associate:

