

Results Never Tasted So Good.



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Isagenix Marketing Project Specialist

With 36 grams of high-quality protein* IsaLean® Pro Shakes insure your exercise and weight loss goals will feel as great as these shakes taste.

Introducing IsaLean® Pro Shake: the total nutrition meal replacement that tastes as good as you're going to look.

IsaLean® Pro now combines the nutrient-packed power of IsaLean® Shake—clinically studied for weight loss and optimal health—with IsaPro®, the protein powerhouse answer for dieters and athletes. IsaLean Pro contains 36 grams of high-quality undenatured protein acquired from “Cheerful Certified,” free-grazing New Zealand dairy cows that live a life free of hormones or antibiotics.**

Formulated to provide a balance of high-quality protein, healthy fats and energy-boosting carbohydrates along with a broad performance spectrum of vitamins and minerals, IsaLean Pro Shakes are ideal for increasing your protein with the most nutritionally complete food. So, whether you're looking to gain muscle, lose weight or stay lean, IsaLean Pro is the great-tasting way to look and feel better than ever.

Now available in three flavors:

- Natural Vanilla
- French Vanilla
- Natural Chocolate

- Build Lean Muscle
- Boost Fat Burning
- Gluten-Free
- Low Glycemic



IsaLean® Pro Shakes. Unleash the Pro in You!

* Per serving packet, combined protein content from undenatured whey and other sources.

** Isagenix sources the highest quality undenatured whey protein available from New Zealand grass-fed cows not treated with hormones or antibiotics.

Today's lethal fat epidemic.

Dark days ahead for world health. The world's biggest looming health crisis is happening right now and it's *not* from the usual suspects. Heart disease, cancer and diabetes aren't the primary culprits. It's fat. In all its forms, fat is ballooning into a worldwide health crisis for millions. What's more, even those who think they are in shape are also in grave danger as uncommon forms of fat, whose effects are not visible to the naked eye, can slowly compromise their internal health, destroying organs and putting their health and overall well-being in dire jeopardy.

The many deadly faces of fat.

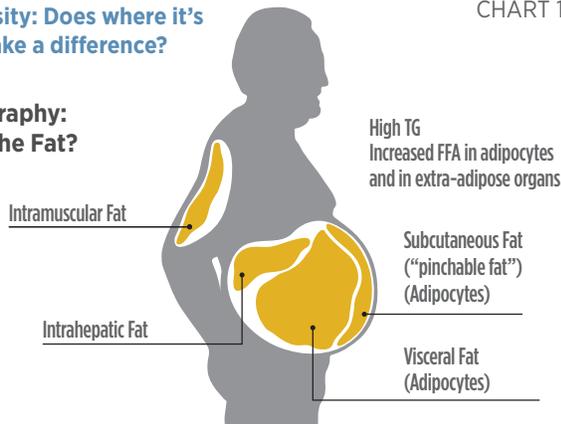
Why visceral belly fat is hard to stomach. In our younger years, you were able to eat with gusto without a care in the world. Even if you didn't work out or exercise regularly—many of us could seemingly consume whatever we wanted, whenever we wanted. Now, the days of youth-filled binges are gone and we find ourselves falling victim to the dreaded "middle-age spread." Our bodies develop a layer of excess fat around the abdomen called visceral belly fat. Excess adiposity (*fatness*) is directly associated with serious health conditions including increased susceptibility to cardiovascular disease and type 2 diabetes. Not surprisingly, 55 percent of us are now actively trying to lose weight.*

It's also what you can't see. It's widely believed that excess fat is a problem that is externally evident. The truth is, unseen fat is just as deadly as fat we can see. With some fats, you can see the physical manifestation, like with subcutaneous fat (see chart #1) where the effect on our bodies is evident. However, other forms of fat, like intra-abdominal fat, intra-muscular fat and hepatic fat, are not evident outwardly and can do as much or greater damage to us as they effect our organs and compromise our overall health. Ironically, you do not have to appear overweight or even unhealthy to suffer from these less obvious types of excess fat.

Fat in Obesity: Does where it's located make a difference?

CHART 1

Fat Topography: Where is the Fat?



Many types of fats hinder our health and complicate our overall quality of life. Obvious fat, such as sub-cutaneous fat, affects our bodies in ways we can see. More elusive fat, like intra-abdominal fat, intra-muscular fat and hepatic fat, is not as obvious and saturates our internal organs, compounding the potential for debilitating health issues.

In truth, you don't have to look or even be overweight to suffer from many fat-induced health issues. Intra-abdominal fat, intra-muscular fat and intra-hepatic fat are not as easily seen, but are equally as harmful. These fats saturate our internal organs, causing an array of serious health challenges that feed into a larger concern known as metabolic syndrome.

Metabolic syndrome: a new worldwide health epidemic. Simply put, metabolic syndrome is a combination of health risk factors that, together, deteriorate our overall health causing or furthering morbid obesity, cardiovascular disease, diabetes, visceral obesity, high blood pressure, high triglycerides, low HDL cholesterol, gout and insulin resistance. So what is the primary culprit of metabolic syndrome? Metabolic syndrome is brought on by dangerous levels of various forms of excess fat in our bodies.

Metabolic syndrome is becoming more common throughout the United States, North America and other developed countries around the world. Researchers are still determining all the contributing factors, but all of the risks for metabolic syndrome are definitively related to obesity.

The two most prominent "flags" for metabolic syndrome:

- **Extra weight around the body's mid-section** (central obesity). The body may appear "apple-shaped" or "pear-shaped" in both men and women (see chart #2).
- **Insulin resistance** This is where the body cannot use insulin effectively. Insulin is needed to help control the amount of sugar in the body. As a result, blood sugar and fat levels rise to dangerous levels.

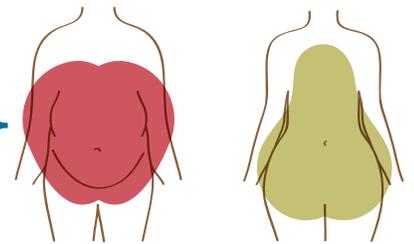
People with metabolic syndrome also have an increased long-term risk for developing cardiovascular disease.

CHART 2

Obesity and Body Shape

Metabolic Syndrome

- Visceral obesity
- High blood pressure
- High triglycerides
- Low HDL-cholesterol
- Insulin resistance



An early sign of metabolic syndrome is often the appearance of an apple-shaped physique or a pear-shaped form in both men and women. Both figures indicate heightened levels of fat that indicate health obstacles such as visceral obesity, diabetes, high blood pressure, high triglycerides, low HDL-cholesterol and insulin resistance.

Metabolic syndrome can also lead to the development or further aggravation of the following:

- Excess blood clotting
- Increased levels of inflammation throughout the body
- Kidney disease
- Hardening of the arteries
- Peripheral artery disease

* According to a 2010 consumer survey.

IsaLean® Pro Shakes: the fat-busting breakthrough the world has been waiting for.

Unlock the power of enriched protein with IsaLean Pro Shakes! These supercharged meal replacements help you achieve better workout performance and recovery, burn fat and helps you bust through stubborn weight loss plateaus.

Protein is a known factor when looking for weight loss results. Whey protein contains dietary branched-chain amino acids—such as leucine—that offer superior muscle- and strength-building potential when combined with a regular exercise program, especially anaerobic exercise. Recent studies show significant gains in muscle growth and strength from consuming whey protein immediately after your workout.

The whey to a healthier lifestyle. IsaLean Pro features Myo-IsaLean Complex™, the highest quality whey protein concentrate and milk protein from the world's largest dairy group in New Zealand. Free-grazing, pasture-fed, New Zealand dairy cows are milked according to season and are free from the harmful effects of hormones or antibiotics. New Zealand's standards far exceed the USDA organic standards. As a result, IsaLean Pro contains significantly lower lactose levels and a superior amino acid profile.

Additional benefits of Myo-IsaLean Complex protein:

- High concentration of BCAAs (branched-chain amino acids) for increased muscle development
- Enhances satiety so you feel fuller, longer
- Boosts metabolism and fat burning
- Important antioxidants for battling oxidative stress
- Digestive enzymes to aid digestion

IsaLean Pro Shakes are powerfully effective, high-protein meal replacements supercharged with complete nutrition. Because of its superior amino acid profile, whey protein has shown to be the superior choice for fat burning and muscle retention and growth. Athletes who exercise intensely, regularly or sporadically, need increased amounts of protein for adequate muscle repair and growth.

In addition, people on weight loss programs often come to a point where they feel their weight loss progress has stalled or stopped altogether. Increasing protein intake aids in curbing hunger even more while increasing fat burning and muscle growth, ultimately helping to overcome those tough weight loss “plateaus.” IsaLean Pro is your support for maximum muscle retention and growth and a way to fight visceral fat—whether it's visible or not.

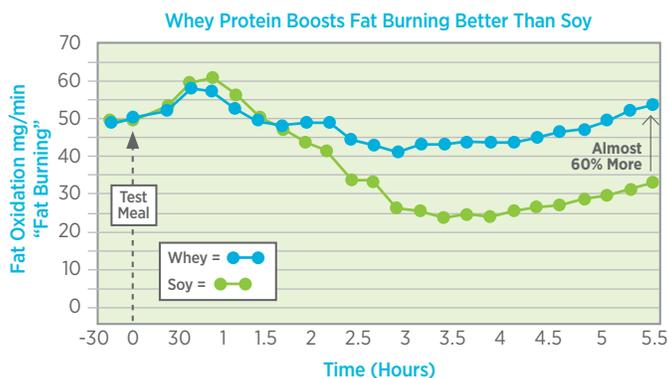
The winning whey.

By boosting fat burning and fueling greater muscle gains, IsaLean Pro Shakes help you bust weight loss plateaus and build muscle and strength faster after resistance training, while curbing cravings by helping you stay fuller, longer.

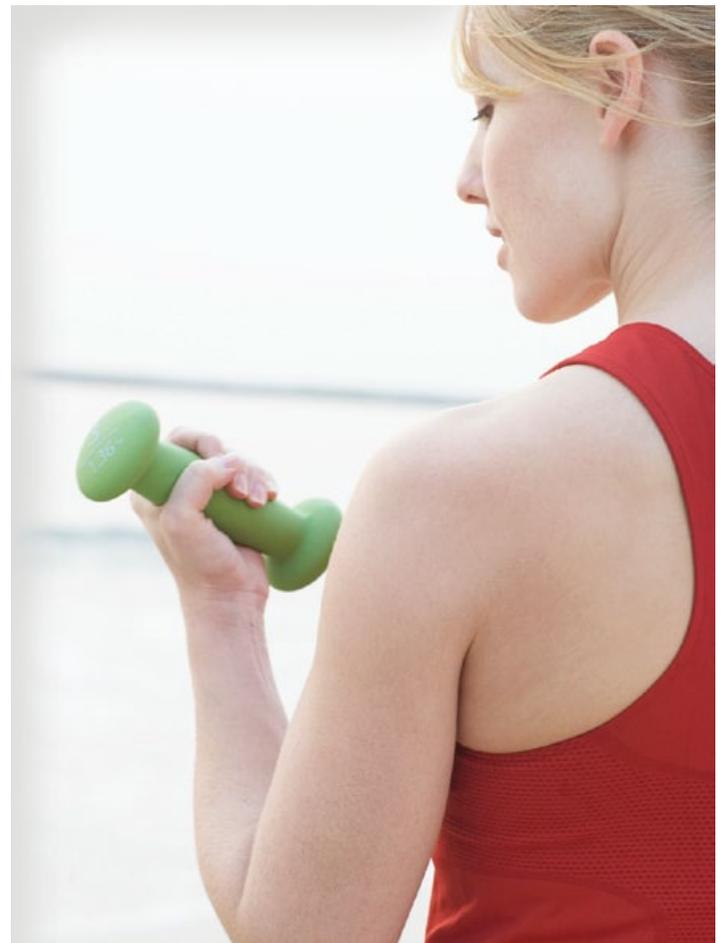
The whey to go.

IsaLean Pro Shakes offer the power-packed super protein meal replacement you've been waiting for, perfect for today's on-the-go lifestyles. Available in single-serving packets conveniently ready when you are, just add purified water and maybe a little ice and you have a whey-packed, protein-rich infusion that contains all the nutrients, minerals and complex amino acids you need to bust through those stubborn weight loss plateaus while building fat-burning, body-shaping lean muscle.

CHART 3



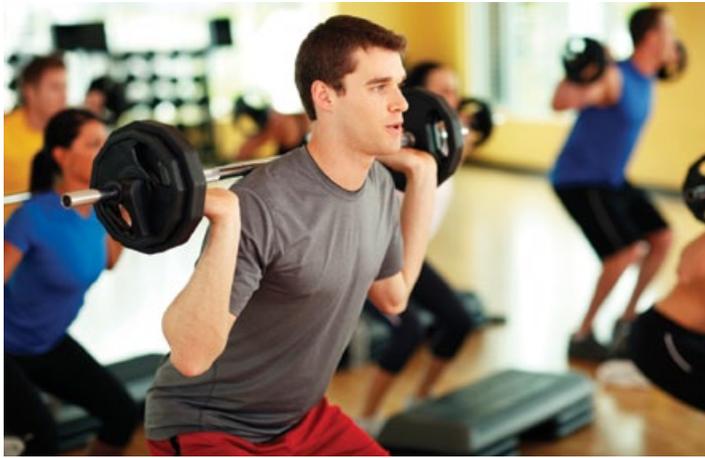
Whey protein has been proven to consistently deliver the best results. Acheson et al. 2011.



An Open Discussion About IsaLean® Pro Shakes

What is IsaLean® Pro Shakes?

IsaLean Pro combines 1½ servings of IsaLean Shake with 1 serving of our premium undenatured IsaPro® whey protein and conveniently packages them together for a maximum whey protein dosage. IsaLean Pro offers customers high-dose whey protein to assist their weight loss and/or muscle-building goals. IsaLean Pro aids in overcoming weight loss plateaus for those on a weight loss program; helps eliminate visceral belly fat and allows for superior muscle recovery and growth in athletes.



What makes IsaLean® Pro unique?

Whey protein is superior for weight loss because it can affect body composition, increase satiety (your ability to stay full) and stimulate thermogenesis, the production of heat in the human body. As you build lean tissue with high-quality whey protein (often aided by resistance training exercises), you are able to burn more calories.

Research shows whey protein is far more effective than carbs, fats and other proteins for stimulating fat-burning potential.

Is IsaLean® Pro Shake a high-dose protein powder?

No, the superior amino acid profile of an IsaLean Pro Shake is a potent whey protein-fused meal replacement. Studies show whey protein is the best choice for burning fat. People on a weight loss program often reach a point where their weight loss has peaked. Increasing your protein intake helps curb hunger while increasing fat burning and muscle growth, ultimately helping you overcome stubborn weight loss “plateaus.”

Can I use IsaLean Pro on Cleanse and Shake Days?

IsaLean Pro is not intended for use on deep Cleanse Days, however, IsaLean Pro is the perfect way to enhance—or even replace—your standard IsaLean® Shake on your Shake Days. It works great as a supplement or compliment to your existing IsaLean Shake regimen, empowering your Shake Days so you can experience even greater results. .



Who can use IsaLean Pro Shake?

If you're feeling like your weight loss has come to a standstill, or if you feel your workout progress has peaked, then it's time to consider IsaLean Pro! Now you can feel fuller, longer, boost fat burning and muscle growth, especially in combination with a resistance-training program. IsaLean Pro is ideal for athletes, weight-conditioning programs, weight loss seekers and anyone looking for even better results on their Shake Days or any day. IsaLean Pro enhances your Isagenix lifestyle and gives your body what it needs.

IsaLean Pro can also be used to add quality calories and nutrition for those seeking to build significant muscle mass.

Where does protein concentrate come from?

IsaLean Pro's high-quality, undenatured protein comes from free-grazing, pasture-fed, New Zealand dairy cows. These cows are milked according to season and not given artificial hormones or antibiotics. IsaLean Pro contains the highest quality of whey protein concentrate and milk protein from the world's largest dairy group in New Zealand, whose standards exceed USDA organic standards. As a result, IsaLean Pro contains lower lactose levels and a superior amino acid profile.

IsaLean® Pro Shake is a great-tasting, complete meal replacement that helps you feel fuller, longer. Great for burning fat and controlling calories, retaining or building lean muscle, IsaLean Pro is a safe, sensible, effective and nutritionally rich weight loss tool.

For more information, please contact your Isagenix Independent Associate: