

# Give Your Life the Youth it Deserves



The new IsaGenesis® is the latest version of Product B® designed to support your telomeres for healthier, more youthful aging.\*

The latest formulation of Product B is so improved, we gave it a new name—Product B IsaGenesis—and it's scientifically designed to deliver the benefits of Product B you know and love from the previous version in a more powerful, effective way. Product B IsaGenesis is a powerful blend of complex botanicals and vitamins uniquely designed to offer superior telomere support for youthful aging. For optimal telomere benefits, take as part of your daily Isagenix nutritional system.\*

The new Product B IsaGenesis features improved absorbability so that your body can effectively use the nutrients for superior antioxidant and telomere support in cells where they're needed.\*

- Supports better telomere health and youthful aging\*
- Improved absorption for better delivery to cells\*
- Includes more actives for more effective telomere support
- Helps neutralize harmful free radicals that can accelerate aging\*
- Improves efficiency of natural enzymes increasing antioxidant support\*



# Live Life. Age Gracefully.

## The Importance of Telomeres

To grasp the power of Product B IsaGenesis, it's important to understand telomeres, the very element Product B IsaGenesis aims to support. Telomeres are the protective caps at the ends of our cells' chromosomes. They protect our DNA from damage like the caps on shoelaces protect the laces from unraveling.

As we age, our cells are constantly dividing and our telomeres shorten during the process. Oxidative stress, toxins and a poor diet can cause the process of telomere shortening to speed up, which means we age faster in life. And the faster we age, the sooner we face age-related health conditions down the road.

Product B IsaGenesis aims to help telomeres do what they do best—protect your DNA and your cells and help you age healthily. When your telomeres and Product B come together, it's a beautiful thing. And the benefits of that union mean you can enjoy a healthier, more youthful life.\*

## Frequently Asked Questions:

### What are the benefits of Product B IsaGenesis?

Product B IsaGenesis goes beyond the symptoms of aging to target the ultimate sources of aging. Product B IsaGenesis, especially when combined with Isagenix systems, is uniquely designed to offer what Isagenix believes to be the best telomere support on the market, resulting in powerful healthy-aging benefits such as youthful vitality and energy, vital organ support, healthy immune system support, and more.\*

### Who should use Product B IsaGenesis?

Product B IsaGenesis is ideal for anyone who wants to maintain their youthful energy and vitality. Product B IsaGenesis uses scientifically sound ingredients, and is ideal for adults who want to gain the powerful, healthy-aging benefits that have been shown to come with healthy telomeres. Product B IsaGenesis contains no animal by-products, making it safe for vegetarians and vegans to use. Due to the powerful ingredients, do not consume Product B IsaGenesis if you are pregnant or nursing.\*

### How do I use Product B IsaGenesis?

One serving of Product B IsaGenesis consists of two softgels. Adults 18+ using Product B IsaGenesis should take two servings daily; once in the morning with breakfast, and once at lunch or in the evening with dinner, depending on personal preference.



\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.