

NATURAL ENERGY. POWERFUL RESULTS.



**Share^{e+}
the Shot™**

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Are you ready for a healthy energy boost that will take your performance to the next level?

Then you're ready for e+, a nutrient-packed, naturally-caffeinated energy shot that gets—and keeps—you active and alert. e+ contains caffeine derived from green tea and yerba maté, and a proprietary, scientifically proven blend of adaptogenic botanicals that increases energy, stamina and mental alertness.

Let's face it, in our fast-paced, not-enough-hours-in-the-day world, it's easy to run down our personal energy reserves. e+ is a flavorful energy-boost formulated to help you feel refreshed and energized. e+ will fire up your performance without artificial colors, sweeteners or flavors found in many other energy drinks.

**NEW
PRODUCT!**



- Quick energy boost that lasts for hours
- Kick-start a workout
- Improve focus and physical performance
- Stay alert and think clearly
- Safe, effective and natural

ISAGENIX®
Solutions to Transform Lives™

Too much to do and no time to do it.

Are You Under Attack?

No matter our age, there are demands on our time. We're hit at work and at school, confronted by medical or health challenges, faced with making ends meet or enduring a stressful rush hour commute on a daily basis. When we don't have enough time for all these demands, our sense of anxiety rises and these demands become hassles. As a biologically developed defense mechanism, our bodies treat various hassles as threats. As a result, you may feel like you're under attack.

That's because you are.



Low Energy is a High-Risk

Whether you are at work, in the gym, or with the kids, life doesn't slow down. If you're not careful, neither do your levels of fatigue. Lethargy, or lack of energy, can affect attentiveness, work performance, alertness and even your health.

Fatigue may manifest as low motivation, sleepiness, slowed alertness, muscle weakness and negative moods. Other triggers can include lack of quality sleep, limited physical activity, dehydration and poor eating habits as well as certain medical conditions, excessive exercise and the aging process. Stress, depression and anxiety can all result in low energy levels and reduced motivation.

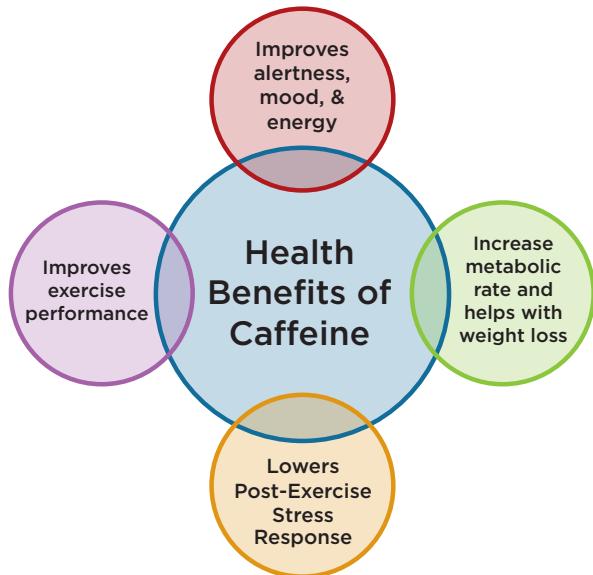
So what do you do about that low energy? In recent years this crisis has resulted in the emergence of the \$6.9 billion energy drink and energy shot market offering a stunning array of over-the-counter energy products. But, are they any good for you?

A Shortage of Healthy Energy

Most of today's energy shots are loaded with artificial sweeteners, calories, sugars, flavors and coloring.

Sugar delivers a quick burst of energy, but it is almost always guaranteed to also bring you down fast and hard. The infamous "sugar high" comes from sugar common in many energy shots, which briefly spikes insulin levels, translating into instant energy. But it's short lived. When the sugar is used up by your body, insulin levels plummet and you experience fatigue.

Clearly, there is a need for healthy energy shots, but this need is simply not being met by the right science or the right ingredients.



Naturally-Occurring Caffeine

The naturally-occurring caffeine in e+ can be found in natural ingredients and is a healthy-and safe-booster when you're in a rut and need a natural energizer. Here's why: caffeine can speed up your metabolism. Naturally occurring caffeine, especially from antioxidant-rich sources like green tea or yerba maté, can increase your basal metabolic rate, helping you burn more fat and maintain weight loss. Caffeine can ward off drowsiness and restore alertness, optimize mental performance and enhance mood. It can also improve athletic performance. Caffeine acts as an ergogenic aid allowing athletes to train harder for longer. It also stimulates the brain and contributes to clearer thinking and greater concentration during performance.



"In over 30 years of our controlled studies, moderate doses of caffeine from green tea plant extracts, calculated for lean body weight, and used under specific conditions, yielded a significant improvement of 1-3 percent in running performance in a 10K race."

*Michael Colgan, PhD, CCN
Founder of the Colgan Institute and Isagenix Scientific Advisory Board Member*

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e+: The Solution To Your Personal Energy Crisis

Mother Nature's Counterattack to Fatigue

Today's energy shot marketplace is one of the fastest-growing consumer markets in the world. It is rare, however, for energy shots to contain natural botanicals that increase energy, stamina and mental alertness. Isagenix e+ has the answer. Offering a healthier, fatigue-fighting energy shot that features a powerful proprietary blend of botanicals backed by science.

Just Some of the Super-charged Adaptogenic Ingredients of e+



Rhodiola:

Increases energy, reduces fatigue and enhances cognitive function and physical performance.



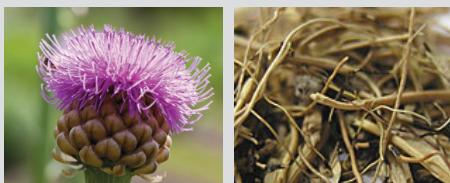
Eleuthro root:

An adaptogenic plant that supports energy, physical performance and helps combats stress.



Schisandra berry:

Increases stamina, ideal for combating fatigue, nervous exhaustion and lack of energy.



Leuzea root:

Supports focus and concentration and increases the rate at which cells restore their energy (ATP).

A Healthy Energy Shot for Everyone!

Pocket-sized e+ shots are convenient, great tasting and contain none of the added artificial colors, flavors or sweeteners you'll find in other products. The convenient 2-ounce bottle of e+ provides extra protection against mental and physical stress and combats fatigue, whether it is before an athletic event or a work deadline.

Energize your mind. Tackle tough projects. Bust out a 20-page paper. Take on the next big challenge. Why not? You've got the healthy edge from Isagenix e+.



From left to right: Leanne, Marketing Professional; Tiff, Adventure Racer; Frank, Gen Yer; Craig, Electronics Engineer; Victoria, Doctor; Elizabeth, Stay-at-Home-Mom

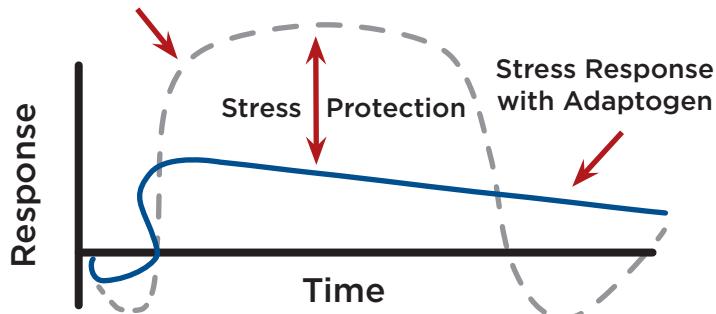
Formula Backed by Science

e+ is the culmination of research and formulation inspired by the world-renowned scientist and botanical researcher, Dr. Israel Brekhman (1921–1994). His research spanned more than 45 years and became significantly valued by the Russian space program and world-class Russian athletes. His findings suggest that stress and anxiety can take a hold of your life, bring you down and overwhelm you.

A renowned scientist, researcher, medical doctor, teacher and philosopher, Dr. Brekhman pursued naturally-based nutritional substances that could help people maintain a high level of energy and rid the body of fatigue. Isagenix has exclusive access to his healthy, proprietary blend, making e+ unique to other products on the market.

How Do Adaptogens Work?

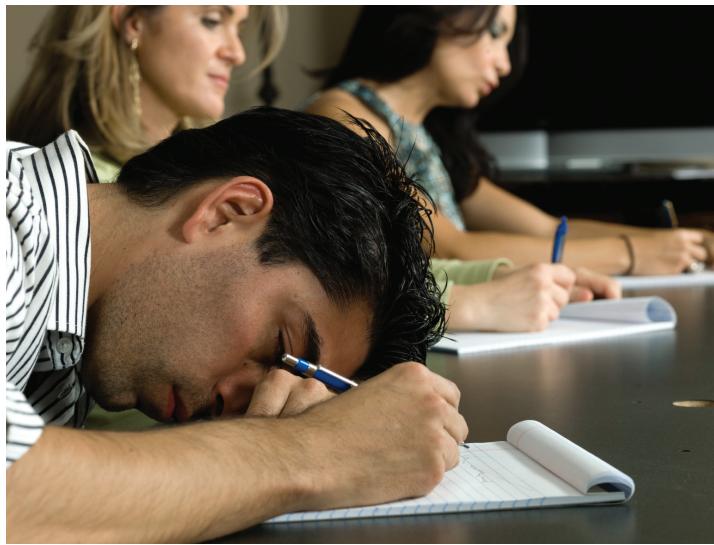
Stress Response Without Adaptogen



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Why e+ is the natural energy alternative?

Low on Energy? Get an e+ on Your Energy Report Card!



Conveniently packaged for today's on-the-go lifestyles, e+ is a naturally-caffeinated botanical-filled energy shot that gives your brain and body a boost of energy while helping you battle fatigue.

Without artificial colors, sweeteners or flavors, e+ is specifically designed to increase endurance and stamina. What's more, the ingredients of e+ were specifically selected to help your cells use energy more efficiently.

e+ FAQ's—Giving You the Edge

What makes e+ so unique?

e+ is a convenient 2-ounce liquid energy shot that provides an energizing boost to fight against fatigue. The proprietary blend contains restorative botanicals along with all-natural caffeine from green tea and yerba maté. The result is an increase in mental and physical performance, whether it's before an athletic event or a work deadline.

What are Adaptogens and why are they helpful in an energy boost?

Adaptogens offer a natural source of nutrition and offer a safe energy boost that delivers electrifying nutrients to both the brain and body. It's the perfect compilation of energy-inducing botanicals and healthy, natural vitamins and minerals not found in most energy shots on the market today.

How does e+ compare to other energy shots out there?

Convenient for today's busy on-the-go lifestyles, e+ is formulated to reduce the effects of fatigue with a potent variety of all-natural botanicals with no artificial colors, sweeteners or flavors. Many popular energy drinks are loaded with artificial additives, but not so with e+.

If I take Ionix® Supreme daily in my 30-Day System or by itself, when can I take e+, and will I get an Adaptogen overload?

The Adaptogen blends in Ionix Supreme and e+ have some overlap, but are substantially different and are intended for provide different benefits. For example, e+ Adaptogen blend is primarily designed for sports performance and fighting fatigue. The Ionix Supreme Adaptogen blend is engineered for healthy aging and stress management. It is completely safe to take both products on the same day; however you should not consume more than 2 bottles of e+ daily.

I understand e+ contains caffeine, isn't that bad for me?

Recent studies on caffeine have demonstrated that moderate caffeine consumption—equivalent to up to 400 mg per day (3 to 4 cups of coffee)—poses no health risk to most people. The average adult in the US consumes approximately 120 mg (or 1.73 mg per kilogram of body weight) per day. The American Medical Association (AMA) considers 250 mg of caffeine as average and they do not recommend exceeding doses higher than 250 mg at a time or 400mg in a day.

How much caffeine is in e+?

e+ contains caffeine equivalent to a cup of brewed coffee (85 mg typical)

How does e+ increase endurance and stamina during exercise?

e+ may have beneficial effects on endurance and stamina due to the proprietary blend of botanicals. These botanicals have been studied in athletes for decades and have been shown to support increased energy production and improved endurance by decreasing the perception of effort and elevating cardiovascular function. Research also shows a benefit to exercise performance after and while consuming caffeine.

Each shot of e+ packs a powerful boost with energy-producing botanicals and naturally sourced caffeine to help you feel energized and stay awake.



*Isagenix recommends no more than two, 2-ounce bottles of e+ in a 24-hour period.

**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.

For more information, please contact your Isagenix Independent Associate: