

A woman with blonde hair pulled back, wearing a red tank top, is smiling and looking towards the camera. The background is a blurred outdoor setting with greenery and a building.

Ionix[®] Supreme

| NATURE'S ANSWER TO STRESS |

By John Anderson, Isagenix
Founder & Master Formulator.





THREE STAGES OF STRESS

Our bodies are designed to respond to stress in three stages:

- 1. FIGHT OR FLIGHT >>** The body immediately transports large amounts of oxygen and glucose to the organs or tissues most important for the body's stress response—the brain, muscles and heart. This kind of stress is actually good for you because it can save your life.
- 2. RESISTANCE >>** This stage helps to fight the heart-pounding stress you still feel long after the flight-or-fight response has ceased. The body makes available an immediate energy source of hormones, like cortisol and adrenaline, to repair damaged cells and minimize inflammation. Usually, this stage gets us through many of life's stressful situations and allows the body to return to normal.
- 3. EXHAUSTION >>** At times, the resistance stage does not combat the stressor and the body deteriorates into a state of exhaustion. In our modern world, stress has become so prevalent, constant and insidious that the exhaustion stage is where most people continually find themselves. Chronic stress can be much more harmful, especially in this stage. During exhaustion, the extended exposure to elevated levels of cortisol and other catabolic hormones builds to harmful effects on muscles, the immune system, the digestive systems, and overall metabolism.

According to the National Institute of Occupational Safety and Health, stress-related ailments now contribute to 75% of doctor's visits in North America. Signs of common stress include constantly feeling overwhelmed, feeling fatigued, being overly emotional, poor work performance, strained relationships, insomnia, headaches and backaches, and feeling as if little things can "set you off" frequently.

"Ionix® Supreme has changed my life. I have a better memory, more energy, and sleep through the night. My husband and I both have so much energy and we exercise every day to help us use it up."

- Sandra B., Florida

NATURE'S SUPER NUTRIENTS



ASHWAGANDHA

- Used in ancient Indian Ayurvedic medicine, mostly for its restorative benefits
- Operates as an antioxidant for maintaining good health, as well as stimulates liver detoxification
- Shown to support the brain and immune function, while increasing the body's resistance to stress and a normal immune function

BACOPA

- Used in ancient Indian Ayurvedic medicine for the enhancement of memory and intellectual function, and to promote longevity
- Improves the acquisition and retention of memory in healthy older adults
- Shown to have antioxidant and adaptogenic effects on the central nervous system



ELEUTHERO ROOT

- Used for centuries in traditional medicine in Siberia as a tonic for stimulating vital energy
- Shown to help maintain performance under stress, while increasing stress resistance
- Athletes reported to experience enhanced endurance capability, elevated cardiovascular functions, and improved glycogen metabolism



RHODIOLA ROSEA

- Used for centuries in Russia and Scandinavia to increase physical endurance, improve energy levels and help resist high-altitude sickness
- Shown in clinical trials to help increase the body's resistance to stress, while also acting as an antioxidant in the maintenance of brain and overall health

SCHIZANDRA

- Long used in traditional Chinese medicine as a tonic for the kidneys and heart
- Shown to increase work accuracy and feelings of general well-being, and decreased feelings of sleepiness and exhaustion in human studies



WOLFBERRY

- Regarded as nourishing to the liver, kidneys and vision by ancient herbalists
- Acts as an Adaptogen and an antioxidant for the maintenance of good health and increased mental and physical performance
- Supports mental and physical performance and increased feelings of well-being

"As an Ironman triathlete, I have to recover each day so I can train the next day as well. I made a decision to train harder and with more volume. Two to three times per day I consume one scoop Ionix® Supreme. I also use it at night before I retire to help me sleep better. I love this stuff!"

- Michael L., Nevada

NATURE'S ANSWER TO STRESS: ADAPTOGENS AND IONIX® SUPREME

When coping with stress and temporary bouts of stress or fatigue, most Americans reach for that extra cup of coffee or energy shot to get through the day. Others resort to alcohol, high-calorie snacks, cigarettes or TV and the couch for an escape. But these habits are counter-productive; they can bring on disrupted sleep, withdrawal symptoms or weight gain that eventually worsens mental and physical performance.

Mother Nature has something better. Used for centuries in traditional Eastern medicine and extensively studied by scientists in Russia and China, Adaptogens help the body enhance its resistance to stress without the side effects of stimulants. Unlike caffeine, which works by tricking the brain to make it more alert, Adaptogens essentially mimic stress to set off an adaptive response in the nervous, cardiovascular, endocrine, immune and gastrointestinal systems. In essence, Adaptogens help the body do its job by helping it adapt to stress.

Research suggests that managing stress with adaptogenic herbs may result in enhanced mental and physical performance, improved health and possibly increased longevity. Adaptogens play a starring role in Ionix Supreme's superior nutritional profile, which also includes:

Antioxidants

Free radicals attack and damage healthy cells, tissues and vital organs. Antioxidants neutralize free radicals, protecting the body's cells and organs and preserve overall health.

Ionic Alfalfa™

Ionic Alfalfa is a proprietary blend of alfalfa juice concentrate and plant-based minerals sourced from a deposit deep underneath the Earth. This blend is designed to restore food with the natural content of trace minerals it once had before the advent of industrialized agriculture.

"You have to buffer the system from stress and all the pollutants in the environment. I have my whole family and all my athletes on Ionix Supreme—what a supreme product!"

- Michael Colgan, Ph.D., C.C.N.
Best-selling author of *Optimum Sports Nutrition: Your Competitive Edge*



Why Ionix Supreme? Even if you can't change everything about your lifestyle, you can reduce the impact of stress, improve health, create vibrant energy and get more joy out of life!

BENEFITS

- Reduces effects from stress
- Helps balance all body systems
- Supports energy and physical performance
- Promotes faster recovery
- Helps reduce fatigue
- Increases vitality and mental focus
- Supports greater overall health and youthful aging
- No artificial stimulants

FEATURES

- Comes in delicious liquid, or convenient, easy-to-use powder—just add water
- New reformulated Ionix Supreme powder is super charged for greater potency and consistency
- Delicious, all-natural fruit flavor

HOW TO USE

- With the herbal ingredients acting synergistically, drinking 1-2 servings of Ionix Supreme daily offers an advantageous way of obtaining the protection Adaptogens provide against stress. The drink can also help improve focus, attention and athletic performance.
- Perfect as a cold drink or as a "tea" with warmed water



Isagenix® Founder, Master Formulator and Formula Developer of Product B™, John Anderson spent more than a decade researching specialized botanical ingredients that led him to Ionix Supreme—nature's answer for energy, stamina and overall health. Many of the ingredients included in this rejuvenating formula are not typically found on your average grocery shelf. Among them are the world's finest and sometimes most rare natural herbs, botanicals and compounds that provide powerful adaptogenic and antioxidant properties.

DISCLAIMER: If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight control program, consult your physician before using Isagenix® products or making any other dietary changes. Discontinue use if allergic reaction occurs. DO NOT ALTER ANY MEDICAL TREATMENT OR THE USE OF MEDICATIONS. WITHOUT THE PERMISSION OF YOUR MEDICAL CARE PROVIDER. FDA regulations prohibit the use of therapeutic or medical claims in conjunction with the sale of any product not approved by the FDA. 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. © 2011, Isagenix/Sound Concepts. All Rights Reserved. No part of this publication may be reproduced, transmitted, or translated into any language in any form by any means without the written permission of Sound Concepts.

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