

Isagenix Executive Summary

By: Global Exec Team

Isagenix International is a direct sales company founded in 2002, based in Gilbert Arizona, in a brand new 150,000 sq. ft. state-of-the-art World Headquarters, with 450+ employees worldwide. Known as the #1 leader in Deep Cellular Nutritional Cleansing with a strict no-compromise quality control. Free from known harmful, toxic chemicals and irritants that are known causes of inflammation such as GMOs, gluten, soy and artificial sweeteners. As of January 2017, they are approaching \$5B in gross cumulative sales. Their first decade in business they established a strong consumer base network with an impressive 87% re-order rate, resulting from products that are highly consumable, emotional and result oriented. From 2012 to 2016 annual sales tripled from \$334.6M to \$924M, effectively launching them into vertical growth, also known as momentum. On January 14, 2017, Isagenix COO, Travis Ogden announced sales projections that would double their growth from \$1B to \$2B annually between 2017 to 2020, based on current growth, new product launches and international expansion into the UK and EU. The explosive growth over the past four years combined with international and product expansion, are **clear indicators that Isagenix is on a vertical growth climb worldwide.**

Isagenix is a family owned business, created to support individual financial and physical health and well-being. John Anderson, a master formulator of nutraceuticals, partnered with Jim and Kathy Coover, whom have sixty years of combined industry experience in direct sales. Together they initiated a massive movement that has taken on a life of its own, by locking arms with like-minded individual working in unison to fulfill their **corporate mission statement...**

"Our vision is to impact world health and free people from physical and financial pain, and in the process create the largest health-and-wellness company in the world."

The product line consists of approximately fifty products, focused on "solutions" such as **Weight Loss, Energy and Performance, Health Living and Wealth Creation.** Products are currently available in 12 countries: US, Puerto Rico, Canada, Mexico, Hong Kong, Taiwan, Singapore, Indonesia, Australia, New Zealand, Colombia and Malaysia. In the second quarter of 2017 they will launch the UK market and expand throughout the EU within 12 -24 months. Isagenix has a Customer First model with 83.5% of consumers who do not participate in the financial opportunity. An extraordinary 65% of sales volume is conducted via monthly auto-ship delivery, yielding an extremely robust recurring revenue model. Supported by the 87% reorder rate, retention jumps to 95%, for those who **Eat it, Love it, Share it** and get their products paid for. This model eliminates the financial burden of paid advertisement or brick and mortar operational inventory or overhead. Instead, they partner with approximately 16% of their customers who choose to become associates to off set the cost of their products and/or build a network of consumers, who order directly from the company at wholesale. With the introduction of Social Networks this model has never been more effective.

Since Inception, Isagenix has compensated over 215+ of its independent associates in excess of \$1 Million in income, and the highest paid earner and his family have grossed \$60 Million. It is important to note that 125 of their millionaires were created in the past 4 years, of which half had no industry or sales experience and a strong percentage achieved this status within 3-5 years. It is projected that over the next decade Isagenix will grow to over 50+ countries and in doing so generate a massive influx of consumers, associates and additional millionaires.

The Global Exec Team is a group of Independent Social Entrepreneurs working to impact world health both physically and financially, by partnering with Isagenix International, our corporate infrastructure partner to spearhead the development of existing and future markets. We are seeking entrepreneurs worldwide to evaluate the strength of the Isagenix brand, products, compensation structure, and track record, to join us in building dynamic networks of consumers worldwide. The Global Exec Team is over 62K+ and growing exponentially with annual sales of \$25M+ annually.