

 Company: Press Release

Isagenix Announces Independent Study Findings

Research on Isagenix Products Presented at Scientific Conference



CHANDLER, Ariz. (May 4, 2010) — Using low-calorie, nutrient-rich meal-replacement shakes along with a nourishing herbal-cleansing beverage by Isagenix®, a Chandler-based health-and-wellness company, leads to healthy weight loss, according to two studies.

The studies, conducted by researchers at New York Chiropractic College of Seneca Falls, included two randomized, double-blind trials modeled after the company's signature Cleansing and Fat Burning System™. They were presented recently at EB2010, the annual meeting of Experimental Biology in Anaheim, Calif.

"Thousands of people across the world who are already customers of Isagenix using the products have found they produce wonderful results. These two independent studies simply add positive scientific data that attests to the efficacy of our weight-management systems," said Dr. Susie Rockway, director of research and science at Isagenix."

At a time when obesity has already reached epidemic proportions globally with at least 2.6 million people dying each year as a result of being overweight or obese and the World Health Organization estimating that more than 1.5 billion adults will be overweight by 2015, the need for scientifically-substantiated weight-management systems are necessary.

The Isagenix Cleansing & Fat Burning System consists of replacing at least two conventional meals each day with a nutritiously complete IsaLean® Shake and one regular balanced meal. These are called "Shake Days". "Cleanse Days" consist of enjoying a specially formulated mineral and herbal rich cleansing drink four times each day with an additional eight glasses of water and assorted supplements.

Founded in 2002, Isagenix prides itself in delivering long-term weight-loss results. More than 5.4 million pounds and more than six million inches have been lost by individuals using Isagenix products in the past seven years. Isagenix has helped nearly 200 people lose 100 pounds, 11 people lose 200 pounds, one person lose 300 pounds and hundreds of thousands of others lose weight and improve their health and wellness.*

A 28-day study was performed first, followed by a nine-day study, both of which evaluated impact of the IsaLean Shake and Cleanse for Life®— major components of the Cleansing and Fat Burning System—on body composition and blood parameters. The nine-day study also compared Cleanse for Life as a ready-to-drink liquid versus the dry powder cleanse mix and found the two products yielded no significant differences in their results.

Both studies confirmed the products' positioning for helping adults with losing weight, maintaining healthy lipid profiles, and feeling better about their health and energy levels.

[Details of 28-day Study](#)

http://media01.isagenix.com/corporate/ww/pdfs/Experimental_Biology_Poster_30_Da

In the first study, a total of 30 healthy individuals (ages 20 to 60) followed a calorie-restricted program consisting of Shake Days, replacing two meals with the IsaLean Shake (240 kilocalories per serving) and consuming a 400- to 600-kilocalorie meal per day, and Cleanse Days, water fasting supplemented with Cleanse for Life one day per week.

After the 28 days, the subjects had lost an average of 6.4 pounds (3.6 percent of initial bodyweight), which was statistically significant. The average waist and hip circumference decreased by 1.9 and 1.1 inches, respectively, and were statistically different from baseline.

The study also found significant decreases in total and LDL cholesterol (13.30 mg/dL and 11.40 mg/dL) from baseline measurements.

[Details of 9-day Study](#)

http://media01.isagenix.com/corporate/ww/pdfs/Experimental_Biology_Poster_9_Day

The second study randomized 42 healthy individuals (ages 20-60) to one of two groups. Group 1 received Cleanse for Life from a dry-powder drink mix and Group 2 received the product from a ready-to-drink liquid.

Both groups followed Shake Days and Cleanse Days similar to the 28-day study. Measurements were taken on the day before the start of the program (Day 0) and the day after the program (Day 10).

The average weight loss of the subjects was 6.6 pounds (3.8 percent of initial bodyweight), which was statistically significant. Waist and hip circumference decreased an average of 0.6-0.7 inches, which was significant.

While the majority of participant subjects also reported that they felt better about their body weights and energy levels, significant decreases were also found for total cholesterol (17.80 milligrams per deciliter), LDL cholesterol (8.3 milligrams per deciliter) and triglycerides (25.6 milligrams per deciliter).

Researchers' Conclusions

Led by Dr. Mary Balliett of the college, the nutrition researcher and Dr. Rockway concluded, "the feasibility of combining a fasting regime supplemented by a novel herbal beverage with meal replacement shakes as a quick-start weight loss system proved to be effective and well-tolerated."

"What we're seeing is that Isagenix is ahead of the curve when it comes to weight management," said Dr. Rockway. "By stimulating muscle anabolism with high amounts of branched-chain amino acids from quality whey protein, especially in the morning, the products are making all the difference in weight loss and effective weight management.

Dr. Rockway adds, "Healthy weight management with quality protein daily is like adding 15 more years to your life."

About Isagenix

[Isagenix® \(\[http://www.isagenix.com/us/en/cleanse_overview.dhtml?\]\(http://www.isagenix.com/us/en/cleanse_overview.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=nutritionalcleansing&utm_campaign=childhelp\)](http://www.isagenix.com/us/en/cleanse_overview.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=nutritionalcleansing&utm_campaign=childhelp)

[utm_source=pressrelease&utm_medium=04122010&utm_term=nutritionalcleansing&utm_campaign=childhelp](http://www.isagenix.com/us/en/cleanse_overview.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=nutritionalcleansing&utm_campaign=childhelp)) the World Leader in Nutritional Cleansing and Replenishing™, develops and manufactures systems to assist in weight management, long-term wellness and skincare. Isagenix products are distributed through an independent network of Associates in the U.S., Canada, Puerto Rico, Hong Kong, Taiwan, Australia and New Zealand. The company's vision is to impact world health and free people from physical and financial pain. Isagenix, established in 2002, is a privately owned company with headquarters in Chandler, Ariz. and a member of the [Direct Selling Association \(<http://dsa.org/>\)](http://dsa.org/). For more information, visit [www.isagenix.com \(\[http://www.isagenix.com/?utm_source=pressrelease&utm_medium=04122010&utm_term=nokeyword&utm_campaign=childhelp\]\(http://www.isagenix.com\)\)](http://www.isagenix.com).

Isagenix offers targeted and complete systems that make it convenient for people to achieve safe, long-lasting weight loss and long-term wellness. The systems focus on [Nutritional Cleansing and Replenishing \(\[http://www.isagenix.com/us/en/cleanseforlife.dhtml?\]\(http://www.isagenix.com/us/en/cleanseforlife.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=feedingnutrients&utm_campaign=childhelp\)](http://www.isagenix.com/us/en/cleanseforlife.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=feedingnutrients&utm_campaign=childhelp)

[utm_source=pressrelease&utm_medium=04122010&utm_term=feedingnutrients&utm_campaign=childhelp](http://www.isagenix.com/us/en/cleanseforlife.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=feedingnutrients&utm_campaign=childhelp)) a process that improves on the ancient health practice of fasting by feeding the body with nutrients to assist in its natural ability to remove impurities. Isagenix systems combine cleansing with a low-calorie

meal regimen and infusion of essential nutrients for a total [health and wellness](http://www.isagenix.com/us/en/totalhealth.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=totalhealth&utm_campaign=childhelp)
[approach.](http://www.isagenix.com/us/en/totalhealth.dhtml?utm_source=pressrelease&utm_medium=04122010&utm_term=totalhealth&utm_campaign=childhelp)