**WHAT SETS ISAGENIX APART FROM OTHER NETWORK MARKETING COMPANIES?**

GM: Angus Love

1. QUALITY (10/10) - John Anderson (enough said!), the master formulator, who is considered the best of the best in creating nutrition. Not just for what is in the ingredients for how it is combined and mixed, creating our product which people who use the full system have amazing results from. Add to that the Isagenix "Zero Compromise of Quality" & it doesn't come any better.

2. UNIQUE (10/10) - Unlike many products that aim to help with one or two ingredients and targets, Isagenix is "The Full Suite" a system designed to help overall health & results. The assisted cleansing approach sets it apart from any other health product / company around.

3. EXCLUSIVITY (10/10) - To get the product you can only buy from an Associate and ensures it is exclusive and the support base (peer to peer) exists. John Anderson specifically chose NWM as the model, knowing that real results with real peer support would be the best way to impact people physically & financially.

4. VALUE FOR MONEY (10/10) - This is not about price, this is value for what you get, the results you gain and the actual system. When you hear people like Jen Jeffries (20 year naturopath and world speaker) talk about the make-up of the products, the ingredients and what is actually in Isagenix, it would be impossible to get it at the price we do anywhere else.

5. NECESSITY (10/10) - Everyone needs to eat, so being a food it is an everyday necessity for people. That is not to say everyone will choose it for that reason, however it is something you can replace meals with and replace your budget with. In addition, everyone needs to be healthy to keep living the quality of life we all desire.

6. CONSUMABLE (10/10) - People eat it, love it, share it and re-order it. Unlike many companies that have products with lifetime guarantees and are purchased only once or every now and then, Isagenix is consumed daily and replaced monthly. 85% of Isagenix members are product users who love the products and consume them daily.

7. CONVENIENCE (10/10) - Is easy to take, simple, takes less than a minute and can be taken anywhere you go (work, travel, sport, day out etc) knowing you have the best nutrition option possible. How does it get any better?

8. MARKET RELEVANCE (10/10) - Virtually 100% of the market can benefit from Isagenix, it does not discriminate! Men/Women, Weight Loss/ Weight gain, Athletes, financial...everyone can gain something from Isagenix.

9. MARKET GROWTH (10/10) - The Health & Wellness industry is getting bigger and bigger every day. More people need the solutions Isagenix offers (Weight loss, energy & performance, healthy aging, wealth creation) than ever. In addition, being only in 14 countries with expansions to Europe, more of Asia and many new countries in the coming years, Isagenix is going to continue to grow at an amazing rate. 13 years in and all 13 years has grown significantly in own domestic market, with all International markets following suit.

10. VISIBLE IMPACT (10/10) - This puts the gap in why Isagenix as a business model. People get visual results and become "walking billboards" and start sharing with others about Isagenix naturally. In addition, people are motivated by seeing their own physically changes.