



TIPS TO PREPARE FOR A SUCCESSFUL CLEANSE DAY

ALWAYS DO AT LEAST TWO SHAKE DAYS BEFORE STARTING A CLEANSE DAY.

Doing at least two Shake Days can help prepare your body for a Cleanse Day. For example, Shake Days can help ease your body into the Isagenix System better than regular nutrition can. You should never ever go into a Cleanse Day if you're feeling unwell, run-down, or having digestive problems like constipation. Be sure to start out with as many Shake Days as you think appropriate before doing Cleanse Days. Shakes can assist with digestive regularity and supporting muscle growth and maintenance and are a great protein source before a Cleanse Day.

MAP OUT YOUR CLEANSE DAYS IN ADVANCE.

Planning ahead is key to successful Cleanse Days. Knowing in advance what days you'll be cleansing can help you become mentally prepared for them. Be sure to jot them down on your calendar so you don't accidentally schedule a lunch or dinner with friends on those days. Before Cleanse Days, take the time to look over your Cleanse Day schedule and customize it to fit your day ensuring you'll have access to all your cleansing tools throughout the day. Make sure that you are setting yourself up for success on your Cleanse Day. If you have plans for a family dinner at your favorite restaurant, or have a physically exhaustive workout planned, then a Shake Day might be more suitable.

CLEANSE WITH A FRIEND OR AS A TEAM.

Having a cleansing buddy or buddies can help keep you accountable when temptation strikes. You might choose to cleanse with a colleague from work, a family member, or a friend you talk to on social media who lives across the globe. No matter who it is, having someone to turn to for encouragement when cravings hit will build morale and help keep you motivated.

PLAN YOUR CLEANSE DAY SNACKS.

You have a variety of snack options available during Cleanse Days. They include up to six Isagenix Snacks™, one to two IsaDelight® chocolates, ¼ apple or pear, one to two servings of e+™, and one serving of AMPED™ Hydrate (for use during moderate exercise). Be sure to have these on hand to curb cravings before they come.

To maximize the benefits of a Cleanse Day, you want to be wary of adding in too many extra calories. Always listen to your body, however; if you are feeling like a headache is coming on or your blood sugar is low, try an extra snack like an apple slice to help level you out.

CLEAN OUT THE PANTRY AND FRIDGE.

One of the worst things that can happen to anyone on Cleanse Days is finding yourself opening the fridge only to spot that leftover chocolate cake sitting next to your bottle of Cleanse for Life®. Don't let that happen to you! Clean out any junk food in advance.

STAY HYDRATED.

Staying properly hydrated is always a goal to aim for daily, but it's particularly important during a Cleanse Day. Making sure that you are drinking enough fluids, which is about two liters for the average person (taken throughout the day), can prevent the onset of headaches and other troubles. Your sources of hydration don't need to be made up solely of water. You can also include diluted amounts of Ionix® Supreme or AMPED™ Hydrate (during physical activity). During the colder months of the year, try drinking Isagenix Coffee or sipping herbal tea throughout the day. You can even try drinking Cleanse for Life warm, as an herbal tea, to stay a bit warmer.

STAY BUSY.

Don't put yourself in the position where you are tempted to quit your Cleanse Day. Keep yourself busy and the day will fly. That means getting your mind off of the fact that you're abstaining from food and onto other things like your personal health and wellness goals.

SET REMINDERS ON YOUR PHONE.

As busy as you'll be on Cleanse Days, it might be to easy to forget to take your next allotted Cleanse for Life serving, snack, or glass of water. By setting an alarm or reminder on your phone, you can help make the most of your Cleanse Day.



HOW TO **CRUSH** FOOD CRAVINGS ON CLEANSE DAYS

Because Cleanse Days involve abstaining from nearly all food for one or two days, it's not uncommon to experience cravings or even feel a little hungry. This can be especially true if you are new to cleansing. Use these tips to keep appetite and food cravings in check on Cleanse Days, so you can have your best experience.

STICK TO YOUR CLEANSE DAY SCHEDULE

Following the Cleanse Day schedule will provide your body with steady nutrition and help keep hunger and cravings under control. It's a good idea to set reminders so you don't miss your next serving of Cleanse for Life or your next snack.

TAKE A WALK

Research has shown that light exercise can help reduce appetite and food cravings. Taking a quick 15-minute walk is a great tool to keep your appetite in check. Plus, the change of scenery is a good opportunity to help you clear your mind and help you stay focused on your goals.

STAY BUSY

Boredom is among the most common reasons people reach for a snack. Avoid getting caught in this trap by choosing to cleanse on a day when you have a full schedule. Cleansing on a busy day will help the time to fly by and keep your mind off of the fact that you're abstaining from food.

AVOID TEMPTATION

Seeing or smelling tempting foods can cause your stomach to rumble, whether you are feeling hungry or not. Set yourself up for success by moving tempting foods out of sight and avoiding the kitchen on a Cleanse Day.

MIX UP YOUR (CALORIE-FREE) BEVERAGE OPTIONS

In addition to Cleanse for Life, you can choose other beverage options that are Cleanse Day-approved, like plain, unsweetened Isagenix Coffee, and black, green, or herbal teas. Try flavoring water with a squeeze of lemon, cucumber slices, or fresh basil leaves. Different flavors can help please your palate and satisfy your craving for variety. And don't forget to drink e+™ and AMPED™ Hydrate!

START YOUR CLEANSE DAY RIGHT

Doing at least two Shake Days prior to a Cleanse Day can help prepare your body for cleansing better than ordinary nutrition. Easing your body into the Isagenix System with Shake Days will help you get the best start on cleansing and make cravings more manageable.

CLEANSE FOR LIFE is the nutritional support that is considered a key distinction of intermittent fasting with Isagenix. Its inclusion is what defines Cleanse Days and separates them from normal fasting completed only with water. The inclusion of the drink as a Cleanse Day companion provides nutrient-packed benefits to support your success.

WHY



Cleanse for Life contains a mixture of botanical extracts and nutrients designed to support the body's own detoxification systems (1). This proprietary blend is intended for use in conjunction with intermittent fasting (2). With its addition of turmeric and ashwagandha, Cleanse for Life is shown to influence antioxidant and detoxification pathways in cell culture studies (1). The support for the body's own antioxidant and detoxification systems offers a better cleansing experience and better overall health.[†]

HOW TO USE CLEANSE FOR LIFE

Cleanse for Life is available in both a liquid concentrate and powder form. It's consumed either as a concentrated shot or diluted with water. Additionally, it can be served chilled, poured over ice, or mixed with hot (but not boiling) water to be enjoyed as a hot tea.

The product can be taken every day for daily antioxidant and detoxification support or on Cleanse Days.[†]

- Daily Cleansing - As a daily supplement, directions for taking Cleanse for Life are to consume one to two fluid ounces or one scoop up to twice daily. There's no wrong time to take Cleanse for Life. However, while it's not so important when the product is taken, some prefer taking a daily dose before they go to bed.
- Deep Cleansing - Double the daily serving (four liquid ounces or two scoops) and take four times throughout the day. The four servings of Cleanse for Life on a Cleanse Day are designed to be accompanied by up to six Isagenix Snacks™ per day and proper hydration. Other optional Cleanse Day support products include taking one Natural

Accelerator™ capsule twice daily, one to two IsaFlush® capsules, up to two IsaDelight® chocolates, up to two e+™ shots, Ionix® Supreme, t+ Chai, or up to four cups of black Isagenix Coffee.

Cleanse Day routines can vary among different participants, depending on individual goals. Some cleansers may also need to modify dietary intake on a Cleanse Day to support blood sugar and depending on their situation.

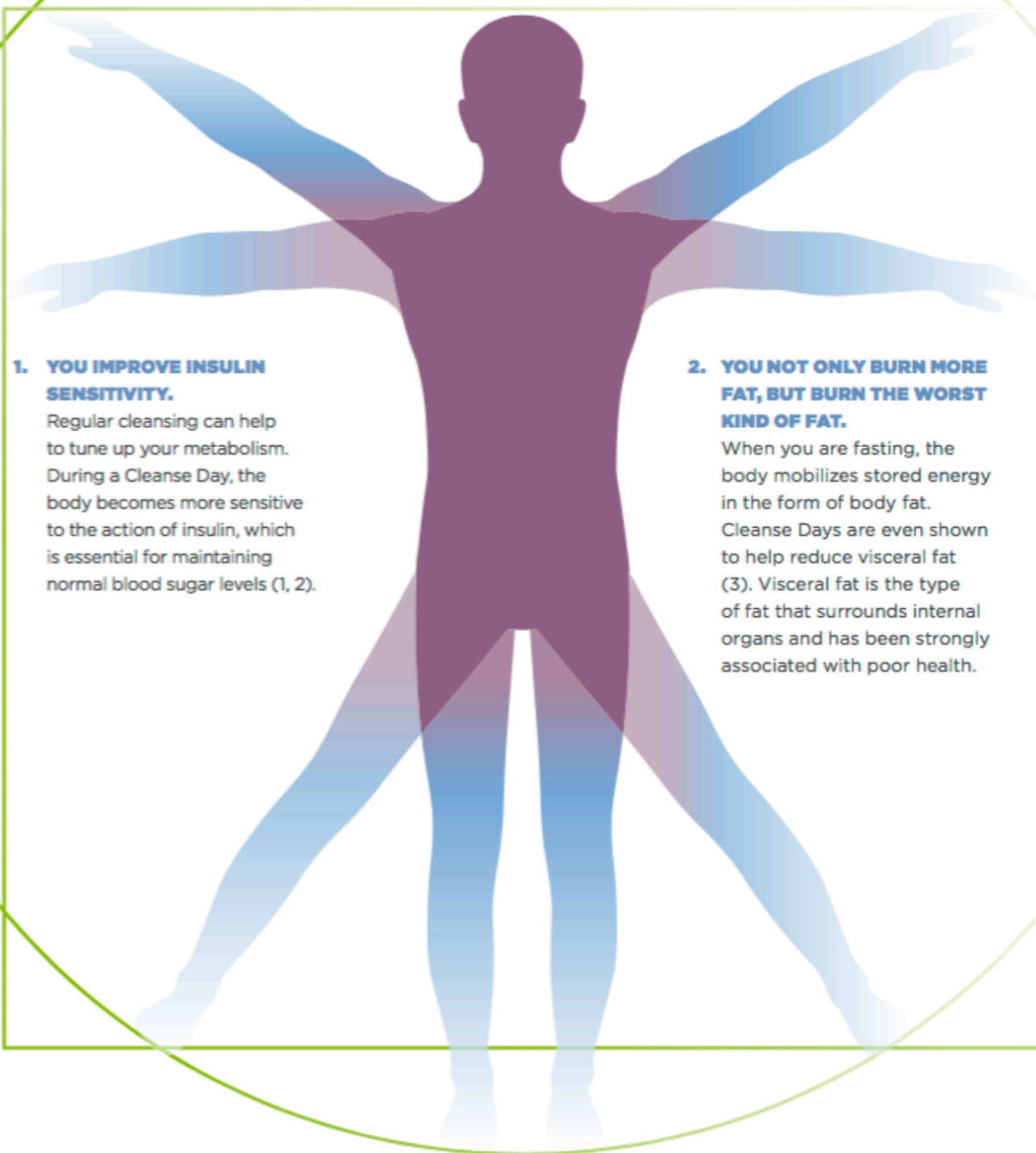
Those seeking weight loss can often find Cleanse Days intimidating or requiring quite a lot of effort. New cleansers are encouraged to take it easy—not immediately jumping into performing full Cleanse Days or two consecutive days of Deep Cleansing. Starting out with Shake Days allows for a more gradual reduction in calorie intake. Some may wish to attempt half a Cleanse Day before working up to a full Cleanse Day.

NO JUICES, LAXATIVES, OR DIURETICS

A common concern about cleansing is the involvement of either drastic starvation plans, use of sugary juices, or use of dangerous ingredients that act as laxatives and diuretics. There are no laxatives or diuretics in Cleanse for Life. Unlike other cleanse-type programs, the Isagenix System includes cleansing that is shown to be effective and safe (2).

With the right preparation and a little self-motivation, participants are often pleasantly surprised at how effortless Cleanse Days can be. After seeing and feeling the results in the form of consistent weight loss and improved health, they may also find that Cleanse Days become the favorite part of their week.

[†]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.



1. YOU IMPROVE INSULIN SENSITIVITY.

Regular cleansing can help to tune up your metabolism. During a Cleanse Day, the body becomes more sensitive to the action of insulin, which is essential for maintaining normal blood sugar levels (1, 2).

2. YOU NOT ONLY BURN MORE FAT, BUT BURN THE WORST KIND OF FAT.

When you are fasting, the body mobilizes stored energy in the form of body fat. Cleanse Days are even shown to help reduce visceral fat (3). Visceral fat is the type of fat that surrounds internal organs and has been strongly associated with poor health.

Have you wondered what happens to your body on a Cleanse Day? Cleanse Days are an important part of the Isagenix System and a powerful tool in helping you to reach or maintain a healthy weight. While there is significant scientific evidence supporting the use of Cleanse Days for aiding weight loss, there are more potential health benefits from Cleanse Days beyond supporting a healthy weight (1). Here are four positive things that go on inside your body during a Cleanse Day.

WHAT HAPPENS TO YOUR BODY ON A CLEANSE DAY

3. YOU REV UP YOUR BODY'S CELLULAR CLEANSING SYSTEM.

By eating frequently, you provide your body with a steady flow of nutrients and energy. This environment of abundance keeps your cells in continuous "growth mode." On a Cleanse Day, you allow your body to rest and permit your own natural cleansing and rejuvenation processes to occur. Nutritional cleansing activates several systems in your cells that break down old cellular components into their basic building blocks to recycle them into new components—a process known as autophagy (4). Autophagy goes to work on a Cleanse Day by cleaning up worn out parts within your cells.

4. YOU NOURISH YOUR BODY WITH CLEANSING, HEALTH-SUPPORTING NUTRIENTS.

Cleansing with Isagenix is a unique way to practice nutritionally supported fasting. Depending on which method you choose, an Isagenix Cleanse Day involves abstaining from virtually all food for one or two days. In place of food, you drink Cleanse for Life®, a phytonutrient-rich botanical beverage designed to nourish and support your body's natural detoxification systems, along with Cleanse Day tools such as Isagenix Snacks™, IsaDelight® chocolates, e+™, or Ionix® Supreme. Finally, don't forget to stay properly hydrated throughout your Cleanse Day!

Many beneficial things happen to your body during an Isagenix Cleanse Day. By regularly practicing Cleanse Days, you can tune up your metabolism, burn more fat, and allow your body's own cellular cleansing and rejuvenation systems to work at their peak. Whether your goal is to lose weight or you are just interested in doing something good for yourself, Isagenix Cleanse Days can have benefits for you.

Water is essential for life. It makes up around 70 percent of our bodies and is one of the most important influences on overall health. Drinking the right amount of water is critical for supporting all of the body's essential functions, particularly detoxification. So how do you know if you are staying hydrated, especially on a Cleanse Day? In this article, we will answer three of the most frequently asked questions about water intake along with general questions about hydration on Cleanse Days.

1. HOW MUCH WATER DO I NEED?

The answer to this question is a bit complicated. This is because the amount of water you need to stay well hydrated depends on factors like the weather and your activity level — both of which vary from day to day.

For example, your requirements for water are different when you are in an environment that is hot, and dry versus a cool, humid climate. When you exercise, your body needs much more water than on days when you are less active.

Because a person's need for water can change so much from day to day, there's no standard daily requirement. However, there are some general guidelines you can follow. The Institute of Medicine recommends between 2.7 liters (11 cups) and 3.7 liters (16 cups) of total water to meet the hydration needs of most healthy adults. Total water refers to water from both foods and beverages. A cup is equivalent to 8 ounces of water. Since your body has no way to store excess water, drinking a large amount all at once is not an effective strategy. Good hydration involves spreading your water intake evenly throughout the day.

While beverages provide the majority of your body's water needs, the moisture in foods also contributes to overall hydration. Your body uses the water that is present in a steaming bowl of soup, a cup of Isagenix coffee, or a crisp, juicy pear in the same way as a glass of plain water to help keep you hydrated.

Cleanse Days can also increase the amount of water you need to drink to stay hydrated. Because

Cleanse Days involve abstaining from food, you'll need to meet all of your body's fluid needs mainly through Cleanse for Life® along with calorie-free beverages like black Isagenix coffee, tea, and of course, water.

Some people find it harder to remember to drink enough water on Cleanse Days, since these days involve taking a break from a normal routine. It is also possible to drink too much water, which can have negative health effects. (See question No 3.) Because Cleanse Days are different from your normal routine, you may want to set a goal for how much water to drink on a Cleanse Day, or set a reminder on your phone, for example. While these ideas can be useful tools to help you meet your goals, the best way to know if you are drinking the right amount of water involves a simple observation.

2. HOW CAN I TELL IF I AM DRINKING ENOUGH WATER?

The best way to know if you are drinking enough water is by paying attention to when you head to the restroom.

Your body's main tool for maintaining water balance is through controlling how concentrated or how diluted your urine is. If you have too much water, your body will get rid of the excess through diluted urine and extra trips to the bathroom. If you are dehydrated, your body will conserve water through producing very concentrated urine and less frequent bathroom breaks.

The color of your urine is one of the most accurate ways for you to gauge your level of hydration. Ideally, you should aim for a pale yellow color. If your urine is completely clear with no color at all, you are drinking too much water.

If your urine is dark yellow or orange in color, that can indicate poor hydration. However, keep in mind that there are a few things that can make urine appear darker even if you are well hydrated, like some medications and foods. For example, vitamins like riboflavin may cause urine to appear bright yellow.

In addition to color, the frequency of your trips to the bathroom can provide a good measure of how

hydrated you are. You should be heading to the bathroom every four to six hours during the day. If you go less often than once in six hours, you need to drink more water. One of the benefits of using this method is that you can check on your hydration status several times a day and find out if you're not getting enough water, getting too much water, or drinking just the right amount.

3. IS IT POSSIBLE TO DRINK TOO MUCH WATER?

While unlikely, it certainly is possible to drink too much water. In extreme cases, it can even lead to serious health problems. Drinking an excessive amount of water in a short period of time can cause an imbalance between water and electrolyte levels.

The technical term for this condition is dilutional hyponatremia, and it occurs when the level of sodium in the blood is low because of too much water. It's rare for a healthy person to have low sodium levels from excess water since the amount of water needed to cause this problem would give most people a serious stomachache.

Additionally, it's important to know that there is no benefit from forcing yourself to drink an uncomfortably large amount of water. Forcibly drinking too much water can be harmful.

JUST RIGHT...

Most people should have no problem meeting needs with the guideline of eight cups of water daily in addition to their regular food or beverage intake. Another guideline that some have followed is to drink half their bodyweight in ounces. Depending on a variety of factors, some will need more water daily while others can get by with fewer cups per day.

Staying well hydrated is one of the easiest and most effective ways you can support your overall health. Making sure you are drinking the right amount of water, both on Cleanse Days and every day, will keep your body's detoxification systems working at their best.

Not drinking enough water, especially on a Cleanse Day, can be a concern for many people. By paying attention to your body's cues, you can be confident that you're making the best choice for your health.



HOW MUCH WATER SHOULD YOU DRINK
ON CLEANSE DAYS?

NUTRITIONAL CLEANSING

with Isagenix can be adapted to fit your goals and personal needs. Since you have the option to choose one or two Cleanse Days per week as part of an Isagenix 30-Day System, it's common to wonder whether one or two Cleanse Days will be more beneficial.*



SHOULD YOU CLEANSE ONE OR TWO DAYS PER WEEK?

THE ANSWER:

There's no single perfect way to cleanse. You can get great benefits with whichever option you choose. However, there are some important guidelines to help you get the most out of your Cleanse Days. For more information, please see the System Guide for Weight Loss.

THE STAGES OF CLEANSING

Cleanse Days with Isagenix are based on a concept that scientists refer to as intermittent fasting and involves either one or two days each week where

you abstain from most food. Cleanse Days are different from ordinary fasting because of the nutritional support that your body receives from Cleanse for Life® and the other nutrient-packed products that you use to nourish your body. These Cleanse Day support products include Isagenix Snacks™, IsaDelight® chocolates, AMPED™ Hydrate, and Ionix® Supreme, to name a few.

Your body goes through two different stages during a Cleanse Day. These stages relate to the physiology of fasting and are based on the amount of time that has passed since your last

meal. Of course, the length of time that it takes to go through each stage is a little different for every person, so these time frames are a general estimate.

The Cleanse Day guideline is to choose either one or two Cleanse Days weekly. The reason is that this window of time is when you can receive the greatest benefits from cleansing. You can cleanse for a shorter period of time, especially if you are new to cleansing, but you should never go longer than two days for reasons that are explained below.

STAGE ONE: POST-ABSORPTIVE

Every time you eat, your body digests and absorbs the food you consume, then transports the nutrients to all of your cells through the blood stream. After a meal, it takes your body around three hours to either use or store all of the nutrients that you consumed. While everyone is a little different, the first stage of cleansing begins at this point, which is called the post-absorptive state.

During this first stage, the body uses up the readily available nutrients from your most recent meal and begins to draw on stored nutrients for

*If you have a medical condition or are pregnant or nursing, you should consult your healthcare professional before starting an Isagenix or any other product or weight-loss regimen.

energy to keep blood sugar levels steady. When you're cleansing, the post-absorptive state begins around three hours and lasts for about 12-18 hours after a meal. Imagine that you eat dinner in the evening and plan to start your Cleanse Day the following morning. You'll pass through most of this phase overnight while you are sleeping, with the post-absorptive phase concluding some time in the morning or early afternoon, depending on when you had dinner the previous night.

STAGE TWO: FASTING

The second stage of a Cleanse Day is called the fasting state. This stage begins at around 12-18 hours after your last meal and ends when you have been cleansing for over 48 hours. During the fasting state, your body is burning fat as your primary source of energy, although you still need a small amount of sugar to fuel your metabolism, too. Your body can store a limited amount of sugar as glycogen, but this source is already running low by the time your body enters the fasting state.

One of the reasons why Cleanse Day support products are so important is that, among other nourishing ingredients, they contain a small amount of carbohydrate to provide steady nutrition to help fuel your metabolism, satisfy hunger, and reduce cravings. By supplying a targeted amount of carbohydrate as a modest amount of calories, the cleansing process is not disrupted.

Picture what is happening in your body during the fasting state of your Cleanse Day: Your body transitions from the post-absorptive state in stage one to the fasting state during stage two after using up the nutrients from your most recent meal. Your body is now burning through fat to generate most of your energy. A sign of rapid fat breakdown is when the body starts to produce ketones for energy as a mild form of ketosis. (NOTE: Ketosis should not be confused with ketoacidosis, which is a metabolic complication generally related to diabetes when ketone bodies are in dangerously high concentrations.)

By consuming your regularly spaced servings of Cleanse for Life and other cleanse support products, you are providing your body with a steady source of nutrition while also keeping calories low.

There are some great health benefits to completing stage one of cleansing. However, entering stage two helps trigger many of the principal benefits of Cleanse Days. Your body spends the majority of the first day of cleansing and all of the second day of cleansing in this stage, so both a one-day and a two-day cleanse will trigger these benefits. It's not necessary to do two days to generate these benefits.

BEYOND 48 HOURS: WHAT HAPPENS WHEN YOU FAST TOO LONG?

If fasting continues for more than two days, your body will stop receiving benefits and instead experience detriment. During both stage one and

stage two (the post-absorptive and fasting stages), the body uses stored nutrients and energy to support normal metabolism. However, when fasting continues beyond day two, your body puts on the brakes, slowing your metabolism to a crawl.

The body enters a metabolic state that is something like a power-saving mode. Metabolism slows down as your body prepares for an extended period of time without food. This stage is called adapted starvation, and is not beneficial for supporting general health or for weight loss. It's the reason why Cleanse Days should never exceed two days. Fasting for more than two days slows metabolism and works against good health and fat loss.

THE WINDOW FOR OPTIMAL CLEANSING BENEFITS

Cleanse Days are flexible and, as long as you follow some basic guidelines, you can choose your way to cleanse. If you are new to Cleanse Days, there is no harm in starting out with a shorter period of time, for example 12-18 hours. The shorter time frame can be a great way to slowly ease into Cleanse Days to build skill and confidence. There's certainly no benefit to going longer than two days. Nutritionally supported fasting through regular Cleanse Days, however, can offer great benefits for your overall well-being and help you to reach your weight-loss goals when you follow these guidelines for success.



MEAL TIME (POST-PRANDIAL STATE)

Begins with a meal and lasts about 3 hours--the time it takes for your body to digest, absorb, transport, and store the nutrients from your meal
BODY BURNS MIXED FUELS

POST-ABSORPTIVE STATE

Continues for 12-18 hours following your most recent meal
INCREASED FAT BURNING

FASTING STATE

Begins 12-18 hours after your most recent meal and continues through day one and day two of cleansing
MAXIMUM FAT BURNING

Break your cleanse on the following morning (after one or two days) with an IsaLean® Shake



The main difference between cleansing for one day or for two consecutive days is the length of time your body remains in the fasting state. In the same way that jogging for 40 minutes can help you to burn more fat than jogging for 20 minutes, cleansing for two consecutive days can help you to maximize your fat-burning potential. However, it is important not to cleanse for more than two consecutive days.