

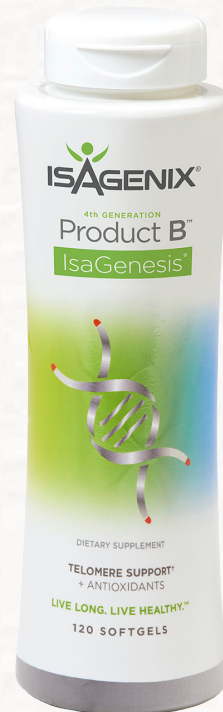
Product B™

Antioxidants plus Telomere Support

Live long. Live healthy.™

The revolutionary product your body has been waiting for.

Scientists have found the ticking biological “clock” that offers clues on aging and longevity: telomeres. The health of your DNA’s telomeres could mean the difference between living a longer life versus living life to its fullest with a feeling of youthful health and vibrancy. On the heels of this scientific breakthrough, Product B Antioxidants plus Telomere Support targets the cause of aging—especially when combined with the Isagenix Pillars of Health; Cleanse for Life®, IsaLean® Shake, Ionix® Supreme and Ageless Essentials™ Daily Pack.



Living longer never felt better.™

- ▶ Proprietary, scientifically advanced formula of antioxidants for protecting telomeres and stimulating more efficient antioxidant enzyme-defense systems
- ▶ Contains a full spectrum of natural bioactive antioxidants to help protect against harmful free radicals that can accelerate aging and contribute to poor health
- ▶ Targets the sources of aging, such as oxidative stress
- ▶ Helps maintain harmonious function of cells and healthy telomeres
- ▶ Helps you regain and maintain youthful aging
- ▶ Guaranteed results*



Satisfaction & Money-Back Guarantee*

Contact:

* We are so confident in the quality of our products that we offer a 100% satisfaction and money-back guarantee.

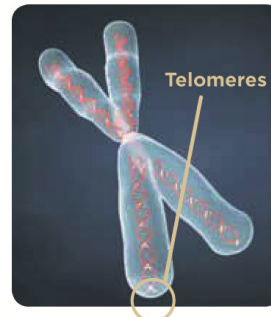
Telomeres: Our Body's Age Clock

What is a telomere? At both ends of every DNA strand in a human cell is a telomere. Telomeres prevent chromosomes from becoming frayed, fusing into rings, or binding with other DNA. (Think: the protective cap that protects shoelaces from unraveling.)

What causes telomere shortening? As part of your body's normal aging process, each time a cell divides the telomeres in your DNA get shorter. Add oxidative stress to the mix and telomeres shorten even more rapidly. Oxidative stress is the effect of destructive reactions in your body's cells caused by too many free radicals or atoms/molecules that have unpaired electrons. In their search for an electron to make them whole, they destroy other cells. Free radicals come from environmental toxins, such as pollution, chemicals, drugs and radiation, and even naturally occur in your own body when you exercise. Antioxidants fight free radicals and stem the causes of oxidative stress, but a key combination is needed to reduce the effects of oxidative stress on your telomeres.

What happens when telomeres get short? In a few words: Bad things happen when telomeres get short. Your body's cells are unable to divide (or reproduce) and simply die. Eventually, this instability leads to tissue breakdown potentially leading to premature aging.

What it means for you. Based on numerous human studies showing the association of shortened telomeres with premature aging, it is clear a healthy diet rich in nutrients, along with daily exercise, reduced stress and antioxidants found in Product B are your best tools for aggressively fighting the battle against aging.



“I’ve been working with Isagenix Founder and Master Formulator John Anderson for nearly a year to help identify natural, non-drug substances that can help provide incremental support to our telomeres. Product B and the Isagenix Pillars of Health are the breakthrough support we’ve been looking for.”

// Dr. William Andrews, Reno, Nevada

How to Use Product B

Certain natural ingredients in Product B have been shown to induce telomerase in-vitro. In-vitro lab results may not be indicative of in-vivo results. For optimal telomere benefits Product B is intended to be taken as part of an Isagenix Lifestyle System (Cleanse for Life®, IsaLean® Shake, Ionix® Supreme and Ageless Essentials™ Daily Pack) along with a sensible diet and exercise.

FOR BEST RESULTS, TAKE 2 CAPSULES OF PRODUCT B IN THE MORNING AND 2 CAPSULES IN THE EVENING EVERYDAY

RISING DEMAND WITH HUGE GROWTH POTENTIAL. The global anti-aging products market is estimated to reach \$291.9 billion by 2015. The baby boomers controlled 75% of the total anti-aging market in 2008, with a global impact of \$162.2 billion. By 2013 the boomer market is expected to reach \$274.5 billion, a compound annual growth rate of 11.1%. (Source: *Anti-aging Products and Service: The Global Market*, BCC Research).

CONSUMER INTEREST IN TELOMERES. Recent reports in *The New York Times*, *The Wall Street Journal*, *Popular Science* and *Reader's Digest* linking telomeres and their impact on the aging process and life expectancy have piqued public interest. As they learn more, consumers are becoming increasingly curious about the health of their own telomeres and what they can do to support them.