



ISAGENIX SUPPLEMENT TO THE POLICIES AND PROCEDURES

COMPLIANCE GUIDANCE ON COLLAGEN ELIXIR™

Isagenix's Collagen Elixir is one of the company's bestselling products. With all of the enthusiasm around the product, we understand that many Isagenix Independent Associates want to share information about it on social media and elsewhere. The purpose of this document is to provide guidance on how to share information about Collagen Elixir compliantly. This will help keep the company and your business safe.

Here are some 'approved claims' for Collagen Elixir

- Consume daily
- 5 grams of marine collagen per serving
- Ancient blend of botanicals like goji berry, acerola berry, aloe vera and chamomile natural botanical ingredients provide key vitamins, minerals and antioxidants to promote healthy skin
- Source of vitamin C, zinc, and biotin to support healthy hair, skin and nails*

And here is some guidance on before and after photos:

1. Always include the following disclaimer prominently on the photo:
Results not typical. For best results, consume one bottle daily for at least 30 days.¹
2. Share real results — provided the results are consistent with approved claims. Do not post results that are simply not credible. Even if you comply with all the standards in this guidance document, keep in mind that photos depicting an extraordinary or unbelievable transformation may not come across as credible.
3. Make sure that any before and after photos you post do not indicate that any results depicted were achieved in less than 30 days of using Collagen Elixir. When sharing before and after photos, please be mindful that we should focus on the features of the product and not be referring any to physiological functions of the skin. For example, highlighting the 5 grams of marine collagen per serving would be okay, but it wouldn't be acceptable to comment on the structure of the skin e.g. cell renewal, elasticity, regeneration
4. Practical guidelines:
 - a. Use a high-resolution camera if possible.
 - b. Use the same camera angle for both before and after photos.
 - c. Take both photos in the same location with the same lighting.
 - d. Do NOT edit or use filters of any kind on either photo.

Guidance documents by Isagenix describe the company's current thinking on a topic. Isagenix reserves the right to amend this document or provide additional guidance as appropriate. The standards in this document will be enforced in accordance with the Policies and Procedures. Because each situation is unique, we encourage you to consult with Isagenix Compliance (ComplianceUK@isagenixcorp.com) if you have any questions about how this or other guidance may apply to your situation.

¹ Even accurately presented and heartfelt experiences should be supported by reliable product testing demonstrating that customers who use the product will achieve results similar to those depicted in the photos.

* Biotin contributes to the maintenance of normal hair and skin. Vitamin C contributes to normal collagen formation for the normal function of skin. Zinc contributes to the maintenance of normal hair, nails and skin.