

WE'RE EXTENDING THE EXECUTIVE LEADERSHIP  
POOLS THROUGH THE END OF THE YEAR

# NOW THERE ARE 4 DIFFERENT POOLS

**1 Star Pool = \$100,000**

**2 & 3 Star Pool = \$100,000**

**4 & 5 Star Pool = \$100,000**

**6+ Star Pool = \$100,000**

(Details regarding 1-Star pool available  
in 1-Star Executive Leadership Pool Flyer)



## Here's how the Executive Leadership Pools work:\*

### QUALIFY

- Be on Autoship.
- Be Paid-As Executive.
- Achieve and maintain Paid-As Executive, with 20 or more Team Bonus cycles for at least two weeks of the month.
- Have at least 1 Paid cycle of Personal Monthly Net Cycle growth.

### EARN

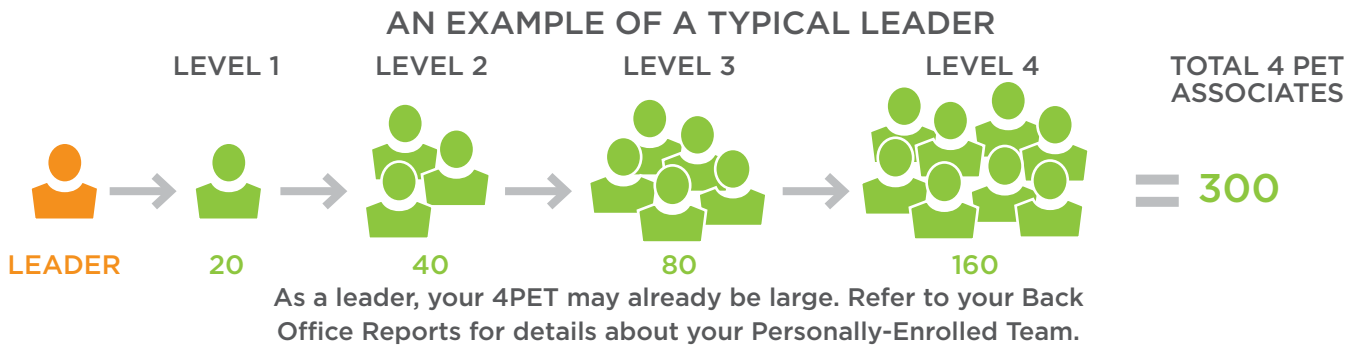
- Help your first four levels of Personally-Enrolled Associates grow their paid Team Bonus cycles. (To earn a part of the Leadership Pool, it's as easy as growing by 1 cycle!\*)
- Up to \$400,000 in Leadership Pool Bonuses will be awarded each month.

\* North America only. For more details, see the backside of this flyer.



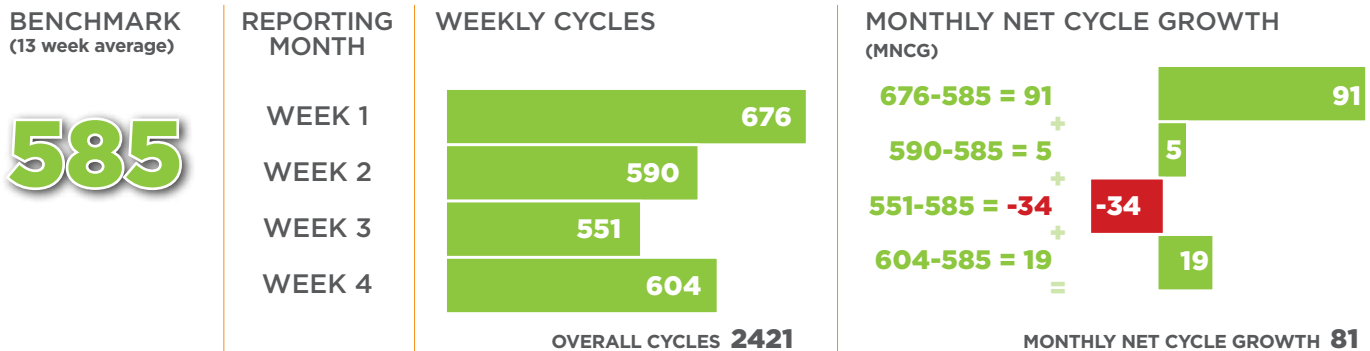
# Understanding Your 4-Level Personally-Enrolled Team and Net Cycle Growth:

## 1. 4-Level Personally-Enrolled Team (4PET)



## 2. By recruiting new members, providing leadership, setting goals, holding events, and driving your team, you can affect net cycle growth of your 4PET

### AN EXAMPLE OF NET CYCLE GROWTH CALCULATION



Even if you only grow by one cycle, you can still qualify for an extra bonus!\*

## 3. Qualify to be in the pool more weeks in a month and make more money!

Let's assume that you are a Paid-As Executive with 22, 23, 19 and 24 Team Bonus cycles during a given four week month. You have qualified to participate in the pool during three weeks of the month. You have at least 1 Paid cycle of Personal Monthly Net Cycle growth during the month.

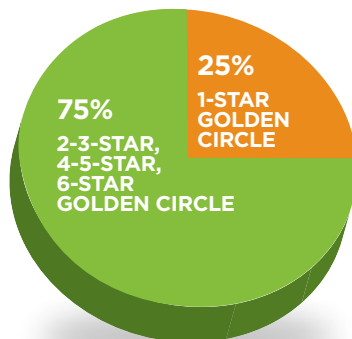
QUALIFIED NET CYCLE GROWTH (QNCG)

$$\frac{81}{4} \times 3 = 60.75 \Rightarrow \mathbf{61}^*$$

QNCG 61

## Here's how the Executive Leadership Pool is distributed.

### CASH DISTRIBUTION



If you are a Paid-As Executive with 10-19 Team Bonus cycles, you could qualify to participate in up to \$100K awarded monthly.

If you are a Paid-As Executive with 20 or more Team Bonus cycles, you could qualify to participate in up to \$300K awarded monthly.

Don't get left behind—use your dynamic leadership to rally your team and start creating Net Cycle Growth today. You have nothing to lose, but everything to gain—even up to \$100K per month!



\* QNCG = MNCG ÷ # weeks in Reporting Month X # qualifying weeks in Reporting Month. Normal rounding rules apply to final QNCG value: 0.01 to 0.49 is rounded down; 0.50 to 0.99 is rounded up.

\*\* For more information, see the Leadership Pool Rules and FAQs documents in the Business Training section of your Back Office Library.

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# 5 BIG REASONS TO PARTICIPATE IN THE EXECUTIVE LEADERSHIP POOLS

(IF \$100,000 REASONS ARE NOT ENOUGH!)

EXERCISE YOUR LEADERSHIP TO CREATE CYCLE GROWTH IN YOUR TEAM.

GOOD

Enroll New Associates

BETTER

Enroll and Promote Autoship and Rank Advancements

BEST

Enroll and Promote Autoship, Rank Advancements, Leadership and Team Building



## Leadership made easy:

### 1. It couldn't be more simple.

- The Executive Leadership Pool rewards you for helping four levels of your personal enrollees and their personal enrollee teams increase their paid Team Bonus cycles.
- The Executive Leadership Pool helps promote a sound philosophy of enrolling Associates — helping your new Associates advance and teaching them to do the same.
- Isagenix values leadership and the Executive Leadership Pool rewards leadership, growth and consistency throughout your entire team.

### 2. The perfect fit for the binary compensation program.

- The only way for you or your personal enrollees to participate in the Executive Leadership Pool is to increase the number of paid cycles on both legs of your team. As sales occur, anywhere from your sales teams, regardless of depth, the volume accumulates for cycle calculation purposes.
- As your team members follow your example, your cycle growth can increase exponentially because your leadership is being duplicated throughout the organization.

### 3. Work with a targeted group of personal enrollees for maximum results.

- Collaborating with your first four levels of personal enrollees is more manageable but can be very lucrative.
- Group conference calls are a great way to reach out and work with this group to help them increase their paid Team Bonus cycles.

### 4. Grow your residual income through mentorship.

- Those who will maximize this opportunity are those who are focused on growing their residual income through Team Bonuses.
- Placing value on Paid-As Rank, rather than Achieved Rank, and focusing attention on your entire organization builds strong, self-sustaining leaders and teams.
- Our very best leaders have learned this principle and, as a result, experience ongoing residual income to last a lifetime.

### 5. Measure your success.

- The qualifying requirements establish a “benchmark” period to measure past performance.
- You'll be rewarded by achieving growth in both Team Bonus cycles of your four-level Personally-Enrolled Team and Personal Cycles that exceed your established benchmarks.

*For more information on the Leadership Pools, refer to the Rules and FAQs documents in the Business Training section of your Back Office Library.*

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# THE 2010 EXECUTIVE LEADERSHIP POOLS

## Frequently Asked Questions



### What are the criteria for participating in the Pool?

1. The Pool is open to U.S., Canada and Puerto Rico Associates only.
2. You must be on Autoship.
3. You must be Paid-As Executive each day of the week for two commission weeks in the month.
4. You must be Paid-As 2-Star Golden Circle or higher and cycle 20 or more times for the same two weeks that you are Paid-As Executive.
5. You must have met Pool qualifications for payment at least 2 weeks since July 2007 before being eligible to participate. You will be eligible to qualify for bonus payment in the Pools after the second week you qualify during the Leadership Pool period.
6. You must grow your personal cycles by at least 1 during the month to qualify.

### How will the Pool be paid out?

1. We calculate paid cycles four levels deep in your Personally-Enrolled Team (4PET) and average these cycles over your previous 13 paid weeks to establish your Net Cycle Benchmark. For example, your Net Cycle Benchmark for the month of January would be your 4 PET's average cycles for the 13 paid weeks prior to January.
2. Each week we'll take the difference of your 4PET's paid cycles and your Net Cycle Benchmark. This is your Weekly Net Cycle Growth.
3. We add your Weekly Net Cycle Growth for each week in the Reporting Month to determine your Monthly Net Cycle Growth.
4. This value will be divided by the number of weeks in the Reporting Month then multiplied by your number of qualifying weeks in the month to get your Qualified Net Cycle Growth.
5. Your share of the pool will be determined by your Net Cycle Growth in relation to the Net Cycle Growth of all Pool participants. If the cycles increased over your Net Cycle Benchmark, you may be eligible for a share of the Pool.

### HELPFUL DEFINITIONS

#### 4PET

*Is the team consisting of all members in the first 4 levels of your Personally Enrolled Tree*

#### NET CYCLE BENCHMARK

*The Net Cycle Benchmark is based on a 13-week average of paid weeks from your 4PET. This value is recalculated each month.*

#### QUALIFIED NET CYCLE GROWTH

*Your Monthly Net Cycle Growth, divided by weeks in the Reporting Month, multiplied by your number of qualifying weeks in the month.*

#### REPORTING MONTH

*The four- or five-week period used to determine your Net Cycle Growth for the month. Refer to the Leadership Pool Calendar in the Leadership Pool Rules document.*

#### TEAM BONUS CYCLES

*The Team Bonus is earned by Paid-As Consultants and Paid-As Executives when their sales teams accumulate 900 points in Group Volume and at least 300 of those points come from one of the sales teams and 600 points come from the other.*

#### PERSONAL CYCLES

*Personal Cycles are the Paid cycles that generate in your position during the month.*

### HELPFUL INFORMATION

- Paid-As Executives 2-Star Golden Circle or higher may qualify using cumulative Net Team Bonus Cycle Growth of their 4PET.
- Team Bonus Cycles do not include the following:
  - Executive Match
  - PIB Equivalent Cycles
  - Retail Profit Equivalent Cycles
- For details, refer to the BV Summary and Leadership Pool reports in your Back Office for cycle calculations.
- Rank Advancement Bonus or Leadership Pool Equivalent Cycles.

# THE 2010 EXECUTIVE LEADERSHIP POOLS

## Frequently Asked Questions



### How is cumulative Net Team Bonus Cycle Growth calculated?

We calculate your cumulative Net Team Bonus Cycle Growth by adding paid cycles four levels deep on your Personally-Enrolled Team. All Active Associates in your 4PET will be included, regardless of country. The more Active Associates you recruit and retain, the more you could earn! (Non-renewed Associates will have no effect on your earning potential in the Leadership Pools.)

### What are the four Pools?

Four Pools have been established based on rank. One for 1 Star Golden Circle Executive, 2&3 Star Golden Circle Executive, 4&5 Star Golden Circle Executive and a 6+ Star Golden Circle Executive.

### How do I know which Pool I can participate in?

To participate in the 2+ Stars Pool, you must be Paid-As Executive 2-Star Golden Circle or higher and cycle 20 or more times each week for a minimum of two weeks during the Reporting Month and be a Paid-As Executive each day of those two weeks—this is considered a Qualifying Month. The two weeks needed to qualify can be any two weeks during the month. If you are a 2-3 Star Golden Circle Executive for two weeks, you will be able to participate in the 2-3 Pool (Example 1). If you are a 4-5 Star Golden Circle Executive for two weeks in a month, you will be able to participate in the 4-5 Pool (Example 2). If you are a 6+ Star or higher Golden Circle Executive you must have a minimum of 200 cycles per week.

### Can Associates with a re-entry position participate?

Yes. For Associates with multiple business centers, all Personally-Enrolled cycles regardless of business center will be combined for purposes of determining Net Cycle Growth.

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### Can I participate in all four Pools?

Yes. Please see the Leadership Pools Rules document in the Business Training section of your Back Office Library for specific details.

**Example 1**  
How to qualify for 2, 3 Pool.

MONTH	
Week	Golden Circle Level
1	1
2	1
3	2
4	2

Eligible for: 2, 3 Pool

**Example 2**  
How to qualify for both Pools.

MONTH	
Week	Golden Circle Level
1	3
2	3
3	4
4	4

Eligible for: 2, 3 Pool

Eligible for: 4+ Pool

### What is the maximum bonus I can earn in the 2-Star or higher pools?

The maximum bonus is based on a combination of Qualified Net Cycle Growth and Personal Monthly Net Cycle Growth and cannot exceed the following dollar amounts:

#### Qualified Net Cycle Growth

**Growth of 1-40 cycles:** \$10,000

**Growth of 41-100 cycles:** \$25,000

**Growth 101+ cycles:** \$100,000

#### Personal Monthly Net Cycle Growth

**Growth of 1-20 cycles:** \$10,000

**Growth of 21-40 cycles:** \$25,000

**Growth 41+ cycles:** \$100,000

**Note:** Maximum bonuses apply to the Leadership Pools only and do not apply to the Isagenix Compensation Plan. For compensation plan information, please refer to the "Team Compensation Plan Details for North America" document in the Business Training section of your Back Office Library.

### When will the pool end?

January 23, 2011.

# THE 2010 EXECUTIVE LEADERSHIP POOLS

## Rules



1. Only members in U.S., Canada and Puerto Rico are eligible to participate in the Leadership Pool.
2. Daily Paid-As Rank and Team Bonus cycles will be used to determine eligibility. Members must be Paid-As Executive each day during the commissions week.
3. For the purpose of this promotion only Team Bonus cycles generated from BV accumulated in your two teams is counted for qualification. Executive Match, PIB Equivalent and Retail Profit Equivalent Cycles are not included.
4. Team Bonus cycles are the paid cycles generated during the commission week.
5. The Net Cycle Benchmark is a 13-week average (paid weeks) of the paid Team Bonus cycles four levels deep on the Personally-Enrolled Team. For example, the benchmark for the month of March will be the average from the 13 paid weeks prior to March. This value is recalculated each month. See the Leadership Pool Calendar for dates.
6. Weekly Net Cycle Growth is the total number of weekly paid cycles four levels deep on the Personally-Enrolled Team minus the current Net Cycle Benchmark.
7. Monthly Net Cycle Growth is the sum of the Weekly Net Cycle Growth for the month. Each Weekly Net Cycle change for the month (both positive and negative) will be used for calculation regardless of member's weekly Paid-As Rank.
8. Monthly Net Cycle Growth must be positive to be eligible for payment.
9. Members must qualify for a minimum of two weeks and be Paid-As Executive 2-Star Golden Circle or higher (this is a qualifying week) during the month to participate in the Pool (this is a qualifying month). The two weeks needed to qualify can be any two weeks during the month.
10. For members with re-entry positions, all positions are combined for both Weekly Net Cycle Growth and Monthly Net Cycle Growth determination. The highest Paid-As Rank of all positions determines eligibility. Re-entry positions are not combined for rank determination and Pool eligibility.
11. Enrolling Sponsors with Personally-Enrolled Associates that have re-entry positions will be eligible for paid cycles in all re-entry positions.
12. Commission caps for paid cycles will be used in Net Cycle Benchmark and Net Cycle Growth calculations.
13. Three Pools have been established: one for Paid-As Executive 2- and 3-Star Golden Circle (2-3 Pool), the other for Paid-As Executive 4-Star Golden Circle and 5-Star (4-5 Pool), and a Paid-As Executive 6-Star Golden Circle and above (6+ Pool).
14. A minimum of two qualifying weeks in the month are required to participate in each Pool. Members with only one qualifying week in the 6+ Pool will have that week qualify for the 4-5 Pool. Weeks that are applied to the 6+ Pool will not be included in the 4-5 Pool.
15. Qualified Net Cycle Growth is a percentage of Monthly Net Cycle Growth based on the member's number of qualified weeks. For example, a member with a Monthly Net Cycle Growth of 100 cycles that qualified for the 4+ Pool for 3 weeks (in a 4 week month) would have a Qualified Net Cycle Growth of 75 ( $3/4 \times 100$ ).
16. The maximum bonus is based on Qualified Net Cycle Growth and Personal Monthly Net Paid Cycle Growth. We will use the lower of the 2 values to determine the maximum payout: Qualified Net Cycle Growth maximum 1-40 cycles - \$10,000; 41-100 cycles - \$25,000; 101+ cycles - \$100,000. Personal Net Cycle Growth maximum 1-20 cycles - \$10,000; 21-40 cycles - \$25,000; 41+ cycles - \$100,000.
17. The per share value of each Pool (1 share = 1 Qualified Net Cycle Growth) will be calculated by taking the maximum monthly disbursement amount for the Pool divided by the total shares participating in the Pool. For example, a \$100,000 2-3 Pool with a total of 500 Qualified Net Cycle Growth shares would create a share value of \$200 each. The per share value for each Pool will fluctuate based on the number of Qualified Net Cycle Growth shares each month. The per share value of the 2-3 Pool will not be more than 90% of the share value in the 4-5 Pool. The per share value of the 4-5 Pool will not be more than 90% of the share value in the 6+ Pool.

# THE 2010 EXECUTIVE LEADERSHIP POOLS

## Rules



18. The 4-4-5 Reporting Calendar will be used. A Leadership Pool Calendar containing benchmark dates, weeks in pay period, and payout dates is included below.
19. Total Pool payout will be split 25% to the 1-Star Pool participants and 75% to the 2-3, 4-5, 6+ Pool participants.
20. The first month of the Leadership Pool will be September 2010. The weeks used for the September 2010 benchmark value will be Monday May 10, 2010 until Sunday August 8, 2010. The payout for the September Leadership Pool will be October 11, 2010. Please see the Leadership Pool Calendar for additional dates.
21. Payouts for the Leadership Pool will be paid on the closest Monday to the 15th of the following month.
22. The Leadership Pool will be open from Monday August 23, 2010 until Sunday January 23, 2011.
23. Members who qualify for the Leadership Pool but do not have 13 paid weeks available for use in the Net Cycle Benchmark calculation will have the maximum number of available paid weeks used.
24. The Personal Net Cycle Benchmark is a 13-week average (paid weeks) of your paid cycles. For example, the benchmark for the month of September will be the average from the 13 paid weeks prior to September. This value is recalculated each month. See the Leadership Pool Calendar for dates.
25. Personal Monthly Net Cycle Growth is the sum of the Weekly Personal Net Cycle Growth for the month. Each Weekly Personal Net Cycle change for the month (both positive and negative) will be used for calculation regardless of member's weekly Paid-As Rank.
26. Personal Monthly Net Cycle Growth must be positive to be eligible for payment.

### Leadership Pool Calendar

BONUS POOL MONTH				NET CYCLE BENCHMARK DATES (13-WEEK PERIOD)		
MONTH	Monday Start	Sunday End	# of Weeks in Month	Monday Start	Sunday End	Monday Bonus Payment Date
SEPTEMBER	Aug. 23, 2010	Sept. 26, 2010	5	July 12, 2010	Aug. 8, 2010	Oct. 11, 2010
OCTOBER	Sept. 27, 2010	Oct. 24, 2010	4	Aug. 16, 2010	Sept. 12, 2010	Nov. 15, 2010
NOVEMBER	Oct. 25, 2010	Nov. 21, 2010	4	Sept. 13, 2010	Oct. 10, 2010	Dec. 13, 2010
DECEMBER	Nov. 22, 2010	Dec. 26, 2010	5	Oct. 11, 2010	Nov. 7, 2010	Jan. 17, 2011
JANUARY	Dec. 27, 2010	Jan. 23, 2011	4	Nov. 15, 2010	Dec. 12, 2010	Feb. 14, 2011

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Associate sponsorships and product orders that are deemed, in Isagenix, sole discretion, to be solely for contest advancement may not be counted in the contest.

If Isagenix re-purchases any product Isagenix may deduct volume and any resulting compensation as a result of that order.



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