



# CUSTOMER FIRST FAQs

## » GENERAL FAQs

### WHY IS ISAGENIX LAUNCHING CUSTOMER FIRST?

- To help Associates reach more Customers and serve them better
- To simplify the ordering and enrolment processes for everyone
- To expand and protect the Isagenix opportunity with no-compromise, responsible business practices

### WHAT ARE THE HIGHLIGHTS OF CUSTOMER FIRST?

- Members join Isagenix as Customers first
- Customers can choose to become an Associate at any time
- Customers and Associates will enjoy an easier and more mobile friendly enrolment process
- Customers wishing to simply try the products will have the option of no annual Membership fee
- Associates may experience additional advancement opportunities
- Customers can receive Product Introduction Rewards coupons when they introduce new Customers who buy qualifying Isagenix systems and packs upon enrolment

### IS CUSTOMER FIRST A CHANGE TO THE COMPENSATION PLAN?

No, Customer First provides enhancements to the Compensation Plan but does not change the way compensation is calculated and paid out.

### WHAT'S THE DIFFERENCE BETWEEN A CUSTOMER AND AN ASSOCIATE?

An Isagenix Customer is someone who wants to enjoy the benefits of Isagenix products at reduced prices by establishing an Isagenix Customer account. Customers may not resell products or participate in the Isagenix Team Compensation Plan, but do have a position in the Isagenix genealogy tree in order to track their orders and compensate their support team.

Isagenix Associates have the advantages of Isagenix Customers as well as the ability to earn commissions through the Isagenix Team Compensation Plan. To become an Associate, Customers simply log in to their Customer account, indicate their interest in becoming an Associate and follow the steps provided.

### HOW DOES CUSTOMER FIRST IMPACT ANNUAL MEMBERSHIP FEES AND AUTOSHIP?

Although we offer better price discounts for those who pay an annual membership fee (referred to as Preferred Customers), others can join without paying a Membership fee. The no-fee option removes a barrier that may have previously discouraged some potential Customers from joining us. Additional rewards are available for those who elect to join the optional Autoship program. See below for more details.

## NEW MEMBER DISCOUNT TYPES

MEMBER TYPE	VALUE	WITH AUTOSHIP	ANNUAL MEMBERSHIP FEE	PRICING <sup>^</sup>	ELIGIBLE FOR AUTOSHIP REWARDS (UP TO \$75 IN FREE SHIPPING <sup>***</sup> )
PREFERRED CUSTOMER	BEST	YES	AU/NZ\$25	25% off RETAIL	YES
	BETTER	NO	AU/NZ\$50	25% off RETAIL	NO <sup>†</sup>
CUSTOMER	GOOD	YES or NO	\$0	10% off RETAIL	NO

<sup>\*\*\*</sup>Must have 125 BV in Autoship orders to qualify for Autoship Rewards benefits. Credit of up to AU/NZ\$14.95 may be applied to shipping cost of each of the Member's first three qualifying Autoship orders for a total available shipping credit of AU/NZ\$44.85. Terms and conditions apply. See Autoship Reward flyer for complete details.

<sup>†</sup>Preferred Customers without Autoship may elect to participate in the Autoship program at any time. In order to qualify for the Autoship Rewards program, the Preferred Customer must meet the requirements and qualifications within 34 days of their initial order.

<sup>^</sup>Percent pricing discounts are approximate.

## HOW DOES CUSTOMER FIRST IMPACT ACTIVE STATUS?

Associates can continue to meet their Active status requirement as they do today – by having at least 100 in Personal Volume (PV), from personal orders (for personal use or for face-to-face Retail Sales) or from Retail Direct Sales.

Requirements to qualify as a Paid-As Consultant will also remain the same – by being Active (at least 100 PV) and maintaining a minimum of one Active Personally Enrolled Associate on each side of the Sales Team (Left and Right) at any time within the prior 30 days; or, as a new alternative, an Associate can now qualify as a Paid-As Consultant by being Active and having at least 100 in business volume (BV) from one or more Personal Enrollees on each team leg (Left and Right) in the prior 30 days.

## DOES CUSTOMER FIRST IMPACT HOW ASSOCIATES' COMPENSATION IS DETERMINED?

Compensation will continue to be calculated and processed as before. Product sales to consumers will continue to be the foundation of the Compensation Plan.

## DOES CUSTOMER FIRST POSITIVELY IMPACT HOW ASSOCIATES SHARE ISAGENIX?

Customer First is intended to make sharing Isagenix with potential Customers and business builders easier and makes it easier to for new Customers to try our products. It's as simple as You Share, They Share, Repeat™!

## DOES CUSTOMER FIRST IMPACT ISAGENIX RANKS AND RANK ADVANCEMENTS?

Isagenix has created a better way for Associates to advance in rank. The date a Customer transitions to an Independent Associate is their starting date for rank advancements and Crystal rank advancements.

## WHAT COUNTRIES HAVE CUSTOMER FIRST?

As of 27 March 2017, the United States, Canada, Puerto Rico, Australia, and New Zealand have Customer First. It is intended that countries launched in the future, such as the United Kingdom, will also have Customer First.

## WHAT'S THE DIFFERENCE BETWEEN COUNTRIES THAT HAVE CUSTOMER FIRST VS. THOSE THAT DO NOT?

TERM/ DEFINITION	CUSTOMER FIRST MARKETS (AUSTRALIA, NEW ZEALAND, UNITED STATES, PUERTO RICO, CANADA, UNITED KINGDOM)	OTHER MARKETS (MEXICO, COLOMBIA, HONG KONG, INDONESIA, MALAYSIA, SINGAPORE, TAIWAN)
<b>RETAIL CUSTOMER</b>	<ul style="list-style-type: none"> <li>Someone who has purchased product directly from an Associate (in person) and has not created an Isagenix Account.</li> </ul>	<ul style="list-style-type: none"> <li>Someone who has purchased product directly from an Associate (in person) and has not created an Isagenix Account.</li> </ul>
<b>RETAIL DIRECT CUSTOMER</b>	<ul style="list-style-type: none"> <li>Someone who has purchased products through an Associate's personal Isagenix website or through the Corporate Website using an Associate's ID and 'checked out as a guest'.</li> </ul>	<ul style="list-style-type: none"> <li>Someone who has purchased products through an Associate's personal Isagenix website and 'checked out as a guest'.</li> </ul>
<b>CUSTOMER</b>	<ul style="list-style-type: none"> <li>Establishes an Isagenix account and places an order for at least one commissionable product.</li> <li>Saves approximately 10% on retail pricing.</li> <li>Can enrol new Customers and earn PIR (Product Introduction Rewards) coupons.</li> <li>May not resell products or participate in the Isagenix Team Compensation Plan.</li> <li>Has a position in the Isagenix genealogy tree in order to track their orders and properly compensate their support team.</li> </ul>	<p><b>THIS MEMBER TYPE IS NOT USED IN THESE MARKETS.</b></p>
<b>PREFERRED CUSTOMER</b>	<ul style="list-style-type: none"> <li>Same as Customer, PLUS has paid an annual fee.</li> <li>Saves approx. 25% on retail pricing on all product orders.</li> <li>Can convert to Associate via their Isagenix account.</li> <li>If on Autoship, also saves an additional 5% on packs/systems.</li> </ul>	<ul style="list-style-type: none"> <li>Product users who do not wish to or are not able to participate in the Compensation Plan may enrol as a Preferred Customer.</li> <li>Preferred Customers may purchase Isagenix products for personal and family use and can have them shipped by Isagenix within the countries and markets where Isagenix is currently available.</li> <li>Must pay annual membership fee.</li> <li>Preferred Customer type is not available in Colombia.</li> </ul>
<b>PRODUCT INTRODUCTION REWARDS</b>	<ul style="list-style-type: none"> <li>Customers and Preferred Customers are eligible to earn a Product Introduction Rewards coupon for referring a Personally Enrolled Customer who orders a qualifying system on their first order.</li> <li>Product Introduction Rewards are coupons redeemable within one year that can be used to purchase Isagenix products.</li> <li>The Enrolling Sponsor receives the full Business Volume for orders placed using Product Introduction Rewards coupons.</li> <li>Customers can earn Double Product Introduction Rewards for sharing two or more qualifying systems in one commission week.*</li> <li>In order to earn commissions and bonuses in the Isagenix Team Compensation Plan, Customers must convert their accounts to Associate status.</li> </ul>	<p><b>THESE MARKETS DO NOT HAVE PRODUCT INTRODUCTION REWARDS.</b></p>

<b>TERM/ DEFINITION</b>	<b>CUSTOMER FIRST MARKETS (AUSTRALIA, NEW ZEALAND, UNITED STATES, PUERTO RICO, CANADA, UNITED KINGDOM)</b>	<b>OTHER MARKETS (MEXICO, COLOMBIA, HONG KONG, INDONESIA, MALAYSIA, SINGAPORE, TAIWAN)</b>
<b>WHOLESALE PRICING</b>	<ul style="list-style-type: none"> <li>• 25% off suggested retail pricing available to Preferred Customers and Associates.</li> </ul>	<ul style="list-style-type: none"> <li>• 25% off suggested retail pricing available to Associates and Preferred Customers.</li> </ul>
<b>ASSOCIATES</b>	<ul style="list-style-type: none"> <li>• Isagenix Associates enjoy all the advantages of being an Isagenix Customer but also have access to earn commissions and bonuses through the Isagenix Team Compensation Plan.</li> <li>• To become an Associate, Preferred Customers simply sign in to their Customer account, indicate their interest in becoming an Associate, and follow the steps provided.</li> <li>• If a Customer chooses to become an Associate they must pay the annual fee to begin the process.</li> </ul>	<ul style="list-style-type: none"> <li>• To become an Associate, submit an Independent Associates application and agreement or complete the Online Enrolment. The purchase of a \$39/\$29 Annual Associate Support System is required with your initial Application or Online Enrolment.</li> </ul>
<b>ASSOCIATE-ACTIVE STATUS</b>	<ul style="list-style-type: none"> <li>• An Associate is considered Active if he/she personally purchases (for retail sale or personal use) and/or has retail direct sales totaling at least 100 PV in the last 30 days.</li> </ul>	<ul style="list-style-type: none"> <li>• An Associate is considered Active on any given day if they personally purchase and/or have Retail Direct sales totaling at least 100 PV in the last 30 days</li> </ul>
<b>PERSONAL ISAGENIX WEBSITE</b>	<ul style="list-style-type: none"> <li>• A personalised website that an Associate uses to sell Isagenix products and enrol new Customers.</li> </ul>	<ul style="list-style-type: none"> <li>• These are also called replicated websites. All Associates who enrol will receive a replicated website/personal Isagenix website. A personalised website that an Associate uses to sell Isagenix products and enrol new Customers.</li> </ul>
<b>CRYSTAL RANK ADVANCEMENTS</b>	<ul style="list-style-type: none"> <li>• The timing for Crystal rank advancements begins when the Customer transitions their account to an Associate.</li> </ul>	<ul style="list-style-type: none"> <li>• Crystal rank advancements begin when the Associate enrolls.</li> </ul>
<b>RANK ADVANCEMENTS</b>	<ul style="list-style-type: none"> <li>• The timing for Rank advancements begins when the Customer transitions their account to an Associate.</li> </ul>	<ul style="list-style-type: none"> <li>• Rank advancements begin when the Associate joins Isagenix.</li> </ul>
<b>CONSULTANT</b>	<ul style="list-style-type: none"> <li>• Consultant is the first leadership level in the Isagenix Team Compensation Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• The first advancement in the Team Compensation Plan is the rank of Consultant.</li> </ul>
<b>PAID-AS CONSULTANT</b>	<ul style="list-style-type: none"> <li>• Be Active (at least 100 PV) and have at least 100 in business volume (BV) from one or more of your Personally Enrolled Members (Customers or Associates) on each of your Sales Teams (Left and Right) at any time in the prior 30 days.</li> </ul>	<ul style="list-style-type: none"> <li>• Be Active (at least 100 PV) and maintain a minimum of one Active Personally Enrolled Associate on each of your Sales Teams (Left and Right) at any time within the prior 30 days.</li> </ul>
<b>ENROLLING A NEW MEMBER</b>	<ul style="list-style-type: none"> <li>• Will have access to new Isagenix.com website and enrolment screens.</li> </ul>	<ul style="list-style-type: none"> <li>• Will have access to enrolment screens as-is today.</li> </ul>

## **DO MEMBERS RECEIVE AN ISAGENIX PERSONAL WEBSITE (ALSO KNOWN AS A REPLICATED WEBSITE)?**

Only Associates receive an Isagenix personal website.

## **WHAT HAPPENS TO CURRENT PREFERRED CUSTOMERS?**

Preferred Customers will remain Preferred Customers and will continue to pay wholesale pricing. Annual renewal fees will be charged as usual. Preferred Customers can transition to become an Independent Associate at any time.

## **WILL MY ISAGENIX RECOGNITION RANK CHANGE UNDER CUSTOMER FIRST?**

Associates will maintain their highest recognition rank and their Crystal rank advancements will be based off their initial join date.

## **WHAT HAPPENS TO INACTIVE ASSOCIATES?**

Upon launch of Customer First, Members who are active with 100 PV from personal volume or retail direct sales will remain as Associates.

Inactive Associates who have or have not purchased products in the 90-day period preceding the launch of Customer First will be transitioned to Preferred Customer status on 27 March.

After the launch any Associate who does not engage in business-building activities for a period of 180 days may be considered inactive for purposes of distinguishing between Customers and Associates and will be transitioned to Preferred Customer status. Our intention is to properly identify Customers and Associates so we can better serve their needs. We will retain the flexibility to keep individuals in the Associate category, if that is their desire, even if they are not engaged in business-building activities.

## » CUSTOMER FAQs

### WHAT IS AN ISAGENIX CUSTOMER?

An Isagenix Customer is someone who wants to enjoy the benefits of Isagenix products at reduced prices by establishing an Isagenix Customer account. Persons who establish a Customer account, whether preferred or not preferred, are referred to collectively as 'Customers'. Customers may not resell products or participate in the Isagenix Team Compensation Plan, but do have a position in the Isagenix genealogy tree in order to track their orders and properly compensate their support team.

### HOW DO I CREATE A CUSTOMER ACCOUNT?

To create an Isagenix Customer account you must complete the simple enrolment process and place your first order that includes at least one commissionable product. Customers must select a Membership level, pay any applicable Membership fee, agree to the Customer Terms and Conditions, be at least 18 years old and live in a jurisdiction where Isagenix is officially open for business.

### CAN A CUSTOMER BECOME AN INDEPENDENT ASSOCIATE? IF SO, HOW?

Yes! We encourage Customers who enjoy sharing Isagenix with others to consider becoming an Independent Associate.

To become an Independent Associate, log in to your Customer account and click on the box titled 'Become an Associate'. You will be prompted to provide business-related information, agree to Associate terms and conditions and to the policies and procedures and watch a brief video, among other things.

### DO I HAVE TO PURCHASE SOMETHING TO BECOME A CUSTOMER?

Yes, new Customers must purchase a commissionable product. (A 'commissionable product' is a consumable Isagenix product that has a point value assigned to it for calculating Associate commissions/bonuses.)

### DOES ISAGENIX RECOGNISE CUSTOMERS FOR REFERRING OTHER CUSTOMERS?

Yes! We truly appreciate referrals from Customers who love our products and want to share them with others. While Customers may not resell our products or receive cash compensation from Isagenix, we do offer Product Introduction Rewards (PIR) coupons (and, if applicable, Double Product Introduction Rewards coupons) when a Customer introduces a new Customer to Isagenix and that Customer purchases a qualifying product. The PIR coupon can be applied to reduce the cost of a future order. The coupon may be used only towards the price of the products and not for shipping or other costs and must be used within one year. Other restrictions may apply.

### HOW DO PRODUCT INTRODUCTION REWARDS COUPONS IMPACT ENROLLING SPONSORS?

When a Customer redeems a Product Introduction Rewards coupon the Enrolling Sponsor will still receive the full business volume for the order in accordance with the Compensation Plan.

### CAN I BUILD A TEAM AS A CUSTOMER, JUST LIKE AN ASSOCIATE?

You can share Isagenix with your friends and family, in accordance with the Customer Terms and Conditions, however, you cannot build an Isagenix business and earn commissions for doing so. (As a Customer, new Customers you may personally enrol through your account will automatically be placed in an outside leg of the genealogy tree for you and cannot be placed on an inside team leg. If you wish to place a Customer in a specific position and/or earn commissions you must transition the account to an Associate account.)

### CAN A CUSTOMER ACCUMULATE VOLUME?

To encourage Customers to try the Isagenix business, all Customers are eligible to accumulate business volume on their personal enrollees for their first 90 days. However, to take advantage of any accumulated business volume, a Customer is required to open an Associate account within the 180-day period immediately following the date the account is opened. Business volume is accumulated in the first 90 days only. No additional business volume will accumulate during the second 90-day period. If a Customer does not become an Active Associate within the first 90 days, the accumulated business volume will be held for an additional 90 days, after which time all such volume will be removed.

**Example:** Suppose Jane Smith joins Isagenix on 24 April 2017 as a Customer. Jane could collect business volume on personal Customers for a total of 90 days post enrolment, which in this case would be 23 July 2017. Let's say that Jane became an Associate on 20 June 2017 and by that time had accumulated 900 BV, Jane would be eligible to use the 900 BV towards qualifying for Team Bonuses, but in order to earn a Team Bonus, she would also need to be an Active Consultant and have at least 300 BV on one team leg and 600 BV on the other.

Had Jane not become an Associate before 23 July 2017, she would no longer have accumulated any additional business volume. Jane would then have had an additional 90 days past 23 July 2017 (or until 21 October 2017) to become an Associate or the volume would have been removed.

### HOW LONG DOES A CUSTOMER HAVE TO BECOME AN INDEPENDENT ASSOCIATE?

Isagenix Customers may apply to become an Associate any time. If the transition to Associate is made within 24 months after becoming a Customer, the Associate would retain his/her original position in the genealogy tree.

## » ASSOCIATE FAQs

### **IF I AM CURRENTLY AN ACTIVE ASSOCIATE DO I NEED TO GO THROUGH THE PATHWAY TO ASSOCIATE PROCESS?**

No, all current Active Associates as of 27 March 2017 will remain Associates without going through the Pathway to Associate process.

### **HOW DOES THIS IMPACT MY INTERNATIONAL SPONSORSHIP?**

Customer First will not impact your International Sponsorship; however, the International Sponsorship will come with an international Tool Kit. Once purchased, this Tool Kit will provide access to international marketing items. Please bear in mind, the Customer First program is not launching in all markets and is available only to those in Australia, New Zealand, the United States, Puerto Rico, Canada and the United Kingdom.

### **HOW DOES CUSTOMER FIRST AFFECT RE-ENTRY?**

Customer First won't have an impact specific to re-entry.

### **WILL CUSTOMER FIRST HAVE ANY IMPACT ON MY PAYMENT, TIMELINES AND CALCULATIONS?**

No, Customer First doesn't change the compensation plan, payments, timelines or calculations.

### **WHAT HAPPENS IF I AM A CURRENT ASSOCIATE ON AUTOSHIP AND I DECIDE TO CANCEL MY AUTOSHIP?**

Autoship is the best way for you to receive maximum savings on all of our packs and systems. You can modify your Autoship at any time to meet your needs in lieu of suspending your recurring order; however, if you do need to place your Autoship on hold, please contact the Customer Care Team at 1300-651-979 (AU), 0800-451-291 (NZ) or CustomerServiceANZ@IsagenixCorp.com. Suspending your Autoship does not affect your Membership, and you can continue to order products as needed.

### **CAN I EARN PRODUCT INTRODUCTION REWARDS IF I AM AN ASSOCIATE?**

If you are an Associate you do not earn Product Introduction Rewards (PIR) coupons for sharing qualifying packs. Instead, Associates can earn Product Introduction Bonuses (PIBs) - for sharing qualifying systems - in accordance with the Compensation Plan.

### **CAN ASSOCIATES 'ROLL BACK' TO PREFERRED CUSTOMER STATUS? IF SO, WHAT HAPPENS?**

See answer to 'What Happens to Inactive Associates?'

### **IF AN ASSOCIATE ROLLS BACK TO PREFERRED CUSTOMER STATUS CAN HE/SHE BECOME AN ASSOCIATE AGAIN?**

Yes, if an Associate rolls back to a Preferred Customer after the Customer First launch, they can simply log in to their Customer account and select the box titled 'Become an Associate'. This will prompt them to start the Pathway to Associate process. However, Associates who enrolled prior to Customer First will maintain their highest recognition rank and their Crystal rank advancements will be based off their original join date.