

Isagenix Diet

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Overview:

The Isagenix program was founded in 2002 based in Arizona, USA. The Isogenix Company is firstly a marketing business. Founded by experts in marketing, the vision of the company is to impact world health and free people from physical and financial pain and in the process create the largest health-and-wellness company in the world (1). The vision of the company is achieved through promotion of products aimed at weight loss, cleansing, detoxification and rapid fat loss (2). The company also financially rewards consumers who promote and sell the Isagenix products which are a successful marketing strategy for the Isagenix products.

The Isagenix diets are focused on weight loss with a central focus on cleansing and detoxification. The diet is made up of cleanse and shake days which focuses strongly on meal replacements and dietary supplementation. The combination of shake and cleanse days aims to increase energy, rid of toxins and promote rapid weight loss (2). The program is made up of a 30day diet plan with alternating shake and cleanse days and it is the participants decision as to the distribution of shake and cleanse days. An example of is shown below.

S Day 1	S Day 2	C Day 3	C Day 4	S Day 5	S Day 6	S Day 7
S Day 8	S Day 9	C Day 10	C Day 11	S Day 12	S Day 13	S Day 14
S Day 15	S Day 16	S Day 17	S Day 18	S Day 19	S* Day 20	S Day 21
S Day 22	S Day 23	S Day 24	S Day 25	S Day 26	S Day 27	S Day 28
S Day 29	S Day 30					

Figure 1.0: showing an example 30 day diet plan with shake days (blue) and cleanse days (green).

The Diet:

Cleanse Days:

Cleanse days occur for a minimum of 2 consecutive days or within one week over the 30day diet period. On the cleanse days participants consume Isagenix products made up of either cleanse for life liquid or powder combined with water for all three main meals. Approved snacks are consumed between cleanse shakes including celery, apples, almonds or chewable supplements which maintain blood glucose levels. Participants are also advised to consume a “natural Accelerator” (fat burner) to accelerate metabolic rate and also an “Isa-Flush” to support the digestive system. On cleanse days exercise should be kept to a minimum with 2-3L of water per day consumed.

Shake Days:

For the remaining days in the 30 day weight loss program, shake days are advised. These include consuming nutritionally complete meal replacements, “Isalean shakes” combined with water at breakfast and dinner. Lunch is the only meal of the day which consists of food intake however the food consumed needs to fall within 400-600 calories total. Between meal snacks are also included from approved snacks list or participants can eat products from the Isagenix range including slimcakes. In-between meals, participants are also advised to consume a natural accelerator (fat burner) and also an Isaflush to flush toxins and support digestive functioning.

Now You're Ready to Begin

SHAKE DAY PLANNER

Morning
 Drink 1-2 glasses of purified water.

Breakfast
 Enjoy 2 scoops of Isalean™ Shake OR 1 packet of Isalean™ Pro with 240mL of purified water and ice.
 Drink 30mL of Ionix® Supreme liquid or mix 1 level scoop of Ionix Supreme powder with 60-120mL of purified water.
 Take 1 Natural Accelerator™ capsule.

Mid-Morning Snack
 OPTIONAL: 1 'Shake Day Snack Ideas'
 Take 1 Isaflush! capsule.

Lunch
 Eat a healthy, balanced 400-600 calorie meal.

Mid-Afternoon Snack & Supplement
 OPTIONAL: 1 'Shake Day Snack Ideas'
 Take 1 Natural Accelerator™.

Dinner
 Enjoy 2 scoops of Isalean Shake OR 1 packet of Isalean™ Pro with 240mL of purified water and ice.

Evening
 Take 1 Isaflush! capsule.

SHAKE DAY SNACK IDEAS:

- 1 SlimCakes™™™
- 1 hard-boiled egg
- celery stalks
- 4 cashews or walnuts (unsalted, raw)
- 6 almonds (unsalted, raw)

CLEANSE DAY PLANNER

Cleanse #1 (Breakfast)
 Enjoy 2 level scoops of Cleanse for Life™ with 60-120mL of purified water.
 Take 1 Natural Accelerator™ capsule
 30mL of Ionix Supreme liquid or mix 1 level scoop of Ionix Supreme powder with 60-120mL of purified water.

Morning Snack
 OPTIONAL: 1 'Cleanse Day Snack Ideas'
 Drink 1-2 glasses of purified water.
 Take 1 Isaflush! capsule.

Cleanse #2 (Late Morning)
 Enjoy 2 level scoops of Cleanse for Life with 60-120mL of purified water.

Afternoon Snack
 OPTIONAL: 1 'Cleanse Day Snack Ideas'
 Drink 1-2 glasses of purified water.
 Take 1 Natural Accelerator™ capsule.

Cleanse #3 (Late Afternoon)
 Enjoy 2 level scoops of Cleanse for Life with 60-120mL of purified water.

Evening Snack
 OPTIONAL: 1 'Cleanse Day Snack Ideas'
 Drink 1-2 glasses of purified water.

Cleanse #4 (Dinner)
 Enjoy 2 level scoops of Cleanse for Life with 60-120mL of purified water.
 Take 1 Isaflush! capsule.

CLEANSE DAY SNACK IDEAS

- 2 Isagenix Snacks!™™™
- 6 almonds (unsalted, raw) throughout the day
- 1 apple
- celery stalks
- e+ shot™™

Figure 2.0: Guidelines for the 30 day weight loss and cleansing diet.

Healthy Maintenance Pak Planner:

Following the cleansing diets programmes, Isagenix also promotes a maintenance programme to maintain health, weight loss and cleansing throughout life. This program is similar to the shake days but allows a dinner meal consisting of 400-600 calories in total. The same concepts apply with accepted snack list to choose from for mid meal snacks and continuous consumption of the natural accelerator (fat burner) and the Isa- flush both taken once daily.



Figure 3.0: Maintenance Isagenix program.

Success of the dietary trend:

- Short Term Weight Loss

The Isagenix diet can be successful for short term weight loss due to the significantly reduced calorie intake per day with an estimated 1.0- 3.0kg weight loss per week. Studies have demonstrated significant weight loss in meal replacements diet programs compared with a lower weight loss in calorie reduced diet plans. Studies vary as to the amount of weight loss but averages at 10-20% weight loss (3). Therefore immediate weight loss can be significant and beneficial for obese individuals however long term weight loss and sustainability is questionable

- Long Term Weight loss Maintenance

Long term maintenance and sustainability of the diet is important to assess as long term weight loss impacts more greatly on health and wellbeing. Long term maintenance of the diet plan is questionable and varies from study to study. Long term studies have shown 7-8% weight loss at one year follow up on meal replacement diets which was greater than traditional low carbohydrates diets with a weight loss % of 3-7% (4). Further studies have also shown that at 24 months follow up, 42% of participants on meal replacements maintained significant weight loss of >10% of previous weight (5). Participants on a meal

replacement diet also have been shown to have greater success than traditional food based diets with greater retention on meal replacements than on traditional diets (6)

Meal replacement diets can be severely restrictive and is a central cause of failure or weight loss. Research has also shown that there is great reliance on supplements rather than an increase in nutrition knowledge or an enhancement of personal skills. This results in failure following the programme as the individual cannot carry on applying principles without the supplements (7). This research shows the importance of monitoring and support as well as education and knowledge as powerful determinants of long term success of weight loss.

- **Health Benefits of the Weight Loss**

The Isagenix diet promotes weight loss due to the reduction in calories (energy). Weight reduction can be beneficial for reduction in mortality and morbidity if the weight loss is maintained long term. Reduction in weight using meal replacements or reduced calorie diets have shown to have significant improvements on biochemical and metabolic measures (6). Studies report significant decreases in co-morbidities with weight loss with one study reporting a 28% reduction in CVD and diabetes. However, the weight loss should to be maintained to maintain improvements and a healthy balanced diet should be adopted following the diet therefore a plan for after the diet should be mapped out (8).

Safety and suitability:

- **Safety**

One key safety issue of the Isagenix range is the reliance of supplements and meal replacements. Concern has been expressed by doctors and scientists regarding concentrated forms of vitamins and nutrients within supplements which can result in toxicity. Meal replacement products commonly have large amounts of protein and decreased carbohydrates. This can result in liver and kidney issues as a result of a large protein load (9).

The product range has also not been cleared by the World Anti-Doping Agency (WADA) which has sparked concern as a product promoted to the general public.

Further safety issues is that the products are freely available online. This means individuals who are a healthy weight or have a low BMI can participate in the diet program which may not be appropriate and can result in further health consequences. Children of all ages also have free access to the Isagenix site and also can have access to the products through providers such as gyms or individual consumers. The website also offers recipes that are safe for children to use which encourages parents to apply the diet principles onto their children. Due to the severe restriction of calories, for children and for those who are underweight be result in weight loss which may not be appropriate and can also cause growth issues in children.

A further concern is that the program is not medically supervised with minimal support. The program is severely restrictive and if not medically supervised can result in severe consequences including growth retardation, hormonal abnormalities, electrolyte imbalance, heart issues and hypoglycaemia. There are also no blood tests that need to be completed and no tests. Therefore the diet can be extremely dangerous to the general public's health especially for those who are more vulnerable (elderly, pregnancy, immune compromised).

- Suitability

The Isagenix program can be used as a weight loss method in severely obese individuals but only if necessary and only under medical or dietetic monitoring.

The Isagenix program is contradicted for certain groups including those with a normal BMI (BMI of or below 25kg/m²), pregnancy or lactation, children or adolescence (less than 18 years old), and certain medical conditions e.g. Cardiac abnormalities, kidney injury and liver disease. Diabetic individuals should also be weary of this diet as the strict restriction of calories can result in low glucose (hypoglycaemia). Strict medical supervision should be provided for the above groups within the population and medical support for the general population is strongly advised.

Cost Involved

On the Isagenix diet, majority of the costs are as a result of purchasing the Isagenix products including shakes, cleansers, fat burners and additional between meal Isa snacks if preferred. Further costs would be dedicated towards approved snacks and meal ideas.

Products	Cost NZD
30 day Package (shakes, cleansers, natural accelerators, Iso- cleansers)	\$595.70
Shake and Cleanse top up	\$325.45
Health Maintenance Pak	\$392.15

The above figure shows the total cost for packages for each program. The prices are significantly expensive and do not include the cost of in between snacks and also does not consider the price of feeding the rest of the whanau. The program also offers wholesale prices to consumers who sell and promote the products to other consumers or wholesale prices are also available to those who pay \$29.00 join up fee which results in a discount of around \$100.

Other services the dietary trend offers

For participants:

Further services are offered to participants including online videos, Isagenix challenges with other participants, telephone support, seminar days and conference calls. These can be accessed via the Isagenix link: <http://www.isagenix.com/en-NZ/network-marketing-company>

Product Endorsement:

Majority of the endorsements are completed by the founders of the Isagenix range (Jim Coover, Kathy Coover and John Anderson). Further promotion is completed by the sales representatives who are consumers who sell the products for discounts or for a profit. This is the key way for promotion of the Isagenix products. Celebrities are not the face of the product but are mentioned as supporters of Isagenix.

Celebrities: Many celebrities support and use the Isagenix products including Tori Spelling, Kate Hudson, Michael Jordan and Venus Williams.

References

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