

ISAGENIX FORMULATOR JOHN ANDERSON'S STORY

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This is a transcript of a phone call from the isaMasterminds group DOCs.....

ISAGENIX Formulator John Anderson

Conference Call, November 2006

Note: *Isagenix is not intended to diagnose, treat or cure any disease.

... In the 1970's John made extensive plant tissue studies in organic soil (his grandfather had an organic farm). It was then that he discovered ionic minerals. In 1980, he translated his knowledge to the nutritional field and launched a mineral product. From here, his career in nutritional products took off where he worked for more than 600 private label manufacturers, including GNC, Nature's Sunshine, MetRx, and produced more than 2300 products during his career. Because of his reputation and the high demand for his work, he was turning away more business than he was actually doing. He had become one of the top formulators of health and wellness supplements in the world, and one of the most successful, as well.

... In 1997, John was bitten by a brown recluse spider. He had nine surgeries and was in the hospital for more than a month. The toxins became systemic by entering his bloodstream and circulating through his organs, damaging his kidney and eyesight. (He eventually received a kidney transplant by the donation of a kidney from his daughter, Kjersti Cote.)

... He was in and out of the hospital with a PICC line for a year, receiving antibiotics – the “big guns” (which I can assume were either Vancomycin &/or Streptomycin). He was also going blind from the effects of the toxins. John traveled to India, Nepal, and other places looking for plants with certain properties. He found Shilajit in Nepal. He was specifically looking for the raw materials in India and Nepal to help his eyesight and eliminate the toxins from his organs. He was already retired and just wanted to heal himself and perhaps share his findings with his friends and family. Little did he know.....

What makes this stuff work more than other products? Is there a “silver bullet” in these products – one raw material that would sweep the country? No. The silver bullet does not exist in one ingredient but in the system of ingredients. You have to cleanse the toxins out and restore micronutrients into the body. The “bullet” is in more than 200 ingredients synergistically blended. 90-95% of body functions are dependent on minerals and rare earth elements. Only 5-10% of the body is dependent on vitamins. Chromium, zinc, calcium, manganese, and rare earth elements were abundant 100 years ago and they are the first and foremost essential nutrients for the human body. Rare earth elements were present in our food 50-100 years ago. Now they are not.

Back in the 70's John had found micronutrients that could assimilate into the body. Ironically, he came full circle back to the beginning of his career where ionic trace minerals were a primary focus. As someone in the health industry for a long time, John realizes how confusing health and nutrition is. He knows people do their best, buying isolated products to feed their whole system. People would have to stock up more than 200 bottles of individual supplements to come close to supplying nutrition to the whole body, so they walk up and down the aisles, buying what they think they might need to supply the whole body.

John's goal was to create “Great Products Without Compromise.” His plan was to put together a few really good raw materials to get rid of unwanted toxins, boost the immune system, and put the body back in a state where it can function the way it's supposed to. He wanted the body to be in a place where it is regaining health.

We breathe toxic air, drink toxic water, and eat toxic food. The body is healing itself because it's given the ability to cleanse itself and put its function back in the right place. Because of his findings, John founded a small company to share his discoveries and to help other people.

He then contacted some old associates of his, Jim and Kathy Coover, who were known for their tremendous marketing successes during their career. It's said that he contacted them four times before they actually met with him about his vision because they were also retired! He met with the Coovers on a Thursday afternoon to discuss his vision. They told him what was necessary to make it more

functional in the marketplace. By Monday he came back with a whole system. He had taken 20 years of knowledge and concentrated it into 3-4 days of intense formulating. John decided early on that he would never sell Isagenix on a shelf because he realized it takes personalized help. He called in Jim and Kathy Coover because of his vision to create a company where people are helping other people.

- Cleanse For Life Intended to rest the digestive system, decrease caloric intake and invoke a mild state of ketosis to move the body from a fat-storing to a fat burning state, and put minerals along with micro & macro nutrients back into the body during ketosis.

- Natural Accelerator capsules to assist in burning fat

- Snacks to stabilize blood sugar during the cleanse

- Isalean Shakes for stabilizing blood sugar while supplying the body with whole nutrients. Initially, 10-12 people started with John in the very beginning of the system for a trial run. John dropped 22 pounds in 9 days and went from 100 units of insulin a day to NO units a day. He then shipped out the products to 242 people, where here the average weight loss was 15 pounds in 9 days.

***Diabetics need to use caution while on this program. Obviously, John had been a diabetic and was using insulin to control his blood sugars. Check blood sugars 9-12 times a day. The worst thing to have happen is the blood sugar to drop too dramatically and end up in a diabetic coma. Insulin levels could drop dramatically. You really have to know what you're doing or be under the supervision of someone who does.

***Why do you use fructose? Why not stevia? John had diabetics in mind when he formulated Isagenix because he was one, and he made these products initially for his own health challenges. This program will not work without simple sugars and carbohydrates. It is a purposeful way of maintaining the conversion of fructose to glucose in order to feed the brain and maintain steady caloric intake. The fructose combination used in Isagenix is beets and molasses (blackstrap molasses in Ionix Supreme). White sugar is stripped of all micronutrients and was never a consideration. Fructose is necessary for the balance in the products.

Normal blood sugar is 100. A low blood sugar is 85-90 (or even low 90's for some people). 80 is really low; the thinking becomes clouded and the ability to rationalize becomes diminished. At 60-70, the ability to think, talk, or explain to people what's going on is lost. There is even a false sense of euphoria at times. The body needs carbohydrates to convert to sugars to keep the brain working.

He made the ingredients to include a balanced level of carbohydrates, proteins, and fats. Proteins produce lean body tissue, while fats are vital for hormone production and function.

Why is there glucose in Want More Energy? The sugars in Want More Energy are a little high because it is intended to be an athletic formula. (John originally formulated this for George Foreman, the boxer.) During activity, the glucose deposits into the muscle tissue and is burned in the mitochondria, allowing muscle contraction. The glucose is intended to produce more energy.

What is IsaLyte? John spent most of his career studying minerals, trace minerals, and earth elements. IsaLyte is the proprietary blend of supercharged minerals. It's a combination of liquid minerals and is in all the products. No other company in the world has it. The Green Bay Packers were winning the super bowl during the years John was making this formula and shipping it to Green Bay.

Are there any studies on IsaLyte? In an unspecified study, the mineral-blend formula was given in diluted form to a chicken farmer who owned a small chicken ranch. The mortality rate of the chickens went down to almost zero. Then, a 5,000 chicken study was employed with Tyson and Foster Farms to measure the effectiveness of the mineral blend. The chicken mortality rate dropped from 5-7% and down to almost zero. The chickens were extremely healthy. After 50 days, the chickens were full-grown and were 15% leaner and very muscular. John was very excited about the results. These chickens had been fed organic feed, given no steroids, and were not force-fed. The results were obvious and proved the effectiveness of the minerals, and the next course of action by these farms seemed inevitable. However, John and his group were told that the chickens were too lean and didn't contain enough fat. The fat, plump chickens sell better and make a better profit. Unfortunately, the healthy study chickens

were sold to processed canning factories (for canned soups and foods), and John and his team were told not to return.

Human studies were then undertaken on the formulation, where there are apparently multiple file cabinets full of the studies and results.

IsaCal (Calcium) French scientists and researchers from all over the world have discovered the calcium like effects of silica. Silica is an element that feeds bone, cartilage, and ligament tissue. Dr. Louis Cravon took calcium products out of the diet in a study of chickens, but somehow they were still laying calcium-shelled eggs. He observed the chickens picking tiny little mica grains (mineral-rich silica) out of the ground and saw that they were maintaining healthy calcium levels. Mica bio-converts to calcium in the body. Bamboo extract (an ingredient in IsaCal) is very high in silica, which in turn bio-converts to calcium. As previously mentioned, it is extremely supportive to bone, cartilage, and ligaments.

IsaCal is unique in that it is soluble and assimilates into the human body at a 100% absorption rate. In comparison, most calcium from off the shelves is absorbed at 5-8%, and if the person has very good digestion, up to 12%.. John found some potatoes on the other side of the Netherlands, where they had a calcium that was in lactate gluconate form and that was non-elemental. This is a much easier form of calcium to digest and assimilate in the human system. There is a foaming that occurs because of the oxygen-combining reaction that occurs when adding water. This dissipates after a short amount of time and can be drunk without difficulty.

Ionix Supreme This is the formula John originally made for his own health issues. Shilajit comes from the Himalayas, where there are no bikes, wheel barrels, or any other kind of transportation or system to transport the plants. Skilled climbers climb up onto cliffs, collect the plant, and lower it down in baskets. It is the most highly concentrated and ancient source in the world. It is then sent to Bombay for processing. Ashwaganda is in the formula, acquired because its properties are specific to eyesight function. After only two weeks, John began to see light in his blind eye and his eyesight began to improve.

Pregnant women John recommends that pregnant women do not take Ionix Supreme or Natural Accelerator Capsules. He does recommend 1/2 ounce of Cleanse, Snacks, IsaLean Shakes and IsaBars. The shakes are even good for infants. John recommends keeping young boys off of Ionix because of its aphrodisiac effects - maybe even, he suggests, until they're married.

Shakes The source of protein in the IsaLean shakes is pure, organic whey from Australia and New Zealand, where the cows are given no vaccines or steroids. This protein has more tryptophan and has a better, more pure, rich amino acid profile than any other source he could find. There are very disturbing reports today regarding the effects of hormones and stimulants that are given to our cattle. Little girls and young boys are growing breasts from drinking mass-produced USA milk.

The shakes have been modified recently for several reasons. John is constantly working to improve products and give them more nutrition, more fiber was added, and he modified the original formula to meet some international requirements, since Isagenix is now a strong international company.

IsaFruits Is one product with the nutrients of 30 fruits in it. A recent study showed pomegranates alone to decrease breast cancer rates. Pomegranates are only one very small part of nutrient dense IsaFruits.

(IsaGreens had not yet been released at the time of this writing.)