



Making a Healthy Splash in the **ENERGY** Drinks Market

In 2019, Isagenix International identified an opportunity to create something new in the energy drink space, a growing sector in the wellbeing world. Millions of people go to the store every day and grab an energy drink without thinking about what's in it. We wondered, "What if the energy drink could be improved? Even better, what if, for the very first time, an energy drink could provide people with naturally sourced vitamins from organic fruits and vegetables with nothing synthetic added?" We knew we were just the company to create such an innovative product and set to work, relying on the expertise and experience of our talented research and development team.

The result? BĒA™ Sparkling Energy Drink. One 12-ounce can is packed with vitamins, adaptogens, and everything our consumers want — and skips the stuff they don't. The beverage launched in October 2019 and has become the No. 7 seller for Isagenix in the United States. We've sold nearly 5 million cans worldwide, making BĒA the most successful launch in company history.

BĒA: A Closer Look

BĒA stands for botanical energy + adaptogens. Our carbonated energy drink provides 12 essential vitamins from fruit and vegetable ingredients, naturally sourced caffeine from green tea, and adaptogens including ashwagandha and shiitake and maitake mushrooms.

One 12-ounce can of BĒA provides **naturally occurring vitamins** A, K, C, D, and B9 from beets, spinach, broccoli, carrots, sweet potatoes, oranges, apples, strawberries, and maitake and shiitake mushrooms.

The energy drink contains potent green tea polyphenols and **125 milligrams of caffeine** — about the same as a cup of coffee — to help boost metabolism.

BĒA is loaded with **powerful adaptogens** like ashwagandha that can help fight stress.[†]

Our drink is **gluten-, soy-, and dairy-free** and is suitable for vegans.

BĒA is naturally flavored without sugary juices. It's crafted with stevia, monk fruit, and other naturally sweet ingredients, giving it **less than 1 gram of sugar** and 10 calories per 12-ounce can.

BĒA comes in three sparkling, fruity flavors that provide a refreshing boost of energy:
Berry Bellini, Citrus Sunrise, and Mango Mimosa Flavor.



BĒA

A Natural Fit for Isagenix

BĒA was a strategic addition to the Isagenix product line. We specialize in wellbeing products, and we had entered the energy drinks market in 2013 with our popular e+™ long-lasting energy shot. Our new beverage allowed us to strengthen our position in the growing market at an ideal time. As a **report** from Grand View Research Inc. suggests, the market is expected to reach \$26.9 billion in the United States by 2025, progressing to a compound annual growth rate of 7.2% during the forecast period of 2017-2025.

Prior to launching BĒA, we prepared our independent distributors for success.

We gave them a one-of-a-kind toolkit with all the resources they needed to promote the energy drink online, and more than 5,000 viewers watched a livestream event about the new product. Thanks to the training and the quality of the product itself, we had a terrific launch to existing and prospective customers. In fact, our energy drink had the best first-day performance of any permanent Isagenix product, with sales 10 times greater than first-day sales for e+ (our prior energy shot).

In addition to generating impressive sales, BĒA has received fantastic feedback, receiving just over 4/5 stars based on more than 600 reviews. For example:

“Love the flavor and gave me a little energy without feeling jittery. Also helpful on Cleanse Days.” — Carey L.

“I love it! Great in the afternoon for a boost in energy, but good anytime.” — Bill S.

We’re excited to see BĒA continue to generate excitement for many years to come.


BĒA™



10 calories
<1 gram of sugar

Packed with adaptogens, raw nutrients from fruits and vegetables, and antioxidants from vitamins A, C, and E

Expensive Coffee House Coffee (\$6-\$8)



420 calories
66 grams of sugar

Lacks nutrient density (aka has a poor nutrient-to-calorie ratio)

Sugar-Filled Energy Drinks



200 calories
54 grams of sugar

Artificial flavors, colors, and/or sweeteners

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.