

# PHOENIX BUSINESS JOURNAL

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## ► LOCAL APP

### ISAGENIX TIES HEALTHY LIVING, COMPANY'S PRODUCTS INTO NEW APP FOR CUSTOMERS

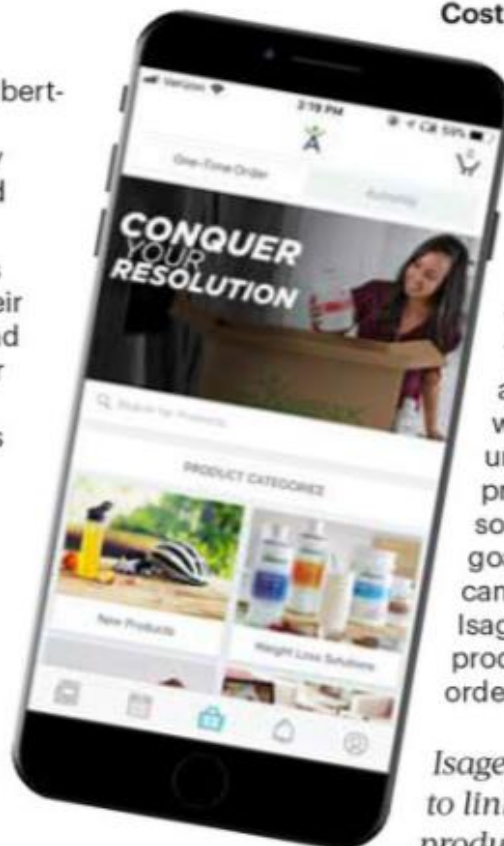
**App name:** IsaLife

**Company:** Isagenix International LLC, a Gilbert-based global health and wellness company providing nutrition and lifestyle solutions.

**What it does:** Coaches customers through their product experience and assists in tracking their progress so they can reach their weight-loss and healthy eating goals.

**How it makes money:** By coaching customers through their product experience and making it easy to order products, Isagenix expects the app to increase customer retention.

**Time to develop:** More than one year



**Cost to develop:** More than \$500,000

**Released:** Feb. 8

**Platforms:** iPhone and Android

**Cost:** Free for Isagenix customers and independent distributors.

**Why app was developed:**

To ensure customers have an exceptional experience with Isagenix products and understand how to use those products to their full potential so they can achieve their goals. In addition, customers can stay plugged into the Isagenix community, purchase products and update their orders.

*Isagenix's new app is designed to link its customers with its products and healthy-living ideas.*