



# EUROPEAN EXPANSION

Guide

ISAGENIX

# European Market **OVERVIEW**

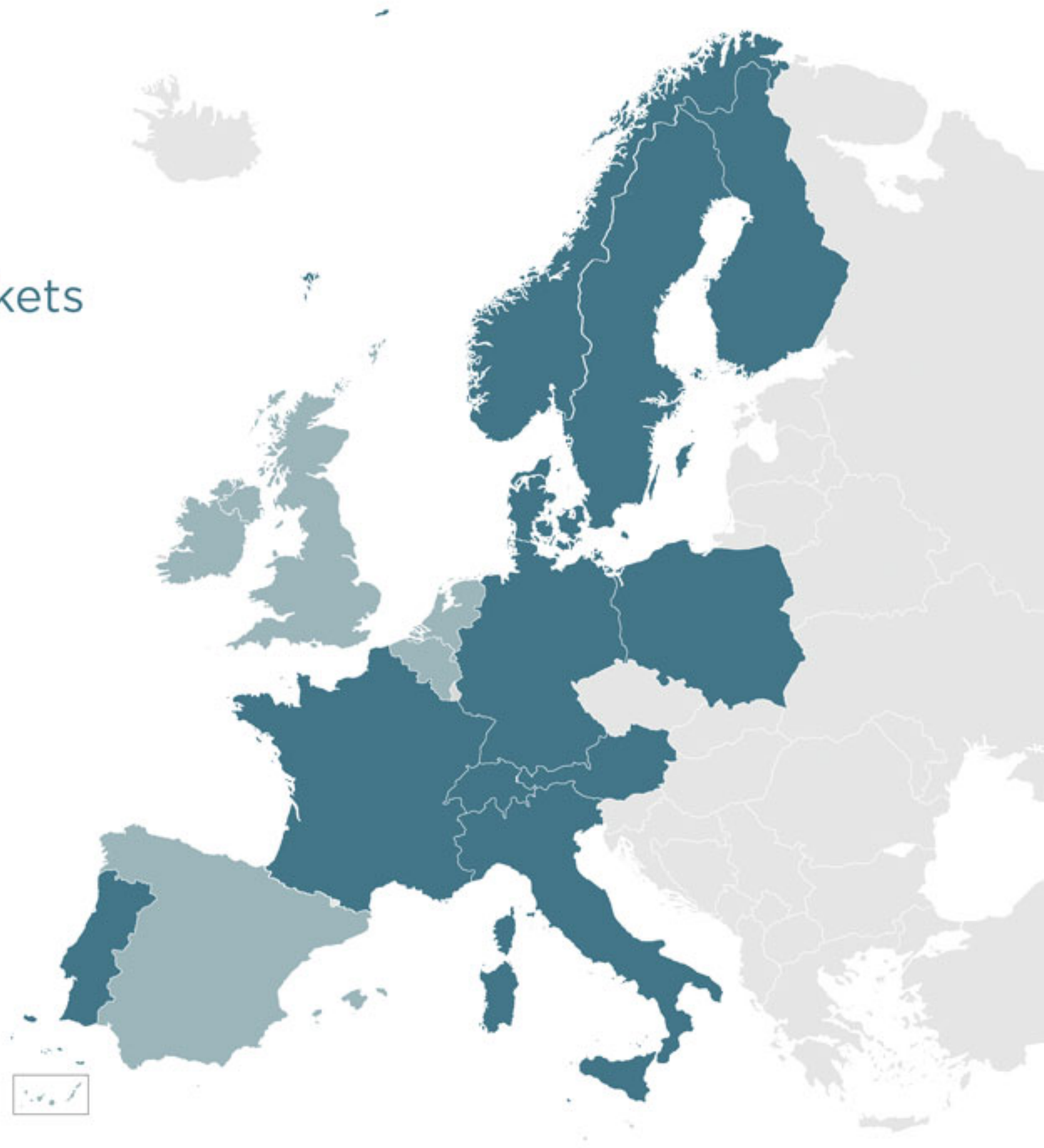
## Current European Markets

- Belgium
- Ireland
- Netherlands
- Spain
- United Kingdom



## New European Markets

- Austria
- Canary Islands (Spain)
- Denmark
- Finland
- France
- Germany
- Italy
- Norway
- Poland
- Portugal
- Sweden
- Switzerland



# European Market **COMPENSATION PLAN & INCENTIVES**

The current European compensation plan and incentives apply to all new Isagenix markets.

## **RANKS**

There are five ranks that an Isagenix Associate can achieve:

- Associate
- Consultant
- Manager
- Director
- Executive

Each rank comes with certain benefits and privileges.

## **WAYS TO EARN**

Isagenix offers Associates several ways to earn money:

- Retail Profits
- Retail Direct Profits
- Product Introduction Bonuses
- Team Bonuses (Cycles)
- Executive Matching Team Bonuses
- Special Incentives and Promotions

# European Market **NFR vs OTG**

## Understanding the European NFR and OTG business model:

When sharing Isagenix throughout Europe it's important to comply with international commerce guidelines, laws, customs and best practices. Two terms that are related to product sales internationally within the European market are "On The Ground" or "Local" (OTG) and "Not for Resale" (NFR). International regulators have created these terms to help sort out how products are being sold in a country, and for what purpose. So, in some countries, Isagenix customers and associates who are shopping for a product have two options: buying "Not for Resale" (NFR) or "On the Ground" (OTG). The product selection and price for each method of buying may vary per international regulatory guidelines.

## What's the difference between OTG and NFR?

### On the Ground or Local (OTG)

An OTG product purchase may also be referred to as an "on the ground", "local purchase", or "shipped from a local warehouse". A product purchased on an OTG basis is purchased in the local currency (for example, Great British Pounds, Euros etc.), with local taxes applied. OTG products have been reviewed for compliance in each individual market, imported, passed through customs and then sent to the local market warehouse (Venlo, Netherlands). The product selection that is available on an OTG basis may vary slightly from products sold on an NFR basis, and availability is limited to local residents.

**Example:** Mary is a successful associate and loves sharing Isagenix products through her personal network, but also through her gyms and health clubs. This is fantastic! Mary can sell the Isagenix products via her replicated website, the IsaLife App, by using her back office, or by selling them in a retail environment through her gym and health club networks.

### OTG Markets

- |   |  |
|---|--|
|  Belgium                |  Spain          |
|  Canary Islands (Spain) |  United Kingdom |
|  Ireland                |  |
|  Netherlands            |  |

### Not for Resale (NFR)

An NFR product purchase may also be referred to as a "not for resale", "international order" or "shipped from an international warehouse" purchase. A product purchased on an NFR basis is intended for personal consumption and not be resold after purchased. The entire line of European Isagenix products is available through this model across Europe. All products have been reviewed for compliance and imported as per European rules and regulations. Products are stored in our European warehouse and shipped as per our Policies and Procedures.

**Example:** Mary is a successful associate and loves to share Isagenix products through her personal network, but also through her gyms and health clubs. This is fantastic! Mary can sell Isagenix products via her replicated website, the IsaLife App, by using her back office, but NOT by selling them in a retail environment through her gym and health club networks.

### NFR Markets

- |   |   |   |
|---|---|---|
|  Austria |  Germany |  Portugal    |
|  Denmark |  Italy   |  Sweden      |
|  Finland |  Norway  |  Switzerland |
|  France  |  Poland  |   |



# European Markets PACKS & SOLUTIONS

- Ultimate Pack
- Weight Loss Premium Pack
- Energy & Performance Premium Pack
- Weight Loss Basic Pack
- Energy & Performance Basic Pack
- Shake & Nourish Pack



Weight Loss



Energy & Performance

ISAGENIX

# European Markets

## WEIGHT LOSS PRODUCTS

- IsaLean™ Shake - Whey Based  
Chocolate, Strawberry and Vanilla
- IsaLean™ Shake - Plant Based  
Chocolate and Vanilla
- Nourish for Life™ (Cleanse for Life)
- Ionix® Supreme
- Harvest Thins™ Plant Based
- IsaDelight™  
Dark Chocolate, Sea Salt Caramel
- Isagenix Greens™
- Isagenix Snacks™ Whey Based  
Chocolate
- Isagenix Snacks™ Plant Based  
Natural Berry
- IsaLean™ Bar  
Chocolate Cream Crisp, Chocolate Decadence
- IsaMove™
- Thermo GX™
- Whey Thins™



ISAGENIX

# European Markets

## ENERGY & PERFORMANCE PRODUCTS

- AMPED™ Nitro
- AMPED™ Hydrate
- AMPED™ Post-Workout
- IsaPro®
- eShot™

### DID YOU KNOW...?

AMPED Nitro and Post-Workout are Informed Sport certified, a global quality assurance program that certifies products have been tested for banned substances by a world-class sports anti-doping laboratory.



ISAGENIX

# European Markets

## PROMOTIONS AND INCENTIVES

- Double Product Introduction Bonus (DPIB)
- Executive Lifestyle Bonus
- Manager Leadership Pool
- Director Leadership Pool
- IsaRally Contest
- Rank Advancement Bonuses
- IsaBody Challenge



# European Markets ISABODY CHALLENGE

## ISABODY PRIZES

### GRAND PRIZE WINNER

- £5,000/€5,500
- 1 per year

### FINALISTS

- £1,000/€1,100
- 3 per round

### HONOURABLE MENTIONS

- £500/€550
- 4 per round

### ACHIEVEMENT AWARD

- IsaBody Completion t-shirt
- £150/€165 product coupon
- Completion Certificate
- 3 JUDGING ROUNDS PER YEAR



**Willem Lange**  
2020 ISAGENIX EUROPE  
GRAND PRIZE WINNER



Building an Isagenix Business in  
**AUSTRIA**

# Austria OVERVIEW

- Austria is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Austrian purchasing power stands at €49,492 (\$53,558) per capita.
- The capital Vienna is currently the prime location for entrepreneurs looking to launch a new business.
- Austria currently has a population of just over 9 million with approximately 61.8% between the ages of 18 and 65 years old.
- English is widely spoken in the business world.
- Austria has a strong culture in classical music and was the birthplace of Mozart.
- Austria is one of the worlds most tourist-friendly countries with some of the highest-quality tourism infrastructure in the world.

**AUSTRIA** is located in Central Europe and shares its borders with eight other Countries.



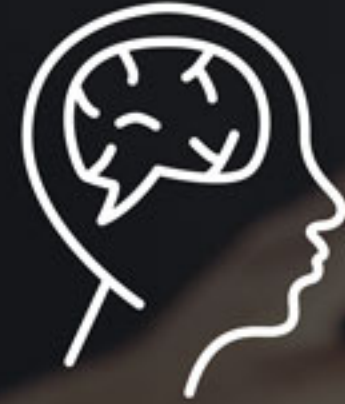
# Austria

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Always be punctual.
- Any improvisation or last minute planning may be frowned upon.
- Come well prepared.
- Greet your contacts with a handshake and a smile.
- Courtesy and eye contact are key.
- Neat and clean business dress code.

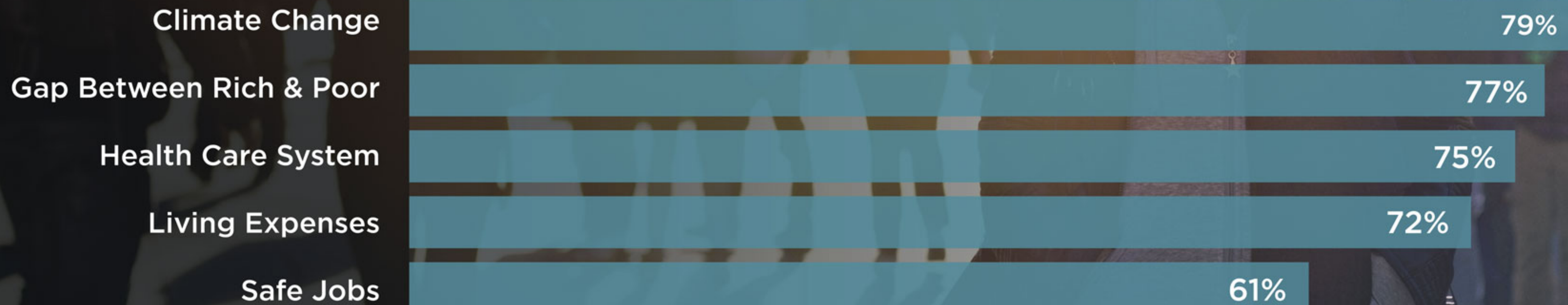


### LOCAL MENTALITY

- Austrians are open to the possibility of additional income streams.
- They keep a good balance between work and leisure time.
- Austrians are a proud people with deep cultural roots.
- They love outdoor and Winter sports.

# Austria

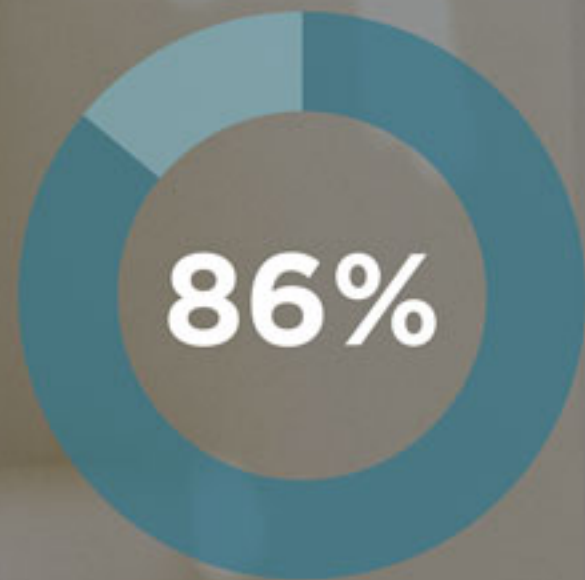
## CONSUMER CONCERNS



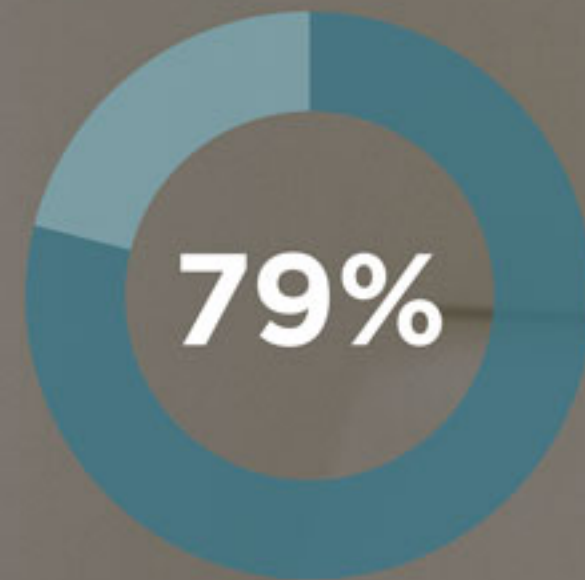
# Austria COMMUNICATION

## CONSUMER SOCIAL MEDIA

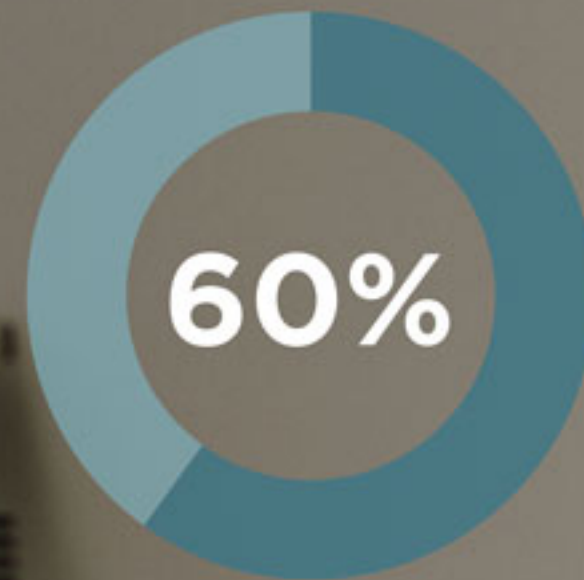
YOUTUBE 



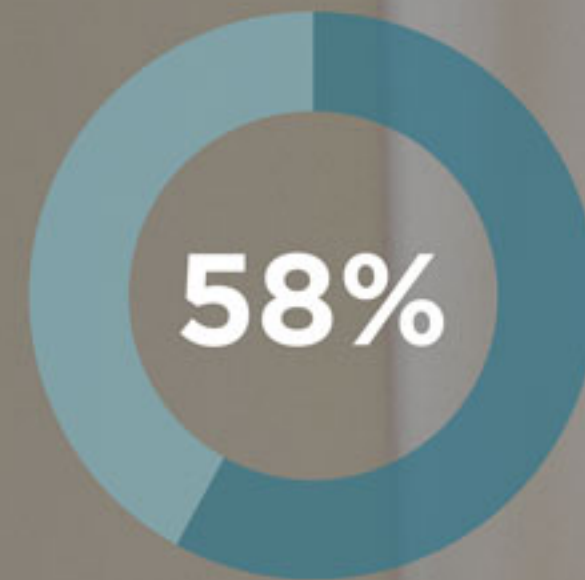
WHATSAPP 



FACEBOOK 



INSTAGRAM 



TWITTER 



## LANGUAGE BASICS

**Servus** | Hello

**Guten Morgen** | Good morning

**Guten Tag** | Good afternoon

**Grüß Gott** | Good afternoon

**Guten Abend** | Good evening

**Auf Wiedersehen** | Goodbye

**Bitte** | Please

**Dankeschön** | Thank you

**Entschuldigen Sie bitte** | Excuse Me

**Ich verstehe Sie nicht** | I don't understand



Building an Isagenix Business in the

# CANARY ISLANDS

Spain

# Canary Islands OVERVIEW

- The Canary Islands is 8 hours ahead of Isagenix HQ and is on Western European Time.
- The Isagenix European Office is located in London (UK).
- In 2019 the Canary Islands purchasing power stands at €22,609 (\$24,466) per capita.
- Canary Islands have two capital cities. In 1927 the Autonomous Community was divided in two separate provinces - Santa Cruz de Tenerife and Las Palmas de Gran Canaria. When both provinces were merged, both cities continued to hold the title of capital.
- The Canary Islands currently have a population of just over 2 million with approximately 71.8% between the ages of 15 and 64 years old.
- The Canary Islands have an excellent transport infrastructure. Seven of the eight islands have airports (4 are international) and there are also fast ferries that operate between adjacent islands.
- The economy of Canary Islands is based on tourism (up to 80% of the gross income). The Islands are one of the biggest European exporter of bananas, tomatoes and tobacco.

The **Canary Islands** is an Autonomous Region of Spain located just off the Northwest coast of Africa.





# Canary Islands

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Spaniards always prefer face-to-face meetings.
- In most of situations, greet with a kiss on both cheeks, starting from the left. In some more formal occasions, a hand shake is more appropriate.
- When greeting, use “Señor” for men, “Señora” (married) or “Señorita” (single) for women or their professional title (doctor, professor etc.).



### LOCAL MENTALITY

- Do not talk about religion - many Spanish people are very religious and have a strong sense of a religious pride.
- Not all business people can speak English, sometimes it might be required to hire an interpreter.
- Avoid interrupting the afternoon Siesta (usually from 1pm to 4.30pm) - it might be considered rude. Most shops and businesses close for Siesta.

# Canary Islands CONSUMER CONCERNS

Unemployment

60%

Economy

29%

Health Care

20%

Corruption & Fraud

17%

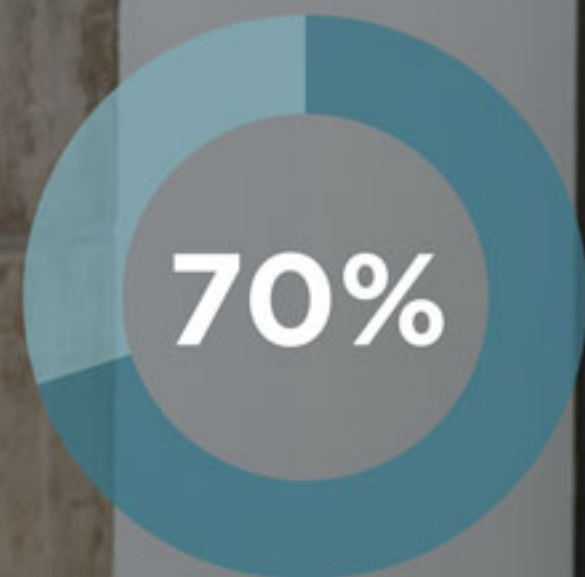
Political Problems In General

17%

# Canary Islands COMMUNICATION

## CONSUMER SOCIAL MEDIA

FACEBOOK 



INSTAGRAM 



TWITTER 



LINKEDIN 



PINTEREST 



## LANGUAGE BASICS

**Hola** | Hello

**Buenos días** | Good afternoon

**Buenas tardes** | Good afternoon

**Buenas noches** | Good evening

**Adiós** | Goodbye

**Por favor** | Please

**Gracias** | Thank you

**Perdóneme** | Excuse Me

**No entiendo** | I don't understand





Building an Isagenix Business in  
**DENMARK**



# Denmark OVERVIEW

- Denmark is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Danish purchasing power stands at 355,750 Kr (\$53,882) per capita. The Currency is the Danish Krone (DKK).
- Denmark boasts one of the world's most attractive business environments, characterised by economic, political, and regulatory soundness.
- The capital Copenhagen is the cultural, economic and governmental centre of Denmark; it is one of the major financial centres of Northern Europe with the Copenhagen Stock Exchange.
- Denmark currently has a population of just over 5.8 million with approximately 64% between the ages of 15 and 64 years old.
- Denmark is continuously ranked as the second happiest nation in the world.
- Almost 30 percent of Danes living in cities cycle regularly to and from work.
- Almost 80% of the population speak English.

Denmark is located in Northern Europe and shares its borders with two other Countries.



# Denmark

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Skip asking “How Are You?”. This is a source of great amusement to the Danes, asking about someone’s well-being without taking the time to stop and listen.
- In formal situations, Danish people commonly greet each other by shaking hands.
- Greetings are casual, with a firm handshake, direct eye contact, and a smile.



### LOCAL MENTALITY

- Respecting privacy is greatly appreciated, and being overly familiar with casual acquaintances is considered rude and impolite.
- Denmark’s relaxed and informal working culture is part of the reason why it’s the second happiest country on Earth, according to the World Happiness Report 2019.

# Denmark

## CONSUMER CONCERNS

Climate Change

68%

Human Rights & Democracy

42%

Immigration

41%

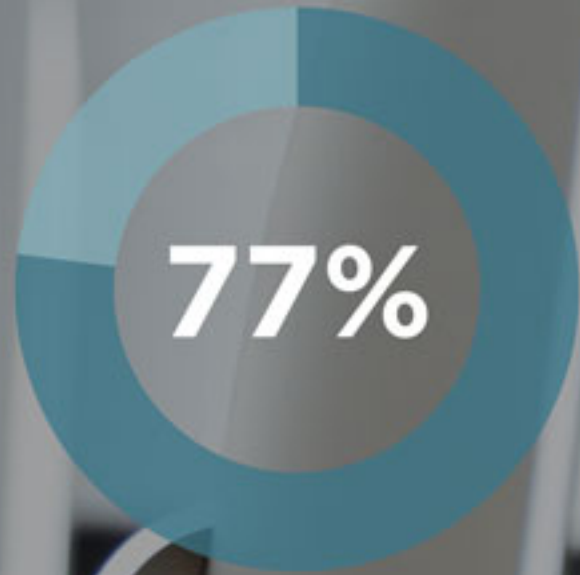
Economy

39%

# Denmark COMMUNICATION

## CONSUMER SOCIAL MEDIA

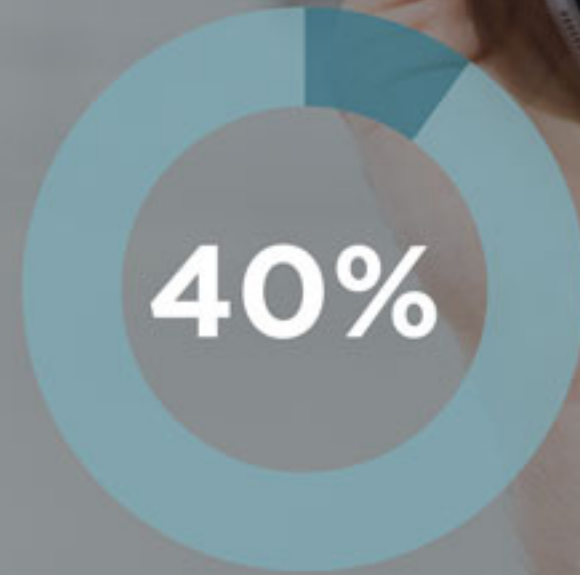
FACEBOOK 



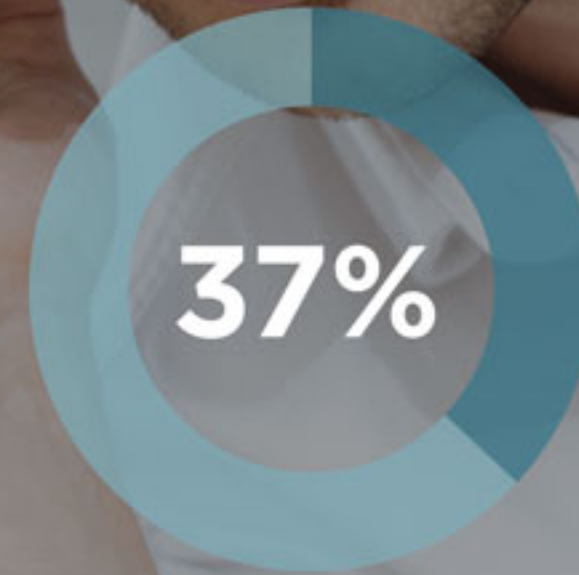
YOUTUBE 



INSTAGRAM 



LINKEDIN 



SNAPCHAT 



## LANGUAGE BASICS

**Ja** | Yes

**Nej** | No

**Goddag/Hej** | Hello

**Farvel** | Goodbye

**God morgen** | Good morning

**God eftermiddag** | Good afternoon

**God aften** | Good evening

**Behage** | Please

**Tak** | Thank you

**Undskyld** | Excuse Me

**Hvad hedder du?** | What's your name?







Building an Isagenix Business in  
**FINLAND**



# Finland OVERVIEW

- Finland is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Finnish purchasing power stands at €42,467 (\$47,975) per capita.
- Trade and manufacturing is important in Finland, particularly in the wood, metals, engineering, telecommunications, and electronics industries.
- Finland currently has a population of 5.4 million with approximately 62% between the ages of 15 and 64 years old.
- Finland has a well developed transport infrastructure with an extensive road network spanning the entire country.
- Finland is continuously ranked as the happiest country in the World.
- Finland has also brought us the Linux OS, ice skates, Angry Birds, the Molotov cocktail, the SMS and, of course, their most famous export, the sauna.

**Finland** is located in Northern Europe and shares its borders with three other Countries.



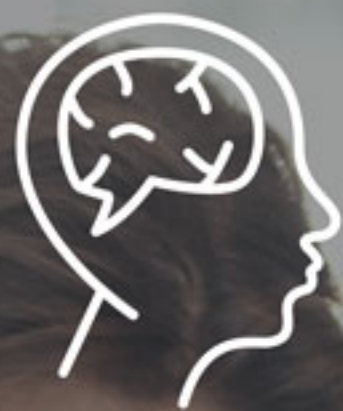
# Finland

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Be punctual, or better still, slightly early. Being punctual is a sign of respect and efficiency.
- When meeting, Finns shake hands and make eye contact.
- Expect a bare minimum of small talk, if any, before getting into the business discussion.



### LOCAL MENTALITY

- Finland is ranked #1 as the happiest country in the world.
- Finns have a strong sense of national identity. They would be happy if visitors knew something about the achievements of well-known Finns in sports and culture.
- Finns drink coffee anywhere and everywhere. More coffee per person is drunk in Finland than anywhere else in the world!

# Finland CONSUMER CONCERNS



# Finland COMMUNICATION

## CONSUMER SOCIAL MEDIA

FACEBOOK



48%

PINTEREST



29%

TWITTER



8%

YOUTUBE



5%

TUMBLR



3%

## LANGUAGE BASICS

**Kyllä** | Yes

**Ei** | No

**Hei** | Hello

**Näkemiin** | Goodbye

**Hyvää iltapäivää** | Good afternoon

**hyvää iltaa** | Good evening

**Ole kiltti** | Please

**Kiitos** | Thank you

**Anteeksi** | Excuse Me

**En ymmärrä** | I don't understand

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Building an Isagenix Business in  
**FRANCE**

# France OVERVIEW

- France is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 French purchasing power stands at €44,948 (\$48,640) per capita.
- The capital Paris is the cultural heart of the country and considered the fashion capital of the world. It's also one of the world's main financial centres.
- France currently has a population of just over 67 million with 61.7% between the ages of 15 and 64 years old.
- France is a major producer of luxury goods. There are a total of 270 luxury brands worldwide and 130 of them are French!
- France is one of the first wine producers in the world. In 2014, it produced 46.2 million hectoliters. The country also produces nearly a billion tons of cheese a year in around 1,200 different varieties!
- Tourism represents one of the bases of the French economy. In 2014, France recorded 84.7 million visitors, or around 8.5% of tourists from around the world.

France is located in Western Europe and shares its borders with seven other Countries.



# France

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Greet strangers and professionals with their title “Monsieur” or “Madame” depending on the gender.
- A handshake is reserved for formal or business settings.
- Always start a conversation in French even if your French is limited.
- When you’re talking to your boss, a stranger or a colleague, you must say “vous” (2nd person plural for “you”).



### LOCAL MENTALITY

- It’s considered bad manners to ask a French individual about their political leanings or how they voted.
- Politeness is of the utmost importance.
- It is common in France to take a two-hour lunch break (although less in main cities).




# France CONSUMER CONCERNS



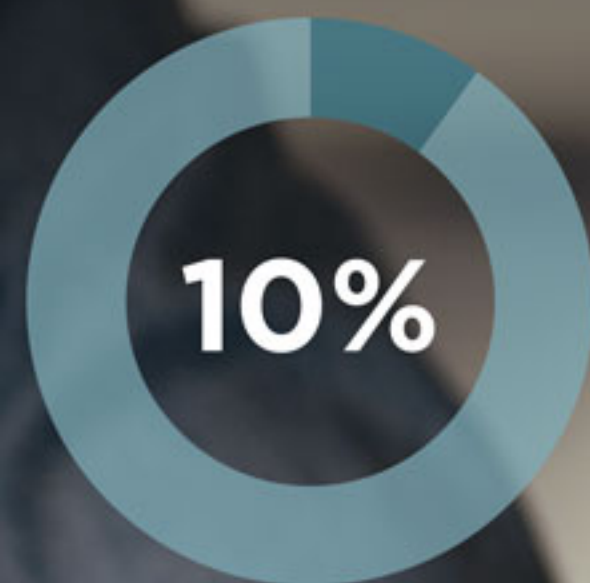
# France COMMUNICATION

## CONSUMER SOCIAL MEDIA

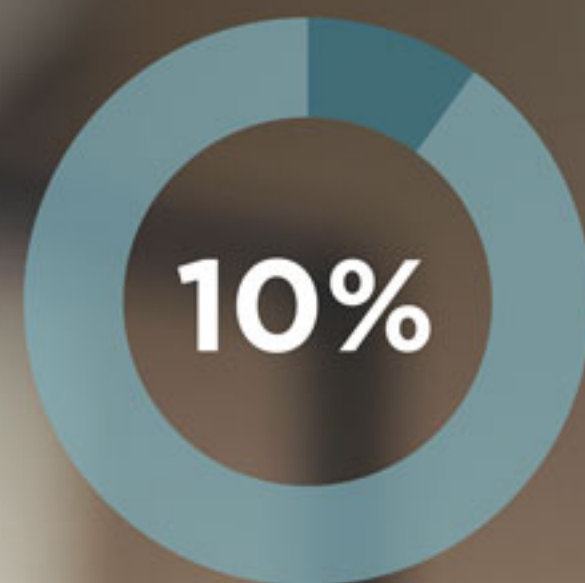
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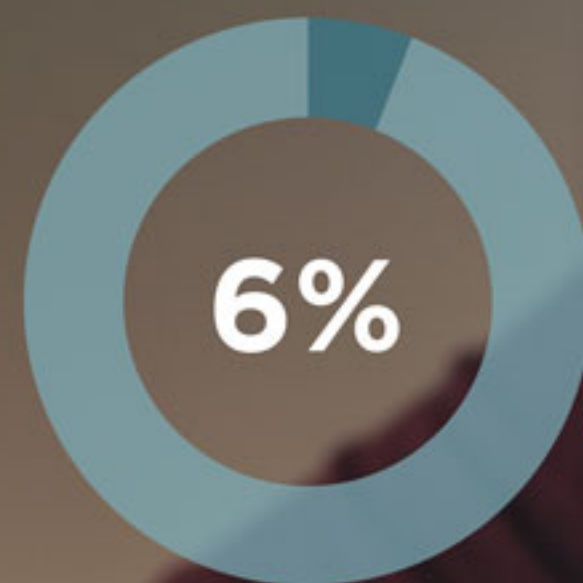
PINTEREST 




TWITTER 



INSTAGRAM 



YOUTUBE 



## LANGUAGE BASICS

**Bonjour** | Hello, Good morning, Good afternoon

**Salut** | Hi

**Bon après-midi** | Good afternoon

**Bonne soirée** | Good evening

**Au revoir** | Goodbye

**S'il-vous-plaît** | Please

**Merci** | Thank you

**Excusez-moi** | Excuse Me

**Je ne comprends pas** | I don't understand



Building an Isagenix Business in  
**GERMANY**

# Germany OVERVIEW

- Germany is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- 63% of Germans speak English.
- Germany ranks in the top 5 biggest network marketing countries in the world.
- Germany currently has a population of over 83 million with almost 52% between the ages of 18 and 65 years old.
- Germany is a modern, highly developed nation with a great infrastructure in things such as railways, roads and the internet.
- The country is a world leader in the car industry and in the production and exportation of high quality products.
- Germany is Europe's #1 economy and the backbone of the European Union.

Germany is located in the heart of Europe and shares its borders with nine other Countries.



# Germany

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Be punctual to your meetings.
- Do not improvise, or plan things at the last minute.
- Always come well prepared to your meetings.
- Greet your contacts with a handshake and a smile.
- Neat and clean business dress code.

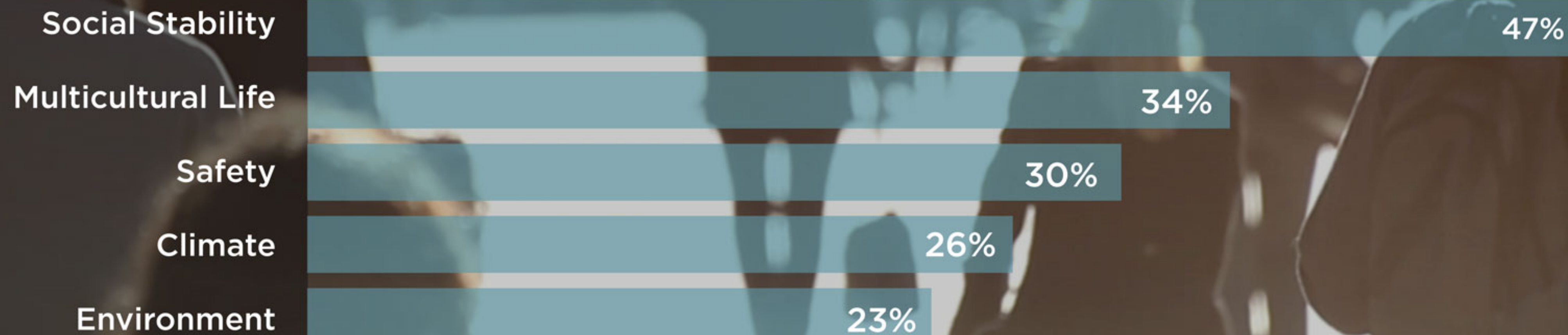


### LOCAL MENTALITY

- Germans are open to the possibility of additional income streams.
- Germany ranks in the top 5 biggest network marketing countries in the world.
- Germans are passionate about their football (soccer).

# Germany

## CONSUMER CONCERNS



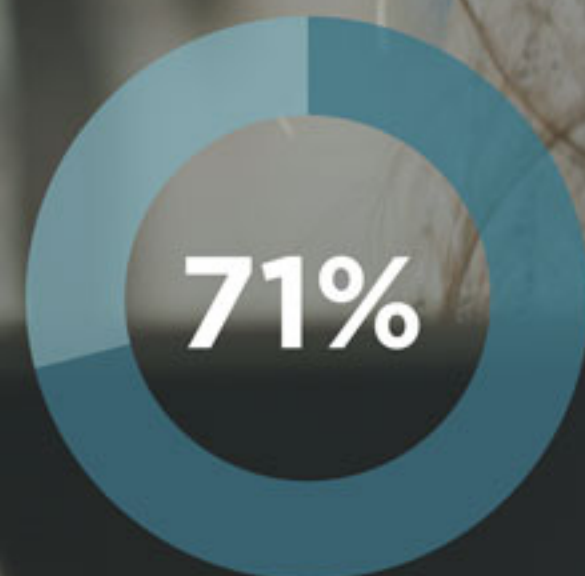
# Germany COMMUNICATION


## CONSUMER SOCIAL MEDIA

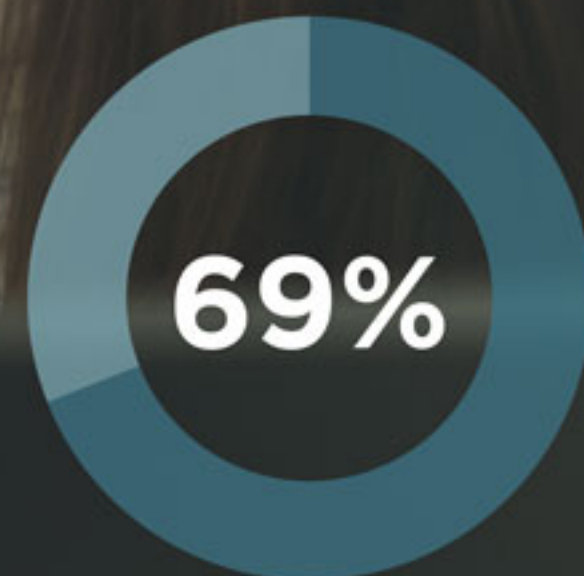
YOUTUBE 



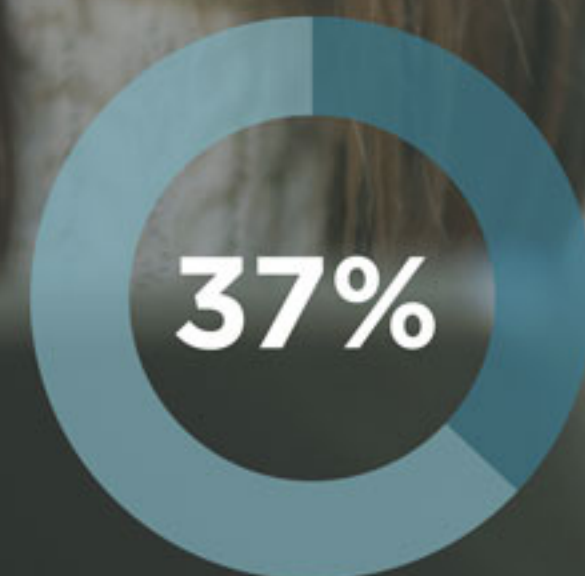
WHATSAPP 



FACEBOOK 



INSTAGRAM 



PINTEREST 



## LANGUAGE BASICS

**Hallo** | Hello

**Guten Morgen** | Good morning

**Guten Tag** | Good afternoon

**Guten Abend** | Good evening

**Auf Wiedersehen** | Goodbye

**Bitte** | Please

**Dankeschön** | Thank you

**Entschuldigen Sie bitte** | Excuse Me

**Ich verstehe Sie nicht** | I don't understand

**Ein Bier bitte** | One beer please





Building an Isagenix Business in  
**ITALY**





# Italy OVERVIEW

- Italy is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Italian purchasing power stands at €31,027 (\$33,431) per capita.
- Italy is the world's 8th largest economy. The city of Milan is the country's main financial centre, and also one of the world's major fashion capitals.
- Population of 60.36 million with approximately 60% between the ages of 18 and 65 years old.
- Italy is world famous for its sports car designs and is home to iconic brands such as Ferrari, Lamborghini and Maserati.
- Italy has the most Unesco Sites in the world. Rome is almost 3,000 years old!
- Pizza was invented in the city of Naples around 1860.
- Italy consists of the Italian Peninsula and the islands of Sicily and Sardinia situated off the east coast. The country stretches from the Alps in the north down to the warm Mediterranean sea in the south.

Italy is a Mediterranean country located in South-Central Europe and shares its borders with four other countries.



# Italy

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Address people by “Signor...” (Mr.) or “Signora...” (Mrs.) or title if they have one, plus surname. Use first name only if invited to.
- Greet your business contacts with a gentle handshake and do not cross arms.
- Appearance is key. Your attire will be perceived as a reflection of your success.

### LOCAL MENTALITY

- Important decisions and changes may need time for consideration.
- Italian society is quite traditional and they hold great respect for the elderly.
- Eating with family and friends plays a big part in Italian lifestyle and culture.

# Italy CONSUMER CONCERNS

Jobs

63%

Environment

37%

Health Care System

25%

Security


24%

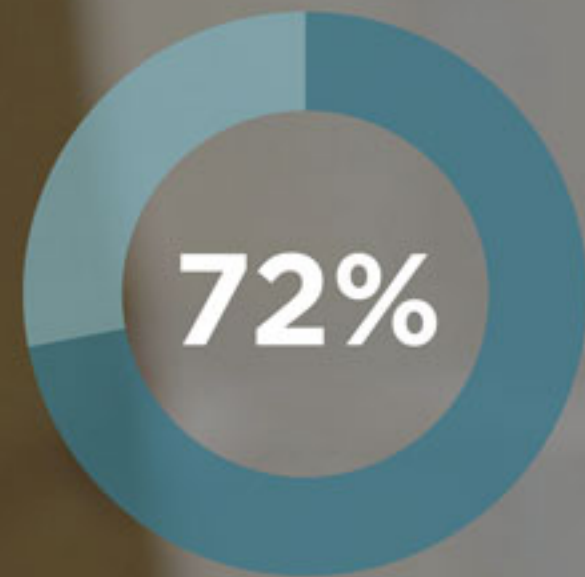
School System

24%

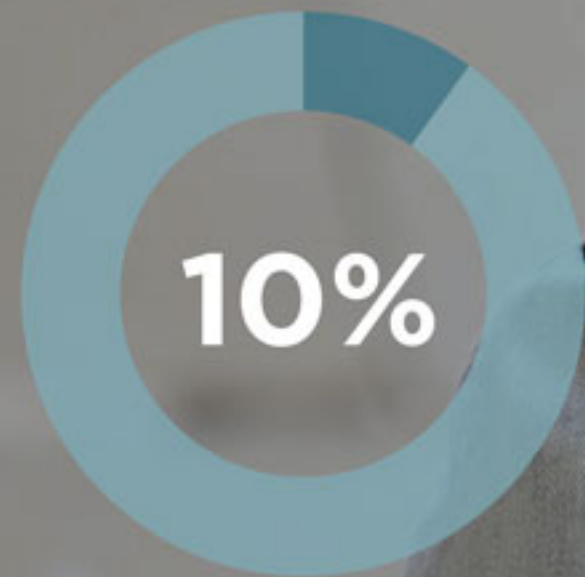
# Italy COMMUNICATION

## CONSUMER SOCIAL MEDIA

FACEBOOK 



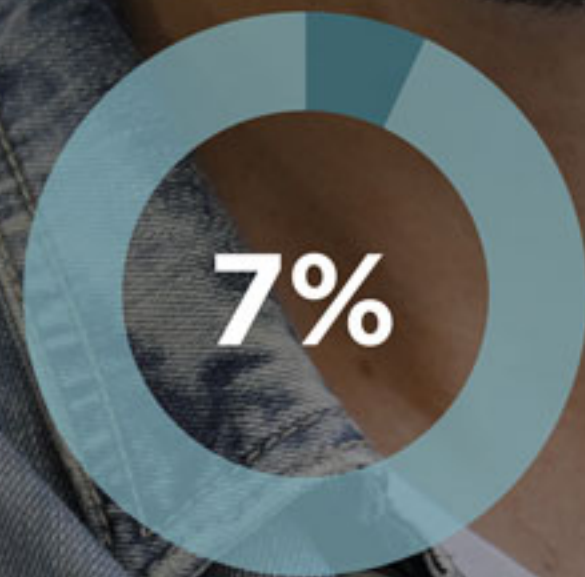
INSTAGRAM 



TWITTER 



PINTEREST 



YOUTUBE 



## LANGUAGE BASICS

**Ciao** | Hello

**Buongiorno** | Good morning

**Buon pomeriggio** | Good afternoon

**Buonasera** | Good evening

**Arrivederci** | Goodbye

**Per favore** | Please

**Grazie** | Thank you

**Mi scusi** | Excuse Me

**Io non capisco** | I don't understand

\*Upon meeting and leaving, people wish each other good day or good evening (buongiorno, buonasera); ciao isn't used between strangers.





Building an Isagenix Business in  
**NORWAY**



# Norway OVERVIEW

- Norway is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Norwegian purchasing power stands at 747,943 kr (NOK) (\$76,684) per capita. Norway has one of the highest costs of living in the world.
- The capital Oslo is the economic and governmental centre of Norway. The city is a hub of Norwegian trade, banking, industry and shipping. It is an important centre for maritime industries and maritime trade in Europe.
- Norway currently has a population of just over 5.4 million with approximately 65% between the ages of 15 and 64 years old.
- Norway is a modern, highly developed nation that has a very good transport system in large urban areas, however due to the country's complicated topography the northern regions are accessible only by ship, road or air.
- The country is currently the 15th-largest oil producer in the world, with a production rate of 1,647,975 billion barrels per day.

Norway is located in Northern Europe and shares its borders with three other Countries.



# Norway

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Greetings are casual - just a handshake with eye contact and a smile.
- Punctuality is very important to Norwegians.
- Norwegians will introduce themselves with their first name only, no titles are used.
- Norwegians are rather direct, they're not afraid to disagree, however in a polite and constructive way.



### LOCAL MENTALITY

- Norwegians consider everyone as equal so do not compare anyone, and most importantly, do not think of anyone as worse.
- Do not criticise Norwegian government, culture, traditions or lifestyle.
- In Norway touching in public is kept to a minimum. Demonstrative expressions and body language is not very welcome.

# Norway CONSUMER CONCERNS

Climate Change

49%

Health Care

45%

Immigration

35%



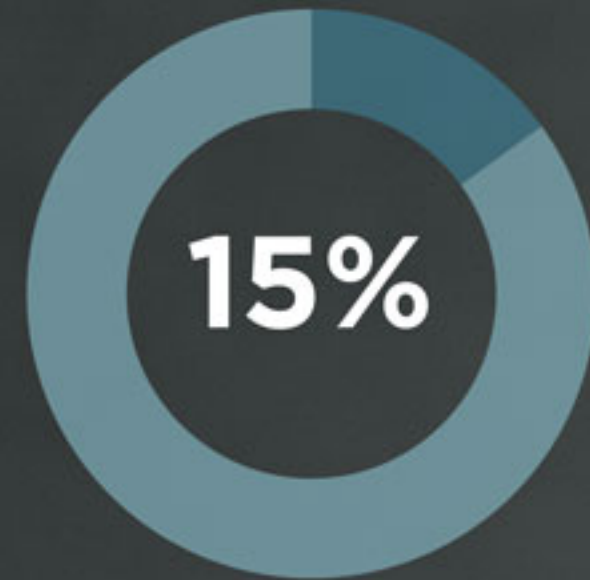
# Norway COMMUNICATION

## CONSUMER SOCIAL MEDIA

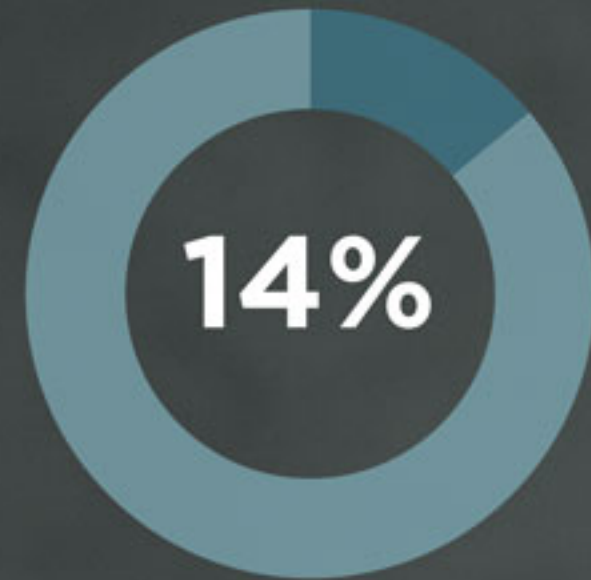
FACEBOOK 



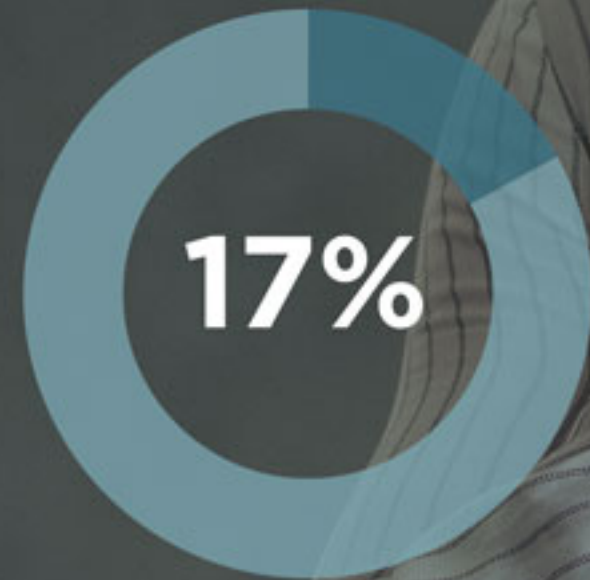
TWITTER 




PINTEREST 



INSTAGRAM 



YOUTUBE 



## LANGUAGE BASICS

**Ja** | Yes

**Nei** | No

**Hallo** | Hello

**Hadet bra** | Goodbye

**God morgon** | Good morning

**God kveld** | Good evening

**God natt** | Good night

**Takk** | Thank you

**Unnskyld** | Excuse Me

**Jeg forstår ikke** | Excuse Me





Building an Isagenix Business in  
**POLAND**

# Poland OVERVIEW

- Poland is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Polish purchasing power stands at 120,633 ZLOTY (\$28,751) per capita.
- Warsaw is the Capital, the largest metropolitan area and financial centre.
- Poland currently has a population of 37.85 million with approximately 67% between the ages of 15 and 64 years old.
- Poland is located at the cross-roads of Europe and has a developed economy with a large and increasingly modern network of transport infrastructure. New roads and high-speed rail lines are currently under construction.
- Poland has a strong hospitality culture, and they enjoy company and treating guests like family.
- Poland has an incredibly varied landscape with beaches, mountains, forests, deserts, and lakes all within its territory!

**Poland** is a country located in Central Europe and shares its borders with seven other Countries.



# Poland

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

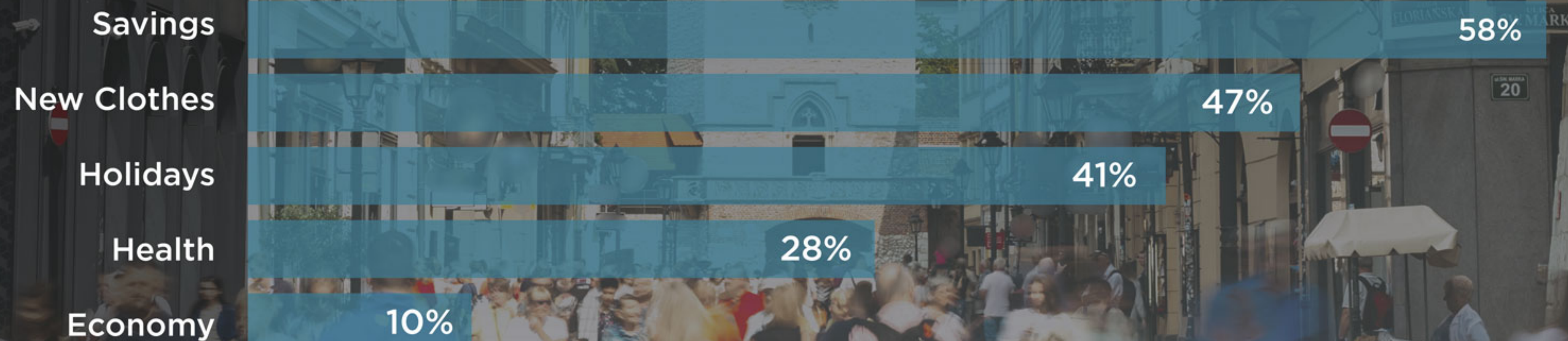
- Poles don't call anyone they first meet by name: instead, they use "Pan" (Mr./Sir) "Pani" (Ms./Madam).
- People with professional titles are called by Sir/Madam, followed by their title.
- Greet with a handshake and eye contact.
- There is normally a formal business dress code.



### LOCAL MENTALITY

- Polish people are very punctual.
- It's better to avoid topics surrounding religion, politics, and overly personal questions such as salary or sexual orientation.
- Poland has a strong hospitality culture.

# Poland CONSUMER CONCERNS



# Poland COMMUNICATION

## CONSUMER SOCIAL MEDIA

YOUTUBE 

92%

FACEBOOK 

89%

FACEBOOK  
MESSENGER 

72%

INSTAGRAM 

55%

WHATSAPP 

45%

## LANGUAGE BASICS

**Hej, Cześć, Witaj** | Hello

**Dzień dobry** | Good morning

**Dzień dobry** | Good afternoon

**Dobry wieczór** | Good evening

**Do widzenia** | Goodbye

**Dziękuję** | Thank you

**Proszę** | Please

**Przepraszam** | Excuse Me

**Nie rozumiem** | I don't understand

**Tak** | Yes / **Nie** | No

Some Polish words SOUND the same, but the spelling and meaning is different...  
"może" means "maybe", but "morze" (which is pronounced the same!) means "sea".



Building an Isagenix Business in  
**PORTUGAL**



# Portugal OVERVIEW

- Portugal is 8 hours ahead of Isagenix HQ and is on Western European Time (UTC/GMT +1).
- The Isagenix European Office is located in London (UK).
- In 2020 Portuguese purchasing power stands at €31,109 (\$33,665) per capita.
- The capital Lisbon is the financial and commercial heart of the country and has one of the largest ports along the Atlantic coast. About 3 million people live in Lisbon's metropolitan area which accounts for roughly 27% of the country's population.
- Portugal currently has a population of just over 10.2 million with 64.5% between the ages of 15 and 64 years old.
- Portugal is the world's top cork producer, and is home to the largest cork forest in the world. Cork and cork-based products make up roughly 2.3% of Portugal's exports.
- Portugal is one of Europe's top destinations for both golfing and surfing. The country receives around 7.7 million tourists per year.

Portugal is located in Southwestern Europe and shares its borders with one other Country.





# Portugal

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

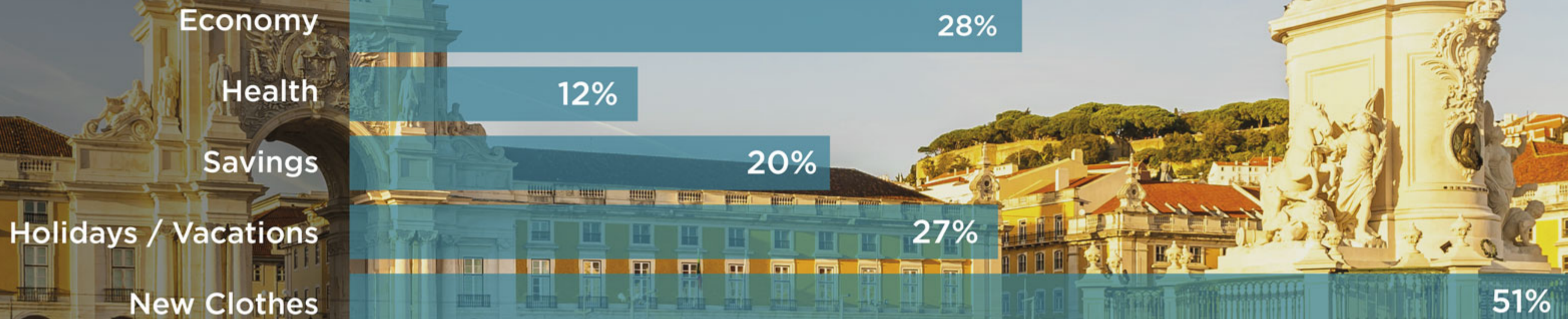
- Greet with a handshake and direct eye contact.
- The proper form of address is 'senhor' or 'senhora' followed by the surname.
- Appointments are mandatory and should be made 1-2 weeks in advance.
- The Portuguese prefer face-to-face meetings.



### LOCAL MENTALITY

- Portugal is a hierarchical culture that respects age and position.
- Avoid comparing Portugal to Spain or assuming similarities between the two countries.
- It's best not to speak about religion, politics or personal finances.

# Portugal CONSUMER CONCERNS



# Portugal COMMUNICATION

## CONSUMER SOCIAL MEDIA

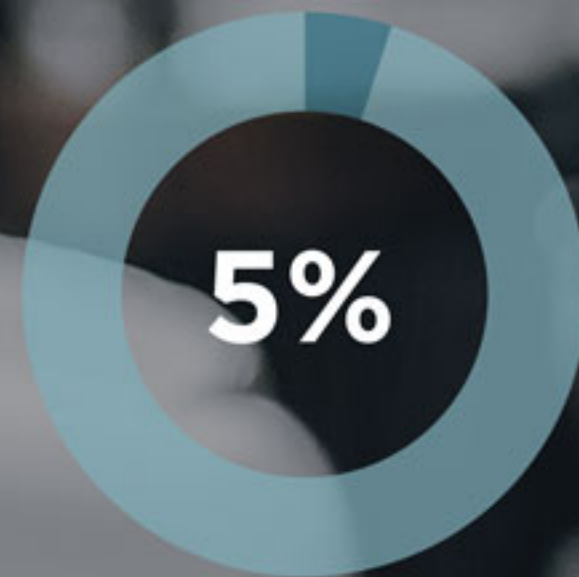
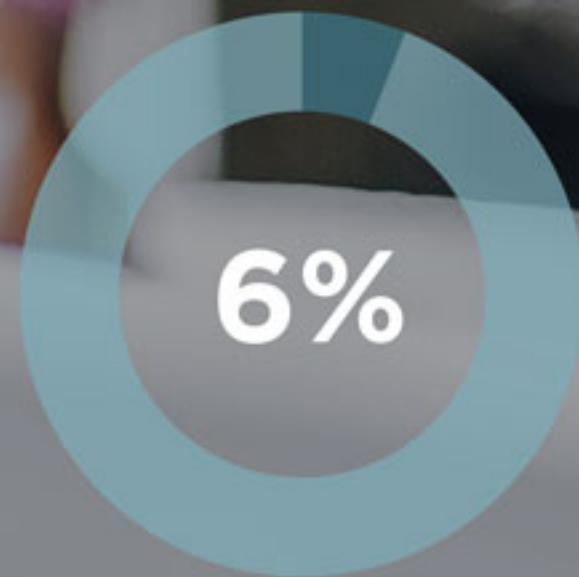
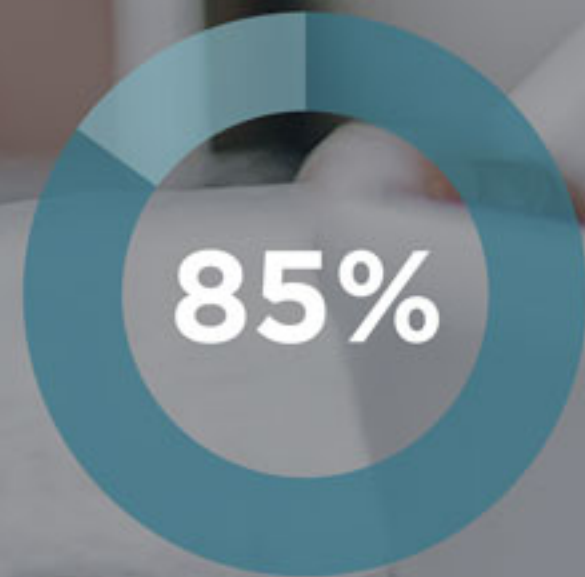
FACEBOOK 

INSTAGRAM 

TWITTER 

PINTEREST 

YOUTUBE 



## LANGUAGE BASICS

**Olá** | Hello

**Bom dia** | Good morning

**Boa tarde** | Good afternoon

**Boa noite** | Good evening

**Adeus** | Goodbye

**Por favor** | Please

**Obrigada** | Thank you

**Com licença** | Excuse Me

**Eu não entendo** | I don't understand





Building an Isagenix Business in  
**SWEDEN**



# Sweden OVERVIEW

- Sweden is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Swedish purchasing power stands at 499,88 kr (\$54,628) per capita.
- The capital Stockholm is the tech startup capital of Europe with the 2nd most unicorns per capita in the world, behind only Silicon Valley. The Swedish unicorns Skype, Spotify, Klarna, Mojang (Minecraft) and King (Candy Crush) were all founded in Stockholm!
- Sweden currently has a population of just over 10 million with approximately 61% between the ages of 15 and 64 years old.
- Sweden is the world's third-largest exporter of music after the UK and U.S. In 2012, half of the top songs on the Billboard Hot 100 were produced or written by a Swede.
- English is widely spoken in Sweden.

Sweden is located in Northern Europe and shares its borders with three other Countries.



# Sweden

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Introduce yourself by way of a handshake.
- When addressing your Swedish counterpart, don't hesitate to use their first names rather than their surname and title. This is also appropriate for those you haven't met before.
- Punctuality is valued in Sweden.



### LOCAL MENTALITY

- Avoid making comparisons between Sweden and other Nordic countries (Denmark, Norway, Finland and Iceland).
- Swedish people are often quiet open and it can be seen as a normality to hug friends and family.

# Sweden CONSUMER CONCERNS

Economy

20%

Health

18%

Saving

53%

Holidays / Vacations


36%

New Clothes

27%

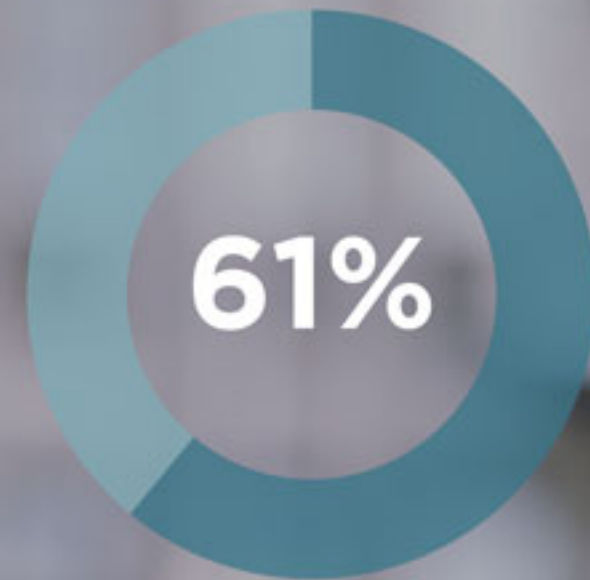
# Sweden COMMUNICATION

## CONSUMER SOCIAL MEDIA

FACEBOOK 



INSTAGRAM 



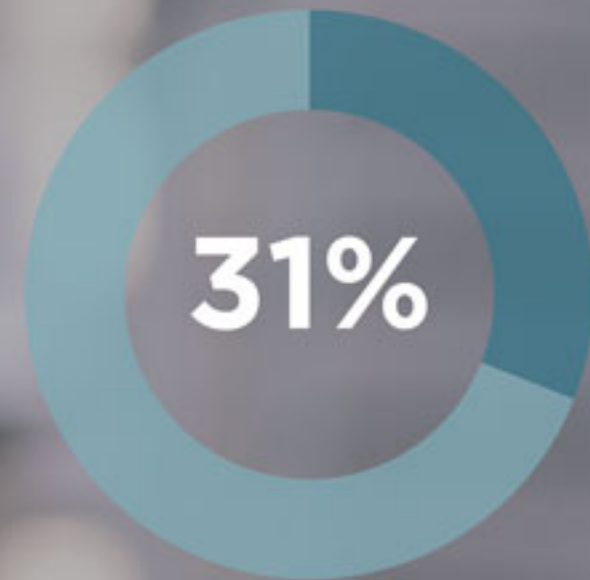
SNAPCHAT 



FLASHBACK 



LINKEDIN 



## LANGUAGE BASICS

**Ja** | Yes

**Nej** | No

**Hej** | Hello

**Hejdå** | Goodbye

**God morgon** | Good morning

**God eftermiddag** | Good afternoon

**God kväll** | Good evening

**Behaga** | Thank you

**Ursäkta mig** | Excuse Me





Building an Isagenix Business in  
**SWITZERLAND**

# Switzerland OVERVIEW

- Switzerland is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Swiss purchasing power stands at CHF44,177 (\$45,594) per capita.
- Switzerland currently has a population of just over 8.4 million with approximately 68.3% between the ages of 18 and 65 years old.
- Switzerland is a modern, highly developed country with a great road and rail infrastructure and Zürich main station is one of the busiest railway stations in the world, serving up to 2,915 trains per day.
- Approximately 2/3 of the population can speak English.
- Switzerland has four official languages - German, French, Italian and Romansch.
- Switzerland is the world's biggest producer and consumer of chocolate.
- The country is also known for its ski resorts and hiking trails.

Switzerland is located in the heart of Europe and shares its borders with five other Countries.



# Switzerland GETTING TO KNOW THE PEOPLE



## BUSINESS ETIQUETTE

- Always be punctual.
- Meetings are done by appointment and not spontaneously.
- Greet your contacts with a handshake and a smile.
- Neat and clean business dress code.



## LOCAL MENTALITY

- The Swiss are open to the possibility of additional income streams.
- The Swiss are a proud people with deep cultural roots.
- They love all outdoor and winter sports.

# Switzerland CONSUMER CONCERNS

Integration & Immigration

29%

Economic Stability

15%

Environment

11%

Unemployment

11%

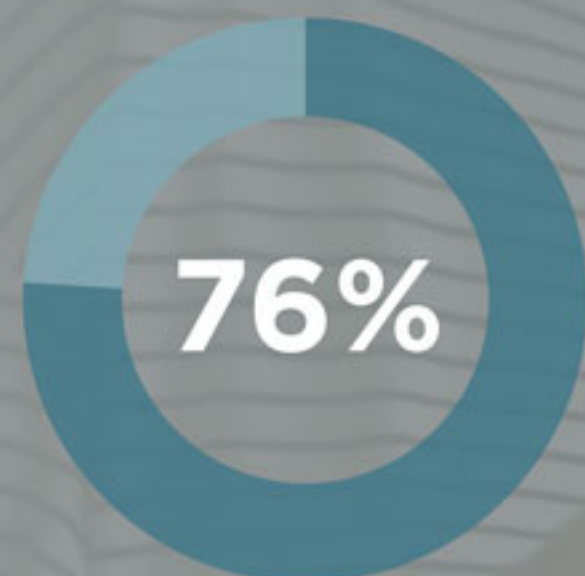
European Politics

10%

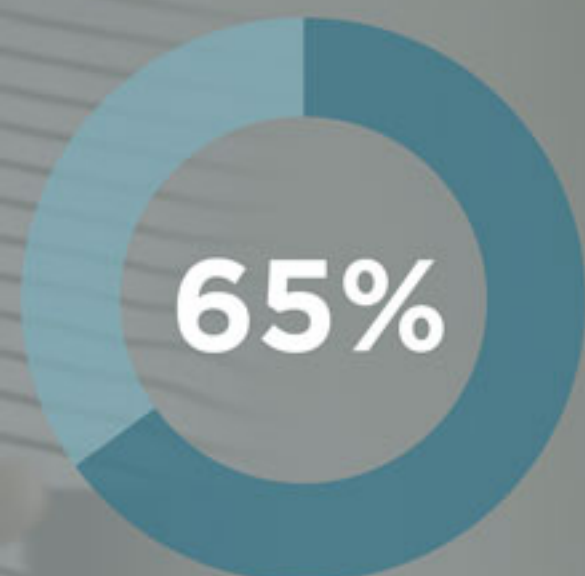
# Switzerland COMMUNICATION

## CONSUMER SOCIAL MEDIA

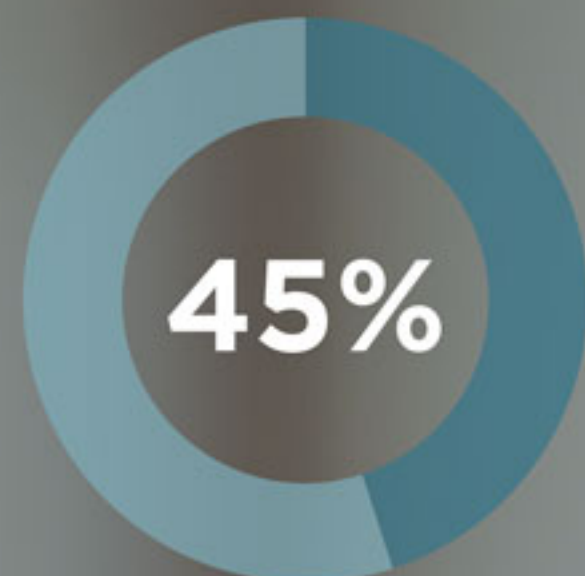
WHATSAPP 



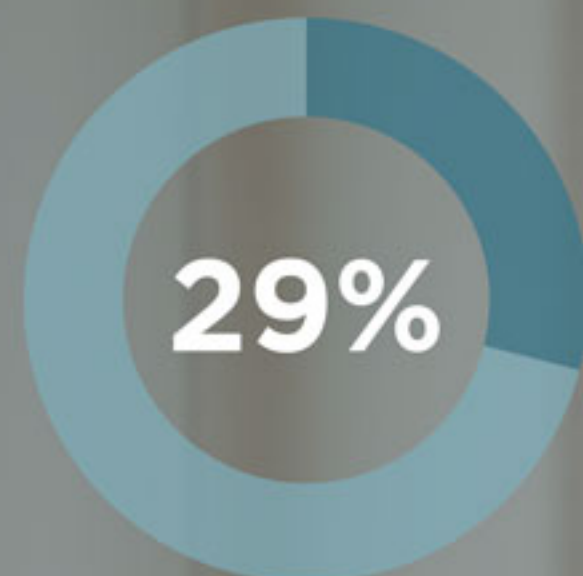
YOUTUBE 



FACEBOOK 



INSTAGRAM 



SNAPCHAT 



## LANGUAGE BASICS

**Grüezi** | Hello

**Guten Morgen** | Good morning

**Guten Tag** | Good afternoon

**Grüß Gott** | Good afternoon

**Guten Abend** | Good evening

**Auf Wiedersehen** | Goodbye

**Bitte** | Please

**Dankeschön** | Thank you

**Entschuldigen Sie bitte** | Excuse Me

**Ich verstehe Sie nicht** | I don't understand

German is the most popular language, followed by French, Italian and Romansch, so in some parts of the country you will need additional language skills.

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