

SIP IT
SAMPLE IT
SHARE IT
get paid



It Works!®

Earnings of participants in the Compensation Plan may vary. Please see Income Disclosure Statement at www.itworks.com/Legal/Income
The prices or terms herein could be subject to error and/or change.

WE ARE It Works!



JUST AN EXTRA \$500

Teacher and Coach Mark and stay-at-home wife Cindy join their first home-based business to earn an extra \$500/month.



2001 IT WORKS! THAT CRAZY WRAP THING™

Mark and Cindy start It Works! with a mission to change thousands of lives.

Chief Networking Officer Pam Sowder introduces Mark and Cindy to The Ultimate Body Applicator™.



2003 MORE PRODUCTS. MORE RESULTS.

Always on a mission for the BEST products and best results, It Works! introduces Skin and Whole 'Notha Level Nutrition lines.



2009 IT WORKS! MAKES DEBT FREE THE NEW SEXY

Despite the grim economy, It Works! becomes debt-free, and sales begin to reach unprecedented heights.



2010 WRAP THE MAP

It Works! begins "Wrapping the Map" by expanding into Canada, Australia, and five European countries. Now in over 21 countries and growing!

SEE HOW FAR
WE'VE COME,
AND HOW MUCH
FURTHER WE
PLAN TO GROW!

- Mark Pentecost



*gives
back*

**Inc.
500**



**WHAT'S
YOUR
FIT?**

**2011
FUN IN THE
SUN**

Global headquarters relocates from Grand Rapids, MI to a "destination location" in Bradenton, FL.

Taking fun to a Whole 'Notha Level... headquarters overlooks a beautiful marina, complete with slide and putting green!

**2013
INC. 500 LIST;
WE ARE KIND
OF A BIG
DEAL...**

It Works! debuts on the Inc. 500 list with sales over \$450 million.

**2014
GIVING BACK,
A FAMILY
TRADITION**

With a long tradition for giving, It Works! makes it official by launching the Gives Back Foundation.

**2015
NEVER STOP
DREAMING**

Mark and Cindy take dreaming to a Whole 'Notha Level with the purchase of Pentecost Island. Our It Works! Family now has another amazing spot to celebrate Friendships, Fun, and Freedom — The Stoneybrook Golf Course, the Pentecost Ranch and now the Pentecost Island!

**2018
& BEYOND**

Whether you want to get physically FIT, financially FIT, or both, you get to write your own story with It Works!



IT ALL STARTS WITH THE **Wrap!**

ULTIMATE BODY APPLICATOR™

4 Applications

ITEM #111 • RETAIL: \$99 • LOYAL CUSTOMER: \$59

TAKE IT OUT

PUT IT ON

SEE RESULTS



IN AS LITTLE AS 45 MINUTES



DON'T WEAR YOUR AGE ON YOUR FACE!



REDUCE THE SIGNS OF TIME IN JUST 45 MINUTES WITH FACIAL™

Learn more on page 16

THIS IS WHAT IT DOES!

TIGHTENS, TONES, AND FIRMS
THE SKIN IN AS LITTLE AS 45 MINUTES

REDEFINES THE APPEARANCE
OF YOUR BODY'S CONTOURS

FAST AND LASTING RESULTS
WITH CONTINUED USE FROM
A BOTANICALLY BASED FORMULA



BEFORE



AFTER*

PRODUCTS USED:
2 Ultimate Body
Applicators™

DEFINING GEL

USE EVERY DAY!

Improves skin
texture & tightness

Softens &
hydrates the skin



FAB WRAP™
1 roll / 82 feet

ITEM #701
RETAIL: \$8
LOYAL CUSTOMER: \$5

DEFINING GEL™
6.0 fl. oz.

ITEM #214
RETAIL: \$75
LOYAL CUSTOMER: \$45



BEFORE



AFTER*

PRODUCTS USED:
Defining Gel
TIME SPAN:
30 days

*The success of these individuals is not necessarily indicative of other success. These results may only occur when the participant utilizes a combination of the products mentioned above, exercise, and a healthy diet.



GO GREENER!

AND TAKE YOUR NUTRITION TO A WHOLE 'NOTHA LEVEL!

GREENS™ BLEND

30 Servings

ITEM #310 BERRY
 ITEM #303 ORANGE
 ITEM #33300 CHOCOLATE
 RETAIL: \$55
 LOYAL CUSTOMER: \$33

GREENS™ BLEND VALUE SIZE

90 Servings

ITEM #313 BERRY
 ITEM #308 ORANGE
 RETAIL: \$139
 LOYAL CUSTOMER: \$79

GREENS ON THE GO™ BLEND

30 Packets

ITEM #311 BERRY
 ITEM #309 ORANGE
 RETAIL: \$59
 LOYAL CUSTOMER: \$35



52 herbs & nutrient-rich superfoods

34 fruits & veggies

MATCHA GREEN TEA

ALKALIZING MAGNESIUM & POTASSIUM BLEND[†]

NO artificial colors, flavors or sweeteners



SOY FREE



NON GMO



DAIRY FREE



VEGAN

LIVE CLEANER!



HERBAL CLEANSE*

GENTLE **2-DAY**
FORMULA

NO harsh
effects

2 **PROPRIETARY BLENDS**
help remove toxins while delivering
essential nutrients and vitamins[†]

IT WORKS! CLEANSE® 4 Bottles - 4.0 fl. oz. each
ITEM #326 • RETAIL: \$60 • LOYAL CUSTOMER: \$36

THERMOGENIC
WEIGHT LOSS
FORMULA[†]

INCREASED
CALORIE
BURNING[†]

BOOST
METABOLIC RATE[†]

BOOST
ENERGY[†]



REDUCE
CRAVINGS[†]

ABSORB LESS
FAT & CARBS[†]

BALANCE
HEALTHY BLOOD
GLUCOSE LEVELS[†]

CACTUS-BASED
FORMULA

THERMOFIGHT™ 60 Tablets
ITEM #30202 • RETAIL: \$65 • LOYAL CUSTOMER: \$39

ADVANCED FORMULA FAT FIGHTER™ 60 Tablets
ITEM #301 • RETAIL: \$42 • LOYAL CUSTOMER: \$25



IT WORKS! SHAKE™
 30 Servings
 ITEM #331 CREAMY VANILLA
 ITEM #332 RICH CHOCOLATE
 RETAIL: \$99 • LOYAL CUSTOMER: \$59

It Works!
SHAKE™
 SUPPORT • SUSTAIN • MAINTAIN
 SOY FREE • NON GMO • DAIRY FREE • VEGAN
 CREAMY VANILLA
 plant-based protein powder
 NET WT. 25.4 oz (1.59 lbs./720 g)

It Works!
SHAKE™
 • SUSTAIN • MAINTAIN
 NON GMO • DAIRY FREE
 RICH CHOCOLATE
 plant-based protein powder
 NET WT. 25.4 oz (1.59 lbs./720 g)

SUPPORT YOUR METABOLISM
 BUILD LEAN MUSCLE MASS • ENERGIZE YOUR WORKOUTS

PLANT-BASED PROTEIN POWDER

MADE FROM YELLOW PEA
 & ORGANIC SPROUTED
 BROWN RICE PROTEINS



SOY FREE



NON GMO



DAIRY FREE



VEGAN

NO artificial colors,
 flavors or
 sweeteners

NO antibiotics
 or growth
 hormones

MADE WITH
GLUTEN-FREE
 INGREDIENTS

FEEL FULLER LONGER

15 GRAMS OF PROTEIN ● **0 SUGARS**

*Consult your physician if you have any stomach/bowel related issues, such as diarrhea, or if you are pregnant, nursing, taking medication or have a medical condition. For use by adults only.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



BURN FAT FOR FUEL†

INCREASE ENERGY†

SHARPEN FOCUS†

SUPPORT ANY LOW-CARB, KETOGENIC DIET



NON GMO



KETO



SOY FREE



A. IT WORKS! KETONES™

15 Servings

Keep your body energized in fat-burning mode and reach peak performance quickly with this Therapeutic BHB ketone powder.† Take in the morning or during the day to gain the benefits of nutritional ketosis without the strict diet.†

ITEM #33800
RETAIL: \$82
LOYAL CUSTOMER: \$49

B. IT WORKS! KETO GO

10 Bottles

This convenient, single-serve liquid blend of Proprietary BHB Complex and Keto Adapting Amino Acids can be used anytime, anywhere for quick energy between meals or during a workout to maintain the edge.†

ITEM #33700
RETAIL: \$65
LOYAL CUSTOMER: \$39

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MCT OIL

Boost and sustain energy output and sharpen your focus†

GRASS-FED BUTTER

Kill cravings and satisfy hunger†

COLLAGEN

Build and restore vital proteins†



C. IT WORKS! KETO COFFEE™

15 Single Serve Packets

Enjoy hot or cold any time you need extra focus, a boost of energy, or to fight hunger!† Drink in the morning or any time you'd reach for a cup of coffee for a quick pick-me-up that helps curb cravings.†

ITEM #33400
RETAIL: \$65
LOYAL CUSTOMER: \$39

D. IT WORKS! KETO CREAMER

20 Servings

Amp up hot and cold beverages, shakes, or use as seasoning on your favorite keto-friendly foods and snacks.

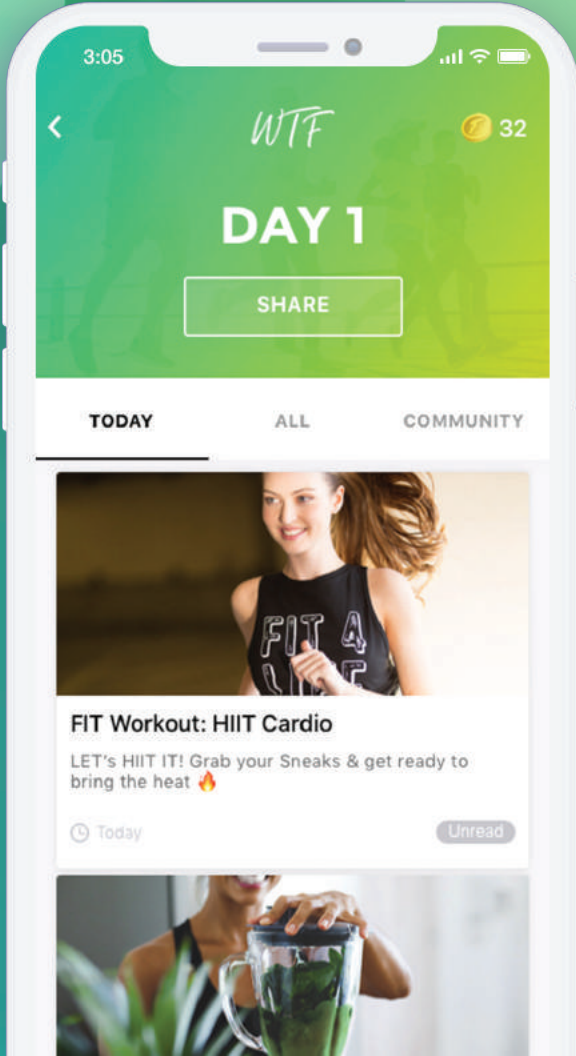
ITEM #33600
RETAIL: \$65
LOYAL CUSTOMER: \$39

WTF

WHAT THE FIT



It Works!®



JOIN NOW & GET:



Encouragement and inspiration from your FIT family to keep you motivated each and every day



Delicious recipes, at-home exercises, and helpful tips posted daily to keep your diet clean and your body lean



Support and accountability from thousands of other FIT members to help you stay on track with your FIT goals

AND DID WE MENTION THAT IT'S COMPLETELY FREE TO JOIN?

FIT5



**FREE!
WTF
Towel**

SAMPLE CORE PRODUCTS AND GET FIT IN JUST 5 DAYS!

- 1 single Wrap
- 1 mini Defining Gel™
- 5 packets It Works! Keto Coffee™
- 5 packets Greens On The Go™
- 3 Berry and 2 Orange
- 1 box It Works! Cleanse®

ITEM #44200 • RETAIL: \$126 • LOYAL CUSTOMER: \$49

**SAVE
\$77**

FIT15



SLAY THOSE FITNESS GOALS IN JUST 15 DAYS!

- 2 single Wraps
- 2 mini Defining Gels
- 1 bag It Works! Keto Coffee
- 1 box Greens On The Go
- 1 box It Works! Cleanse
- 1 bag It Works! Shake™

ITEM # 44400-BV (Greens Berry & Vanilla Shake) • ITEM # 44400-BC (Greens Berry & Chocolate Shake)
ITEM # 44400-OV (Greens Orange & Vanilla Shake) • ITEM # 44400-OC (Greens Orange & Chocolate Shake)
RETAIL: \$353 • LOYAL CUSTOMER: \$99

**SAVE
\$254**

FIT30



YOU TRIED. YOU SLAYED. NOW GET THE 30 DAY UPGRADE.

- 1 bag Ultimate Body Applicator™
- 1 tube Defining Gel
- 2 bags It Works! Keto Coffee
- 1 box Greens On The Go
- 1 box It Works! Cleanse
- 1 bag It Works! Shake

ITEM # 44500-BV (Greens Berry & Vanilla Shake) • ITEM # 44500-BC (Greens Berry & Chocolate Shake)
ITEM # 44500-OV (Greens Orange & Vanilla Shake) • ITEM # 44500-OC (Greens Orange & Chocolate Shake)
RETAIL: \$522 • LOYAL CUSTOMER: \$156

**SAVE
\$366**

AVERAGE MONTHLY



WORLDWIDE DISTRIBUTOR EARNINGS BY RANK*

These figures are based on all active Distributor 2016 earnings taken from the It Works! Income Disclosure Statement located at www.itworks.com/ids.

*The earnings of any It Works! Independent Distributor contained in this chart are not necessarily representative of the income, if any, that an It Works! Independent Distributor can or will earn through participation in the It Works! Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Success with It Works! occurs only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. For more information, view the It Works! Compensation Plan at www.itworks.com/legal/terms. Earnings of participants in the Compensation Plan may vary.



GET FIT SAVE AS A LOYAL CUSTOMER*

40% off the retail price of your products

No hassle online ordering

Earn Perk Points to use towards product purchases

Upgrade to an It Works! Team Member at anytime

Exclusive access to flash sales

OR

GET FIT & GET PAID EARN AS A TEAM MEMBER**



- 40% off the retail price of your products
- No inventory needed
- Be your own boss and own your time
- Work from your phone and take your business anywhere
- Get paid to make new friends
- Claim your stake in a multi-billion dollar industry
- Be in business for yourself, but never by yourself

JOIN AS A TEAM MEMBER with the Business Builder Kit

Half-size Fab Wrap™ (1) • Defining Gel™ 1/2 oz. Sample (4 pack) • Ultimate Body Applicator™ (4 Applications) • #IW Adventure Bracelet (1) Country-specific Business Tools • 1st month eSuite and replicated website free • Makes you commission qualified for the month you join

Contents in Business Builder Kit are subject to change.

EARN EXTRA INCOME DAILY, WEEKLY & RESIDUALLY!***

- Sell wraps for fast cash when you need it most
- Rack up UNLIMITED \$100 weekly bonuses right to your bank account
- Get paid over and over from your initial work with residual income

+ additional bonuses you can bank to pay off debt or put into savings

*Certain limitations and/or restrictions apply. See the It Works! Loyalty Program Rules in eSuite for complete details.

**Certain limitations and/or restrictions apply. See the It Works! Compensation Plan for complete details.

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**MORE PRODUCTS.
MORE RESULTS.**



Don't wear your age ↗
ON YOUR FACE!

A. FACIAL™ 4 Sheet Masks

Reduce the signs of time in just 45 minutes! That's all the time you need to soothe your skin and soften the look of fine lines and wrinkles with this cream-infused, deep hydration sheet mask.

ITEM #103 • RETAIL: \$99 • LOYAL CUSTOMER: \$59



B . EXFOLIATING PEEL

1.0 fl. oz.
Gently peel and reveal softer, smoother, healthier-looking skin.
ITEM #222
RETAIL: \$60
LOYAL CUSTOMER: \$36

C. TONER

6.7 fl. oz.
Refresh and restore with this balancing mist to lessen the look of pores.
ITEM #206
RETAIL: \$55
LOYAL CUSTOMER: \$33

D. CLEANSER

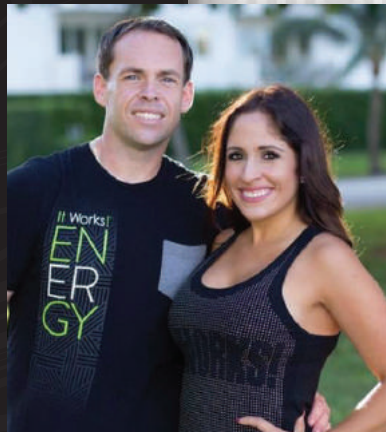
6.0 fl. oz.
Wash away oil, dirt, and makeup with this soap-free gel.
ITEM #207
RETAIL: \$55
LOYAL CUSTOMER: \$33

E. LIP & EYE

0.5 fl. oz.
Reclaim the youthful you with a lifting, tensor effect.
ITEM #219
RETAIL: \$49
LOYAL CUSTOMER: \$29

*#BecauseItWorks
we are earning more,
giving more,
and dreaming more.*

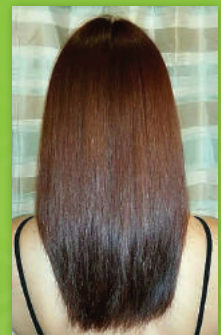
GENEVEVE & SEAN
AMBASSADOR DIAMOND



LONGER LOCKS FOR
*a More
Beautiful You!*



BEFORE



AFTER*

PRODUCTS USED:
Hair Skin Nails
TIME SPAN:
30 days



A

A. STRETCH MARK

6.0 fl. oz.

Balance skin tone with nourishing botanicals and luxurious hydration.

ITEM #212 • RETAIL: \$65 • LOYAL CUSTOMER: \$39



B

B. PREVENTAGE™

1.0 fl. oz.

Lessen the look of fine lines and wrinkles all day with skin-softening botanicals and vitamins.

ITEM #213 • RETAIL: \$45 • LOYAL CUSTOMER: \$25

C

C. REPAIRAGE™

1.0 fl. oz.

Wake up fresh faced after overnight moisturizing to boost skin's tone and texture.

ITEM #211 • RETAIL: \$49 • LOYAL CUSTOMER: \$29



D

D. HAIR SKIN NAILS

60 Tablets

Look your beautiful best from the inside out with stronger nails, softer and smoother skin, and shine-worthy hair!†

ITEM #322

RETAIL: \$55

LOYAL CUSTOMER: \$33

Individual results can and will vary. It Works! cosmetic products are purely cosmetic in nature and do not claim to cure/treat/prevent any skin and hair related disorders. If you are allergic to any ingredients listed, or are under treatment or on medication for your skin, please consult with your physician prior to use. Earnings of participants in the Compensation Plan may vary. Please see Income Disclosure Statement at www.itworks.com/legal/income.

*The success of this individual is not necessarily indicative of other success. Results may be affected by a variety of factors such as starting weight, body type, exercise and diet.

ALL THE VITAL NUTRIENTS YOU NEED



Available individually or all-in-one!

ALL IN ONE PLACE!



Start your day with one pre-measured pack!



A. IT'S VITAL™ CORE NUTRITION 90 Tablets
Stay nourished with the controlled-release technology of this gluten-free, whole-food multivitamin.
ITEM #305 • RETAIL: \$49 • LOYAL CUSTOMER: \$29

B. IT'S VITAL™ MINERALS 60 Tablets
Support for strong bones with minerals plus Vitamins D, K1, and K2.*
ITEM #319 • RETAIL: \$42 • LOYAL CUSTOMER: \$25

C. IT'S VITAL™ OMEGA-3 30 Softgel Capsules
Love your heart with triple strength DHA and EPA fatty acids.
ITEM #320 • RETAIL: \$42 • LOYAL CUSTOMER: \$25

D. IT'S VITAL™ COMPLETE NUTRITION PACK
Contains 30 Packets/Each Packet Contains 5 Tablets and 1 Softgel
All three It's Vital supplements in one convenient daily pack.
ITEM #317 • RETAIL: \$115 • LOYAL CUSTOMER: \$69



GREENS™ CHEW

60 Chews
A deliciously sweet blend of fruits, veggies, and prebiotic dietary fiber in a super soft chew!

ITEM #321
RETAIL: \$50
LOYAL CUSTOMER: \$30



IT WORKS! BLENDER BOTTLE

ITEM #670
LOYAL CUSTOMER: \$17
Item is not available for Retail.

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

MORE OF WHAT YOUR BODY NEEDS



A. CONFIANZA™

60 Tablets

Improve focus, fight fatigue, and cope with all life's stress the natural way.†

ITEM #304

RETAIL: \$45

LOYAL CUSTOMER: \$25

B. RELIEF™

60 Tablets

Support for healthy joints in a glucosamine and chondroitin sulfate formula.†

ITEM #307

RETAIL: \$49

LOYAL CUSTOMER: \$29

C. NEW YOU®

90 Tablets

Stimulate your natural GHG production to improve lean muscle mass and enhance exercise endurance.†

ITEM #306

RETAIL: \$89

LOYAL CUSTOMER: \$49

D. REGULAR™

60 Capsules

Keep your colon clean and your system regular.†

ITEM #312

RETAIL: \$45

LOYAL CUSTOMER: \$27

*#BecauseOfItWorks
I'm a work-from-home,
debt-free mom of three!*

KIM
AMBASSADOR DIAMOND





#BRINGIT

ENERGY

12 Single Serve Cans - 8.4 fl. oz.
Packed with phytonutrients, antioxidant-rich polyphenols, and Vitamin B, this is not your typical energy drink! Energize with naturally derived caffeine and stimulants so no jitters (unlike those other energy drinks!).

ITEM #324 • RETAIL: \$50
LOYAL CUSTOMER: \$30



← Creamy Vanilla or Rich Chocolate

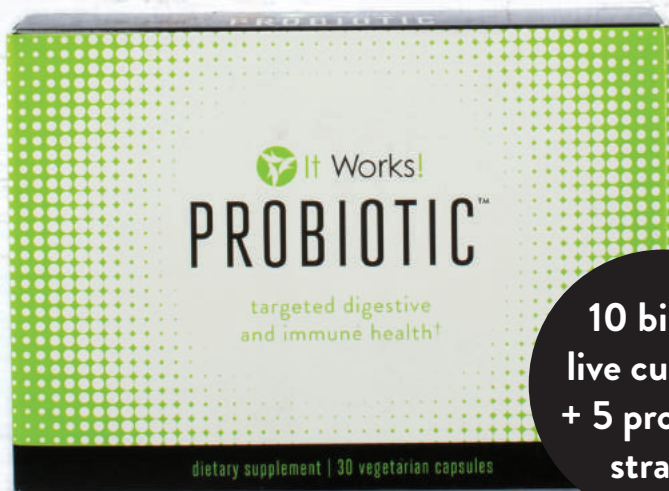
ULTIMATE PROFIT®

30 Servings

Add advanced superfood nutrition to your diet for quicker post-workout recovery, lean muscle mass, and support for healthy digestion.† Two delicious flavors you can mix, shake, or bake!

ITEM #315 - CREAMY VANILLA
ITEM #316 - RICH CHOCOLATE
RETAIL: \$115
LOYAL CUSTOMER: \$69

LOVE ALL YOUR GUTS *not just half!*



10 billion live cultures + 5 probiotic strains

IT WORKS! PROBIOTIC™

30 Vegetarian Capsules

A happy tummy means a healthy you! So, strengthen your whole digestive system and support your body's immunity with the Probiotic PLUS Prebiotic that targets your small AND large intestines!†

ITEM #327 • RETAIL: \$52 • LOYAL CUSTOMER: \$31



ESTRORHYTHM®

30-Day Supply

With the world's first naturally based daily system, there's no stress, no guess, and no mess—just Mother Nature's relief for menopause!†

ITEM #450
RETAIL: \$139
LOYAL CUSTOMER: \$79

MAKE EVERY DAY ESSENTIAL



A. IT WORKS! ESSENTIAL OILS

4 Bottles - 0.17 fl. oz.

These 4 Essential Oil Blends will take you from energized morning to a sweet goodnight!

It Works! BOOM: Grab life by the boom and Lezgo!

It Works! CHILL: Release, rebalance, and just chill—you got this!

It Works! DEFEND: Gear up to bring your fight!

It Works! CLEAR: Just breathe to find your focus!

ITEM #420 • RETAIL: \$99 • LOYAL CUSTOMER: \$59

B. TEA TREE

0.5 fl. oz.

Warm and invigorating to spice it up!

ITEM #608

RETAIL: \$32

LOYAL CUSTOMER: \$19

C. LEMON

0.5 fl. oz.

Naturally uplifting to help you look on the bright side!

ITEM #607

RETAIL: \$30

LOYAL CUSTOMER: \$18

*#BecauseOfItWorks
we retired my husband and
are now a full-time family.*

KIMBERLY
AMBASSADOR DIAMOND



There's an
IT WORKS!
ESSENTIAL OIL
for all your moods
and moments.



D

D. EUCALYPTUS

0.5 fl. oz.
Make it all better with this clearing comforter.
ITEM #606
RETAIL: \$25
LOYAL CUSTOMER: \$15



E

E. LAVENDER

0.5 fl. oz.
Keep calm and feel like your worries are melting away.
ITEM #605
RETAIL: \$39
LOYAL CUSTOMER: \$23



F

F. IT WORKS! FRACTIONATED COCONUT OIL

8.0 fl. oz.
Mix with your essential oils for the perfect balance for your skin!
ITEM #680
RETAIL: \$42
LOYAL CUSTOMER: \$25



G

G. ESSENTIAL DIFFUSER

Set the mood in any room when you diffuse your favorite essential oil.
ITEM #690
RETAIL: \$75
LOYAL CUSTOMER: \$45



H

H. ESSENTIAL SET

It Works! Essential Oils and Essential Diffuser
4 Bottles - 0.17 fl. oz. and 1 Diffuser
ITEM #480
RETAIL: \$159
LOYAL CUSTOMER: \$95



WE ARE IT WORKS!®

WE DREAM BIG. WE FIGHT HARD.
WE'RE TAKING LIFE TO A
WHOLE 'NOTHA LEVEL!



CONTACT ME TO PLACE YOUR ORDER OR JOIN MY TEAM!