



— YOUR GUIDE TO THE —
ISABODY
CHALLENGE®

CHANGE YOUR LIFE FOR THE BETTER



ISABODY CHALLENGE

THE PATH TO COMPLETION

The IsaBody Challenge® is a total-body transformation program for Isagenix Customers designed to provide the community and accountability you need to empower your healthy change. Isagenix isn't just about weight loss, and neither is this Challenge.



Before Photos:

Your final look at the old you

Snap four full-body photos of you standing up (at least one with proof of start date). Upload within two weeks of your start date.

500 BV:

Use the products

You must purchase and use a minimum of 500 BV in Isagenix products throughout your 16-week IsaBody Challenge period.

Progress Photos:

Show us how far you've come

Snap four full-body photos of you standing up (at least one with proof of end date). Upload within two weeks of your end date. Upon completion of your Challenge, you'll be opted in to our judging process to be considered as an IsaBody® Finalist or Honourable Mention. If you do not want to be included, visit your Back Office to opt out of the judging process.

Inspirational Essay:

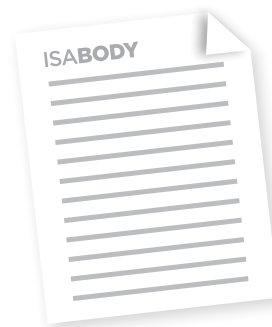
Tell us your story

If you'd like the chance to become an IsaBody Finalist, you must submit a 250-to-500-word essay. When submitting your progress photos, you have the option to opt out of this consideration process.

Maintenance:

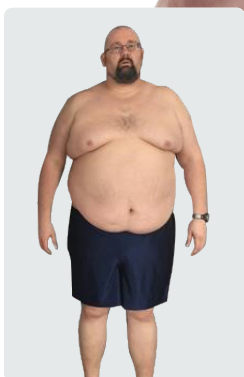
Photos and weigh-ins

If you complete the Challenge three weeks or more prior to the Judging Period deadline, you must submit four final full-body maintenance photos (at least one with proof of date) to be considered as an IsaBody Finalist or Honourable Mention.



Dave te Sligte

2020 CANADA
ISABODY
CHALLENGE
GRAND PRIZE
WINNER



BEFORE



JUDGING PERIODS

Your 16-week IsaBody Challenge® will begin the day you register in the IsaLife™ app or your Back Office.

The date you upload your completion materials, as well as whether or not you have opted in to submit your transformation for the chance to become an IsaBody® Finalist, will determine your Judging Period and if you are required to provide maintenance photos.

JUDGING PERIOD 1: NOV. 8-FEB. 28

LAST DATE TO JOIN
to be eligible for
this Judging Period



**COMPLETE THE CHALLENGE
& SUBMIT MATERIALS BY**
this date to qualify for
this Judging Period



MAINTENANCE PHOTOS
are required if you
complete the Challenge
prior to this date

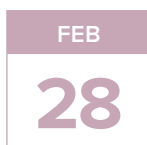


MAINTENANCE PHOTOS DUE
between these dates



JUDGING PERIOD 2: FEB. 28-JUNE 20

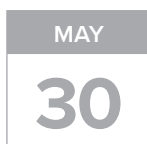
LAST DATE TO JOIN
to be eligible for
this Judging Period



**COMPLETE THE CHALLENGE
& SUBMIT MATERIALS BY**
this date to qualify for
this Judging Period



MAINTENANCE PHOTOS
are required if you
complete the Challenge
prior to this date



MAINTENANCE PHOTOS DUE
between these dates



JUDGING PERIOD 3: JULY 19-NOV. 8

LAST DATE TO JOIN
to be eligible for
this Judging Period



**COMPLETE THE CHALLENGE
& SUBMIT MATERIALS BY**
this date to qualify for
this Judging Period



MAINTENANCE PHOTOS
are required if you
complete the Challenge
prior to this date



MAINTENANCE PHOTOS DUE
between these dates



TIMELINE EXAMPLES

Below are a few examples to help you understand the Judging Period timelines.

PERSON A

- Joins the Challenge **Feb. 26**.
- Ends the Challenge **June 18**.
- Submits all completion materials **June 20**.
- Does not need to submit maintenance photos.

Person A is eligible for Judging Period 2.

PERSON B

- Joins the Challenge **Feb. 26**.
- Ends the Challenge **June 18**.
- Submits all completion materials **June 21**.
- Must submit maintenance photos **Nov. 1-8**.*

Person B is not eligible for Judging Period 2 because they did not submit all their completion materials by the Judging Period 2 deadline on June 20. If Person B would like to opt in for judging, they will be eligible for Judging Period 3 and must submit maintenance photos **Nov. 1-8**.

*If they have opted in to submit their transformation.

ISABODY CHALLENGE PRIZES

ACHIEVEMENT AWARDS

Product coupon
for CA\$200

Exclusive item
from the IsaBody Challenge®

Certificate
of achievement

ISABODY CHALLENGE BEFORE & AFTER

PICTURE TUTORIAL

Visually tracking your progress can be a great motivator on your journey. Follow these simple steps to take photos that best capture your transformation.

Pro tip: Register and complete the IsaBody Challenge using the IsaLife™ app to have a date stamp automatically added to your photos.

Photo Do's

1. Wear trim, fitted athletic clothing. If you feel comfortable, take a picture shirtless (for men) or in a sports bra (for women).
2. Take your picture against a bare wall or white background so you're the focus of the photo.
3. Take your picture in a well-lit room with a good camera to produce a high-quality image.
4. Stand up straight with good posture, and have a friend take your picture for the best possible angle.

Photo Don'ts

1. Don't wear baggy, loose-fitting clothes.
2. Don't cover your face, or crop your face out of the photo.
3. Don't take your picture in front of a busy, backlit, or cluttered background.
4. Don't take your picture in a dark room or submit a low-quality, pixelated image.

ISABODY SUPPORT

IsaBody Social Media

Share your progress, stay up to date, and become a part of this online community full of IsaBody Challenge participants to support you along the way.



[Facebook.com/groups/IsaBC](https://www.facebook.com/groups/IsaBC)



[@IsaBody](https://www.instagram.com/IsaBody)

IsaBody Customer Care

If you have an exciting IsaBody® experience you would like to share, post it on our social media pages using #IsaBody! For any other questions, comments, or concerns, reach out to our IsaBody Customer Care team at IsaBodyChallenge@IsagenixCorp.com.

IsaBody Challenge Website

For more information on getting started, prizes, rules, and success stories, visit IsaBodyChallenge.com.

*Weight loss should not be considered typical. A two-phase 2016 study published by researchers at Skidmore College showed an average weight loss of 24 pounds after 12 weeks. The study evaluated the use of Isagenix products in men and women for weight loss followed by weight maintenance. As part of the weight loss phase, the participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week. During the weight maintenance phase, the subjects who continued the calorie-controlled program using Isagenix products better maintained their weight loss in comparison to those who transitioned to a traditional diet after 52 weeks. For more information on the study, see IsagenixHealth.net.

GETTING DOWN TO BUSINESS

Did You Know?

The IsaBody Challenge® doesn't just transform bodies and health — it can also help transform your business. Getting your team signed up for the IsaBody Challenge can help boost retention, increase order baskets and Cycles, and convert product users to business builders!



3x

The average retention rate after one year of Members who joined the IsaBody Challenge within their first 60 days with Isagenix and completed the Challenge



The average monthly BV of a Member who started and completed the IsaBody Challenge



Alvie Shepherd
2016 North America
IsaBody Grand Prize Winner

“When I sign up new teammates, I always ask them to create a vision of their ideal life and body. I encourage them to take that vision right into joining the IsaBody Challenge. This has been a huge boost for my Isagenix business because when people are happy with themselves, they are more likely to continue their Isagenix journey.”



Helen Costa-Giles
2017 North America
IsaBody Grand Prize Winner

“The IsaBody Challenge was a big part of my success in my physical journey as it allowed me to set goals 16 weeks at a time. With all my new Customers, I use the 16 weeks to cast the vision of their story. Help them see what is possible and commit to a journey, not a quick fix. It helps set everyone up for success because my Customers’ successes are my success.”



Kary Odiafu
2019 Canada
IsaBody Finalist

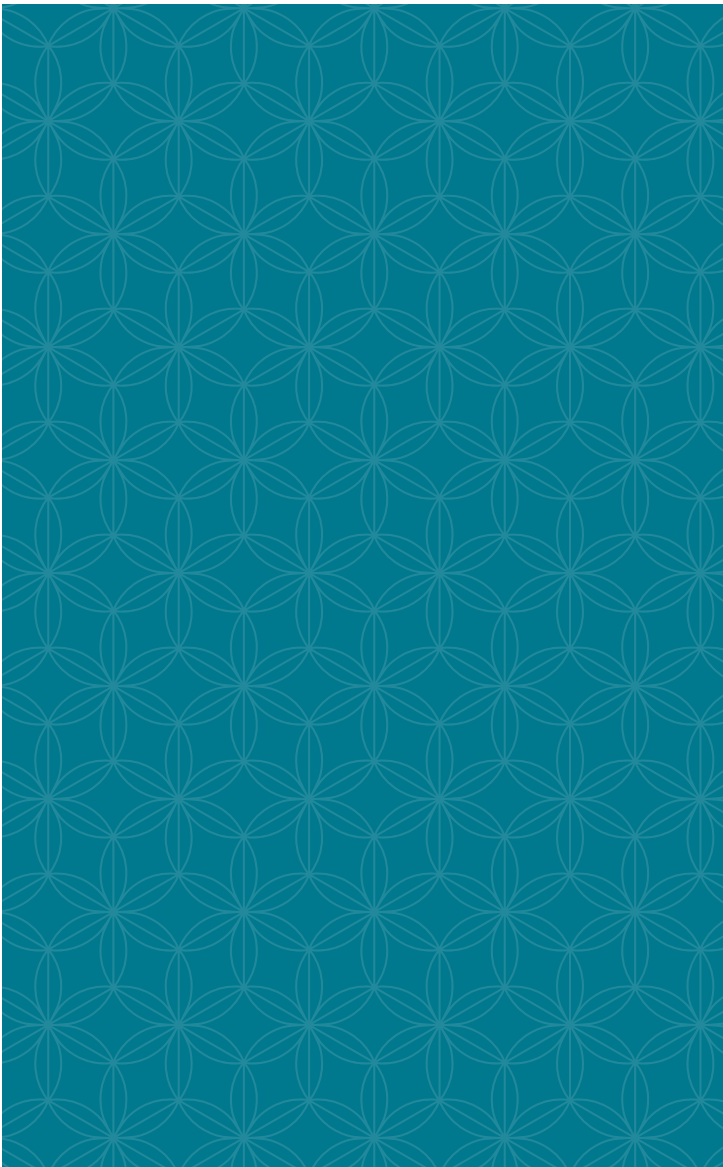
“The IsaBody Challenge has been an integral part of the growth of my Isagenix business. People are craving community and accountability, and the Challenge delivers both. Customer retention is key for a thriving business, and the \$600 of free product per year for completing Challenges is something that I proudly share with everyone who I enroll and is a part of the culture of my team!”



Jennifer Riveira
2019 U.S.
IsaBody Grand Prize Winner

“The IsaBody Challenge gave me the opportunity to build a team and help others achieve their goals and dreams, where together, everyone achieves more. The community provides me and my team with the accountability to keep striving to be our best selves. IsaBody® is the foundation that gives me the confidence to believe that I can have success in all aspects of the Isagenix lifestyle, therefore creating financial freedom.”

Earning levels or income statements (including claims such as the ability to quit a job or stay at home or portrayals of luxury lifestyles) for the Isagenix Independent Associates discussed here exceed the average results achieved by all Associates during the same time period, are not necessarily representative of the success or compensation that any particular Associate will receive, and should not be construed as typical or average. The ability to earn income under the Isagenix Compensation Plan depends on many factors, including an individual Associate's business, social, and sales skills; personal ambition and activity; availability of time and financial resources; and access to a large network of family, friends, and business contacts. Isagenix cannot and does not guarantee any particular level of earnings. Even Associates who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success. For average earnings, refer to IsagenixEarnings.com.



ISAGENIX.

