YOUR GUIDE TO THE
UNITED STATES
ISA BODY
CHALLENGE®
TRANSFORM YOUR BODY. TRANSFORM YOUR LIFE.
THE ISABODY MISSION

WE BELIEVE THAT TRANSFORMATIONS ARE FOR EVERYBODY.

TOGETHER WE INSPIRE, WE SUPPORT, WE REWARD, AND WE EXCEED OUR GOALS.

WE CHALLENGE YOU TO EMBRACE YOUR FULL POTENTIAL.

TRANSFORM YOUR BODY. TRANSFORM YOUR LIFE.
## TABLE OF CONTENTS

1. **Path to Completion**  
   Five Steps to Completing Your IsaBody Challenge®

3. **Judging Periods**  
   Three Challenges Per Year

5. **Prizes**  
   Money, Product, Vacations, and More

6. **Challenge Support**  
   Fitness Tips, Workout Videos, and More

7. **Business Building**  
   Grow Your Business

8. **Current Promotions**  
   More Chances to Win

*Weight loss and other results depicted in this guide reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. In a 2012 study by University of Illinois at Chicago researchers, subjects lost an average of 9 pounds after 30 days on an Isagenix System. If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight control program, consult your physician before using Isagenix products or making any other dietary changes.*
1 "Before" Photos:
The 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.

2 “After” Photos:
Show off the new you
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.

3 Inspirational Essay:
Tell us your story
Write a 250-500-word essay sharing your IsaBody Challenge® journey. Submit your essay with your “after” photos.

4 500 BV:
Use the products
You must purchase and use a minimum of 500 BV in Isagenix products throughout your 16-week Challenge period.

5 Maintenance:
Photos and weigh-ins
If you complete three weeks or more prior to your Challenge Judging Period deadline, you must submit four final full-body maintenance photos (at least one with proof of date).

Helen Costa-Giles
2017 ISABODY CHALLENGE
NORTH AMERICAN GRAND PRIZE WINNER
ISABODY CHALLENGE
“BEFORE” & “AFTER” PICTURE TUTORIAL

A picture is worth a thousand words, and the photos you submit to the IsaBody Challenge® could mean the difference between a US $200 product certificate and being crowned the grand prize winner! Follow these simple photography tips to best capture your transformation.

DO

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.

DON’T

1. Don’t wear baggy, loose-fitting clothes.

2. Don’t take a selfie or a picture of yourself in the mirror, and don’t cover your face.

3. Don’t take your picture in front of a busy, back-lit, or cluttered background.

4. Don’t take your picture in a dark room or submit a low-quality, pixelated image.

†Results not typical.
Register for the IsaBody Challenge® at any time! The day you submit your completed 16-week entry will determine which Judging Period you qualify for.

JUDGING PERIODS

<table>
<thead>
<tr>
<th>Judging Period</th>
<th>Year</th>
<th>Completion Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judging Period 4*</td>
<td>2018</td>
<td>Complete between June 21 and Nov. 8.</td>
</tr>
<tr>
<td>Judging Period 1</td>
<td>2019</td>
<td>Complete between Nov. 9 and Feb. 28.</td>
</tr>
<tr>
<td>Judging Period 2</td>
<td>2019</td>
<td>Complete between March 1 and June 20.</td>
</tr>
<tr>
<td>Judging Period 3</td>
<td>2019</td>
<td>Complete between June 21 and Nov. 8.</td>
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</tbody>
</table>

MAINTENANCE PHOTOS

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</tbody>
</table>

Please note: For 2018 Judging Period 4 only, we will be selecting all 15 U.S. finalists and all 30 U.S. honorable mentions for the next year. Those finalists will compete at New Year Kick Off 2019 for the first-ever U.S. Grand Prize Winner. All the following judging periods will be run as usual with five finalists and 10 honorable mentions selected each round with three rounds a year.

Participants who end their Challenge period three weeks or more prior to the Challenge judging must submit four final maintenance photos that must comply with all guidelines as set forth for the "before" and "after" photos in order to be eligible for prizes and judging. These will be used during judging to verify that the Challenge results have been maintained or improved through the end of the Challenge. Not maintaining results does not disqualify participants from the Achievement Award, but all participants requiring maintenance photos must submit them in order to complete their Challenge and receive the Achievement Award.

†Results not typical.
TIMELINE EXAMPLES
Below are a few examples to help you understand the Judging Period timelines.

Person A
- Ends IsaBody Challenge June 18, 2019.
- Submits all completion materials June 20, 2019.
- Does not need to submit maintenance photos.

Person A is eligible for 2019 Judging Period 2.

Person B
- Joins IsaBody Challenge Feb. 26, 2019
- Ends IsaBody Challenge June 18, 2019
- Submits all completion materials June 21, 2019
- Must submit maintenance photos between Nov. 1-8, 2019.

Person B is eligible for 2019 Judging Period 3. Because Person B did not submit all their completion materials by the June 20, 2019, deadline, they are not eligible for 2019 Judging Period 2 and must submit maintenance photos.
ISABODY CHALLENGE PRIZES*

UNITED STATES

GLOBAL GRAND PRIZE WINNER
ONE PER YEAR (_CHOSEN FROM INTERNATIONAL GRAND PRIZE WINNERS)
• US$50,000.
• All expenses paid trip for winner and a guest to the following year’s Global Celebration.
• Professional photo shoot.
• Free Isagenix event tickets.

GRAND PRIZE WINNER
ONE PER YEAR (CHOSEN FROM FINALISTS)
• US$25,000.
• Personal photo shoot.
• All-expenses-paid trips to Costa Rica for the IsaBody™ Escape, New Year Kick Off, Arizona Retreat, Global Celebration, and Isagenix University events.
• Personal fitness training and personal business training with Isagenix and industry experts.
• Free Isagenix event tickets.

RUNNER-UP
ONE PER YEAR (CHOSEN FROM FINALISTS)
• US$10,000.
• All-expenses-paid trips to Costa Rica for the IsaBody Escape, New Year Kick Off, Arizona Retreat, Global Celebration, and select Isagenix events.
• Personal fitness training and personal business training with Isagenix and industry experts.
• Free Isagenix event tickets.

*Official rules and prizes can be found at IsaBodyChallenge.com.

The IsaBody Challenge®, all prizes, rules, and regulations, and any supporting documents are subject to change without prior notice.

FINALSISTS
15 PER YEAR (FIVE PER JUDGING PERIOD)
• US$3,000.
• Free registration and paid expenses for them and a guest to the event in which they are selected as a finalist (New Year Kick Off, Arizona Retreat, or Global Celebration).
• Free registration and paid expenses for them and a guest to that year’s NYKO for the selection of the runner-up and grand prize winner.
• Paid trip for them and a guest to the incredible all-inclusive vacation: IsaBody Escape, Costa Rica.
• Free Isagenix event tickets.

HONORABLE MENTIONS
30 PER YEAR (10 PER JUDGING PERIOD)
• US$1,000.
• Free Isagenix event tickets.

ACHIEVEMENT AWARDS
Everyone who completes the IsaBody Challenge will receive:
• A US$200 product coupon.
• Exclusive IsaBody Challenge T-shirt.
• IsaBody Challenge Achievement certificate.
• Entry into the random drawing to attend the IsaBody Escape.

THE BEST PRIZE OF ALL
Completing the IsaBody Challenge provides participants with a sense of accomplishment by setting and exceeding goals! Whether you are looking to lose weight, gain lean muscle, or age more gracefully, the IsaBody Challenge can help you transform your body, and in the process, become a part of a community of like-minded people who support each other in their individual health and wellness goals.

2017 FINALISTS

PHIL REGET
LOST 57 POUNDS†

MELODY FAULKNER
LOST 25 POUNDS†

RANDIE PETERS
GAINED 15 POUNDS†

LAURA HYMAN
LOST 106 POUNDS†

JOHN JURY
LOST 6 POUNDS†

†Results not typical.

KATE HILL
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 — past and present — to support you along the way.

Facebook.com/Groups/IsaBC
Instagram.com/IsaBody (@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 FITNESS
Tune in to IsaBody Fitness every week to learn fitness tips and watch workouts from Jill and Scott Knight, personal trainers to the Coovers! Just “like” Isagenix on Facebook, and turn on notifications to get an alert every time IsaBody Fitness goes live Wednesday afternoons! You can catch all the past workouts at Facebook.com/Isagenix/Videos.

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

2017 FINALISTS

LAUREN CRIDER
LOST 24 POUNDS†

JOSH BOETTNER
LOST 49 POUNDS†

RACHEL KREBS
LOST 90 POUNDS†

JIM KING
LOST 40 POUNDS†

ANNETTE BROOKS
LOST 25 POUNDS†

†Results not typical.
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 enrolled in the IsaBody Challenge can help boost retention, increase order basket and Cycles, and help convert product users to business builders!

80% of the people who join Isagenix and register for the Challenge within their first 90 days, and complete the Challenge, are still with Isagenix a year later.

227 BV

The average BV for a person completing the IsaBody Challenge is 227 BV – that’s almost double the average BV for an active Member.

“I believe everyone has a basic need to be supported, and that’s what the IsaBody Challenge community provides. Through encouraging our Customers to enroll in the IsaBody Challenge, we have seen a noticeable increase in retention long term, as well as more complete and lasting physical, mental, and emotional transformations. We have been able to reach more people through our own IsaBody Challenge journeys. Through being consistent on social media, our networks have taken notice of the success we are experiencing through this lifestyle, and many are wanting to become a part of it. Success is contagious!”
— DANIEL PARTEN, 2016
ISABODY CHALLENGE NORTH AMERICAN FINALIST RUNNER-UP, 4-STAR SILVER CIRCLE, CONSULTANT

“When I enroll 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 and to go for it. I know that with my coaching and the support of the IsaBody community that those 16 weeks will turn into another 16, and so on. The Challenge 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.”
— ALVIE SHEPHERD, 2016
ISABODY CHALLENGE NORTH AMERICAN GRAND PRIZE WINNER, 4-STAR GOLDEN CIRCLE, 3-STAR CRYSTAL EXECUTIVE*

“I believe our business has grown at a steady rate because of the IsaBody Challenge. The IsaBody Challenge has given my wife and me the ability to create a story and bring people along with us on our journey by using social media. Staying consistent is an important component.”
— JESSE JOHNSON, 2015
ISABODY CHALLENGE NORTH AMERICAN FINALIST, 2-STAR GOLDEN CIRCLE, 1-STAR CRYSTAL EXECUTIVE

“Our Isagenix business has been such a blessing for our family. It allows me to stay at home with our kids and still be able to contribute to the family’s income. It is so awesome getting paid every week for helping other moms and families get healthier and start their own businesses!”
— RACHEL KREBS, 2017
ISABODY CHALLENGE NORTH AMERICAN FINALIST, CRYSTAL EXECUTIVE*

*Ranks current as of 8/31/18.

Earnings or income statements (including the ability to stay at home) for these Isagenix Independent Associates exceed the average results achieved by all Associates, 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.
START YOUR TRANSFORMATION AT AN EVENT, AND SHOW OFF YOUR ISABODY SPIRIT!

Be proud of your IsaBody™! When you attend an event, stop by the IsaBody Experience while sporting your favorite IsaBody shirt. Or register for an IsaBody Challenge® when you’re at an event, and you will have a chance to win an IsaBody swag bag stocked full of workout gear and product!

PROMOTION DETAILS
• Wear one of your IsaBody shirts (earned by completing a Challenge), and visit the IsaBody Experience to you’ll earn one entry into a raffle. Limit one entry per day. Limit one entry per shirt. Up to two entries per event.
• Register for an IsaBody Challenge at the IsaBody Experience, and you’ll earn two entries into the raffle.

ELIGIBLE EVENTS
• Isagenix University
• NYKO
• Canada Celebration
• Global Celebration

Contest rules are subject to change by Isagenix at any time without prior notice. Isagenix reserves the right to adjust or deny recognition or other incentives awarded during or as a result of this contest to ensure the spirit of the contest is achieved. Points and orders will be audited.
START.
COMPLETE.
REPEAT.

REGISTER IN YOUR BACK OFFICE TODAY!
ISABODYCHALLENGE.COM