

YOUR GUIDE TO THE **ISABODY CHALLENGE®**



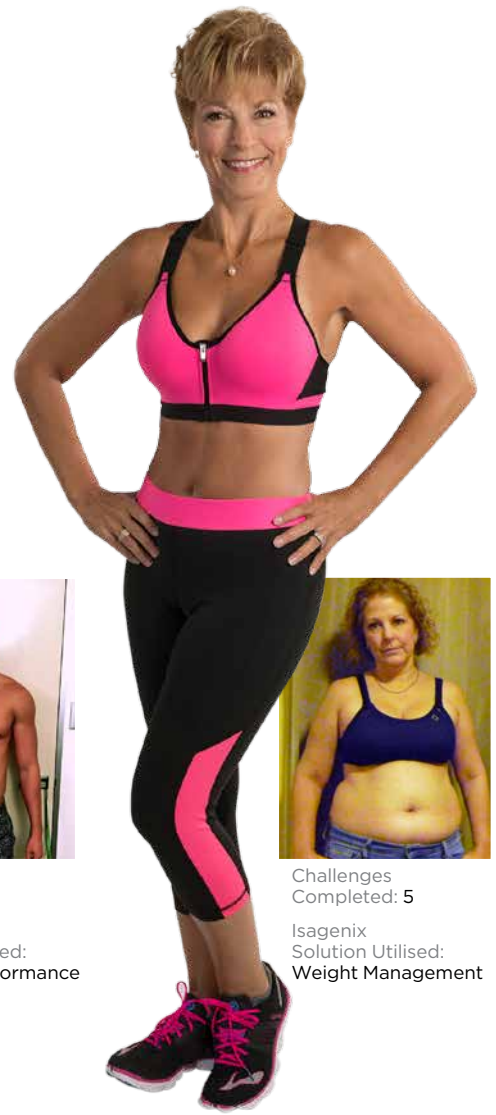
Challenges
Completed: 4

Isagenix
Solution Utilised:
Weight Management



Challenges
Completed: 1

Isagenix
Solution Utilised:
Energy & Performance



Challenges
Completed: 5

Isagenix
Solution Utilised:
Weight Management

Transform Your Body. Transform Your Lifestyle.



The IsaBody Challenge

The IsaBody Challenge is a 16-week transformation challenge designed to help support you in reaching your health and wellness goals with Isagenix products! Not only will you get the best prize of all – **a transformation that embodies your new lifestyle**, but we will also reward you every time you COMPLETE another IsaBody Challenge. Entering the Challenge gives you the opportunity to compete for the following prizes:

GRAND PRIZE WINNER

Chosen from the finalists



£5,000/€5,500



Personal photo shoot



Expenses-paid* trip to Celebration 2019

CHALLENGE FINALISTS

Two per judging period*



£1,000/€1,100



Personal photo shoot



Chance to compete for the Grand Prize

HONOURABLE MENTIONS

Four per judging period*



£500/€550



Personal photo shoot



Ticket to local event

ACHIEVEMENT AWARDS

Everyone who completes the IsaBody Challenge receives:



£150/€165 product coupon



IsaBody Challenge T-shirt**



IsaBody Challenge achievement certificate

Challenge Finalists Note: Winners must maintain or improve their results. 'Maintenance' photos will be required prior to the announcement of the Grand Prize Winner.

Achievement Awards Note: In order to utilise the product coupon (worth £150/€165) and to be considered for judging participants, you are required to be an active Associate. Product coupon will be null or void if participants do not utilise them during their judging year. Isagenix reserves the right to void prizes should the participant be in violation of the Challenge. Active status within the IsaBody Challenge requires that you maintain a membership with Isagenix and order a minimum of 100 BV every 30 calendar days, while ordering a total of 500 BV during your Challenge. Official rules and prizes can be found at IsaBodyChallenge.com

**Subject to change **T-shirt designs may differ †Please visit IsaBodyChallenge.com for full details on what the trip includes.*

Photo Tutorial

A picture is worth a thousand words, and the photos you submit to the IsaBody Challenge could mean the difference between a £150/€165 product coupon and being crowned the Grand Prize Winner! Follow these simple tips to capture your IsaBody transformation.

For additional photo requirements and information, visit IsaBodyChallenge.com.

» DO



FRONT FACING WITH NEWSPAPER

1. Wear trim, fitted athletic clothing. If you feel comfortable, take a picture shirtless (for men) or in a sports bra (for women).



FRONT

2. Take your picture against a bare wall or white background so you're the focus of the photo.



BACK

3. Take your picture in a well-lit room with a good camera to produce a high-quality image.



PROFILE/SIDE

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, a picture of yourself in the mirror, or 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.



The Path to Completion



1

'Before' Photos: *The final look at the old you*

Snap four full-body photos of you standing up (one with a newspaper as proof of start date). Upload within two weeks of your start date. To upload your photos, simply follow these steps:

STEP 1: Log in to your Back Office.

STEP 2: Select the 'Contests and Promotions' tab.

STEP 3: Scroll to IsaBody Challenge and select 'View Contest'.

STEP 4: Click 'Start a New Challenge'.

STEP 5: Enter your information and upload your four 'before' photos.

2

'After' Photos: *Show off the new you*

Snap four full-body photos of you standing up (one with a newspaper as proof of end date). 'After' photo must be taken on or before the last day of your Challenge and uploaded within two weeks by simply following these steps:

STEP 1: Log in to your Back Office.

STEP 2: Select the 'Contests and Promotions' tab.

STEP 3: Scroll to IsaBody Challenge and select 'View Contest'.

STEP 4: Click 'Go to Challenge'.

STEP 5: Upload your four 'after' photos and story, and select your T-shirt size.

3

Inspirational Story: *Tell us your story*

Write a 250-500 word story sharing your IsaBody Challenge journey and how Isagenix has improved and impacted your life. You are encouraged to submit other materials such as body measurements in inches and lifestyle photos to further demonstrate your overall transformation. Submit your story with your 'after' photos.

4

500 BV: *Use the products*

You are required to stay active, with a minimum of 100 BV purchased per month and use a total of 500 BV of Isagenix products throughout your 16-week Challenge period*.

5

Maintenance: *Photos and weigh-ins*

If you complete your Challenge three weeks or more prior to the Challenge judging period deadline, you must submit four final, full-body 'maintenance' photos, with one photo taken with a newspaper as proof of date. (You can see if 'maintenance' photos are required in the IsaBody™ section of your Back Office.)



2017-2018 Timeline & Judging

Register for the IsaBody Challenge at any time!

Your 16-week Challenge will begin on the day you register in your Back Office.

You have a two-week grace period from your end date in which to upload your completion materials. The date that you upload your completion materials will determine the judging period you qualify for and if you need to provide 'maintenance' photos.

Judging Period	Join on or before this date to be eligible for the judging period	Complete the Challenge and submit all materials between these dates to qualify for the judging period:	If you complete your Challenge before this date, 'maintenance' photos are required:	'Maintenance' Photo Due Dates
1	5th Dec. 2017	7th Nov. 2017 - 27th March 2018	6th March 2018	20th March 2018 - 27th March 2018
2	27th March 2018	28th March 2018 - 17th July 2018	26th June 2018	10th July 2018 - 17th July 2018
3	17th July 2018	18th July 2018 - 6th Nov. 2018	16th Oct. 2018	30th Oct. 2018 - 6th Nov. 2018

Judging Period 1



Judging Period 2



Judging Period 3



Timeline Examples

Below are a few examples to help you understand the judging period timelines.

Person A

- Joins IsaBody Challenge on **20th October 2017**
- Completes IsaBody Challenge on **9th March 2018**
- Submits all completion materials on **26th March 2018**

Person A is eligible for Judging Period 1

Person B

- Joins IsaBody Challenge on **14th January 2018**
- Completes IsaBody Challenge on **6th May 2018**
- Submits all completion materials on **13th May 2018**
- MUST submit 'maintenance' photos between **10th July and 17th July 2018**

Person B is eligible for Judging Period 2

Person C

- Joins IsaBody Challenge on **27th March 2018**
- Completes IsaBody Challenge on **17th July 2018**
- Submits all completion materials on **24th July 2018**
- MUST submit 'maintenance' photos between **30th Oct. and 6th Nov. 2018**

Person C did not submit their completion materials by the Judging Period 2 deadline (17th July 2018), therefore they are only eligible for Judging Period 3 and must submit "maintenance" photos.

The weight loss and lifestyle results depicted in this publication may vary depending on level of effort, adherence to a controlled-calorie dietary regime, and physical constitution. The results were achieved when Isagenix products were included as part of a healthy lifestyle that incorporates regular exercise, appropriate portion control, and a varied and balanced diet to meet desired goals. Those who are pregnant, breastfeeding, or have a medical condition are advised to consult a doctor before using Isagenix products or making any other dietary changes.

REGISTER IN YOUR BACK OFFICE TODAY!
IsaBodyChallenge.com

