

YOUR GUIDE TO THE  
EUROPEAN  
**ISABODY**  
CHALLENGE®

TRANSFORM YOUR BODY. TRANSFORM YOUR LIFE.



United Kingdom/Ireland/The Netherlands/Belgium/Spain





## What Is the IsaBody Challenge?

The IsaBody Challenge® is a 16-week total-body transformation challenge designed to help support you in reaching your ultimate health and wellness goals using Isagenix products! Everyone who successfully completes the IsaBody Challenge has the chance of winning the IsaBody Challenge Europe Grand Prize of £5,000/€5,500 and will compete for the title of GLOBAL IsaBody™ Grand Prize Winner at our Global Celebration event for an additional US\$50,000!

## IsaBody Challenge Prizes

	<b>ACHIEVEMENT AWARD</b> (Anyone who successfully completes the Challenge)	<b>HONOURABLE MENTIONS</b> (Four per Judging Period)*	<b>FINALISTS</b> (Three per Judging Period)*	<b>GRAND PRIZE WINNER</b> (Chosen from the 9 finalists)	<b>GLOBAL GRAND PRIZE WINNER</b> (Chosen from all international grand prize winners)
US\$50,000 prize					✓
£5,000/€5,500 prize				✓	✓
£1,000/€1,100 prize			✓	✓	✓
£500/€550 prize		✓			
£150/€165 product coupon	✓	✓	✓	✓	✓
Personal photo shoot			✓	✓	✓
All-expenses-paid trip to Global Celebration**				✓	✓
One ticket to a local event		✓		✓	✓
Exclusive IsaBody Challenge T-shirt***	✓	✓	✓	✓	✓
Achievement certificate	✓	✓	✓	✓	✓
Event ticket to attend the Judging Event			✓	✓	✓
Social media recognition		✓	✓	✓	✓

\*Subject to change \*\*Please visit [IsaBodyChallenge.com](http://IsaBodyChallenge.com) for full details on what the trip includes. \*\*\* T-shirt designs may differ

## THE BEST PRIZE OF ALL

Completing the IsaBody Challenge provides participants with a sense of accomplishment as they set and exceed 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 part of a community of like-minded people who support each other in their individual health and wellness goals.

In order to be eligible for reward trips, winners must maintain or improve their results. 'Maintenance' photos will be required prior to booking the awarded trips. Official rules and prizes can be found at [IsaBodyChallenge.com](http://IsaBodyChallenge.com). The IsaBody Challenge, all rules and regulations, and any supporting documents are subject to change without prior notice.

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 Award Note: In order to utilise the product coupon (worth £150/€165) and to be considered for judging, 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](http://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](http://IsagenixHealth.net).

# How to Join

Your transformation is at your fingertips! To register for the Challenge, visit [IsaBodyChallenge.com](http://IsaBodyChallenge.com), and click the green button that says 'Register for the IsaBody Challenge now!'. Alternately, you can register from your Back Office under the 'Contests and Promotions' tab. Scroll to IsaBody Challenge and select 'View Contest'. Then, click 'Start a New Challenge' to begin the process.

## ISABODY CHALLENGE THE PATH TO COMPLETION

### 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). To register for the Challenge, you must upload your 'before' photos within two weeks of your start date.

### 2 500 BV: USE THE PRODUCTS

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

### 3 'After' Photos: SHOW OFF THE NEW YOU

Snap four full-body photos of you standing up (at least one with proof of end date). 'After' photo must be taken on the last day of your Challenge and uploaded within two weeks of your end date.

### 4 Inspirational Essay: TELL US YOUR STORY

Write a 250-500 word essay 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 and lifestyle photos to further demonstrate your overall transformation. Submit your essay with your 'after' photos.

### 5 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). You can see if 'maintenance' photos are required in the IsaBody™ section of your Back Office.



#### Kathryn Harrold

2019 EUROPE  
ISABODY CHALLENGE  
GRAND PRIZE WINNER  
CHALLENGES COMPLETED: 1

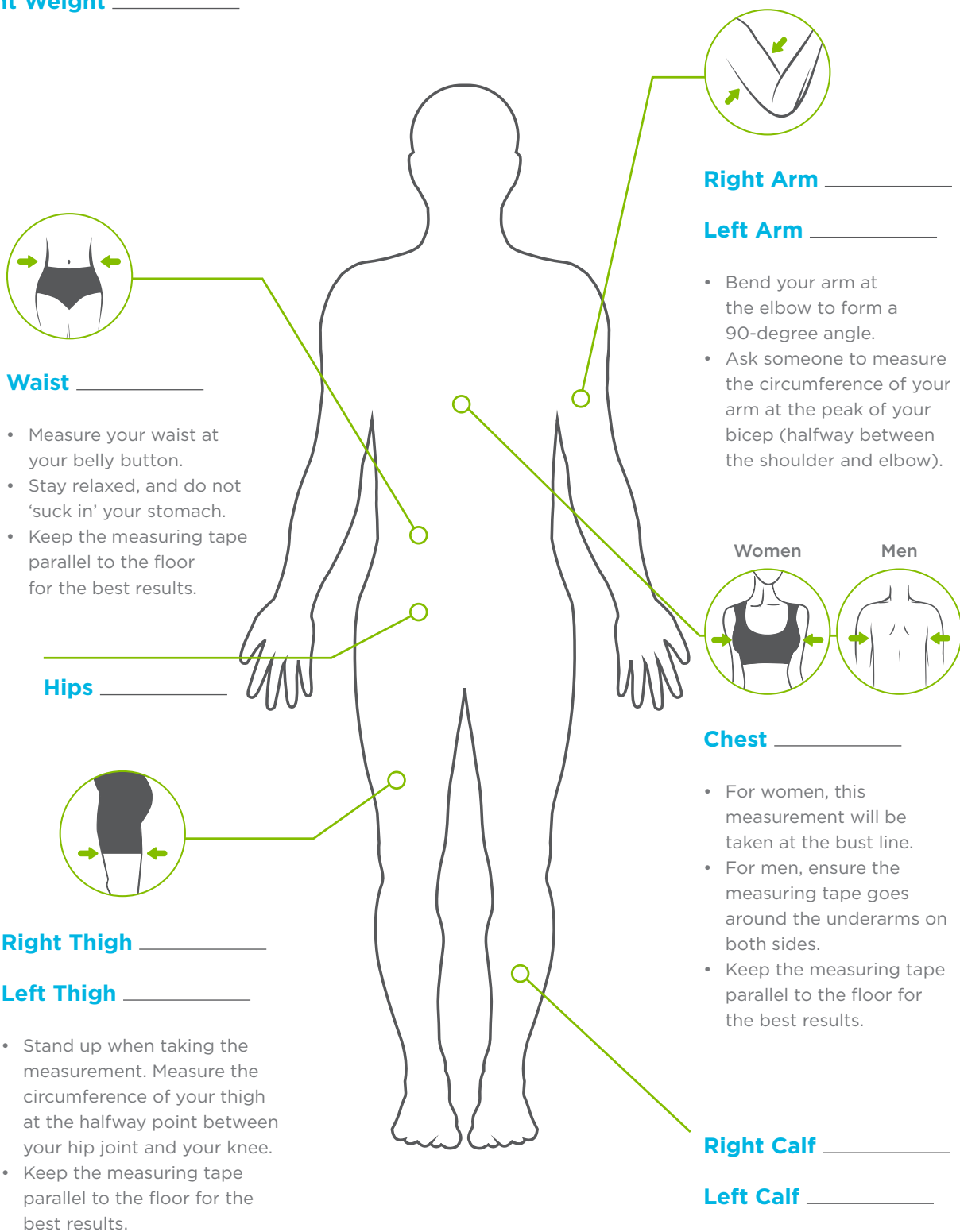
\*To be considered for prizes, Associates must be active during and after the Judging Period, and the 500 BV accumulation will be tracked from your start date to the end of your 16-week Challenge period.

# Let's Get Started

Begin the Challenge by tracking your current measurements and photographing yourself. We recommend taking your measurements in a relaxed, unflexed state on your bare skin, not over clothing. Continue to keep track of how many centimeters you have lost throughout your challenge - it can be a powerful indicator of your progress.

## TAKE YOUR MEASUREMENTS

**Current Weight** \_\_\_\_\_



**Waist** \_\_\_\_\_

- Measure your waist at your belly button.
- Stay relaxed, and do not 'suck in' your stomach.
- Keep the measuring tape parallel to the floor for the best results.

**Hips** \_\_\_\_\_

**Right Thigh** \_\_\_\_\_

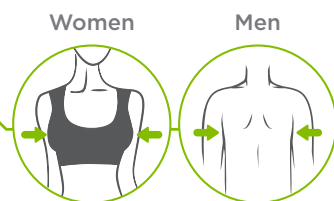
**Left Thigh** \_\_\_\_\_

- Stand up when taking the measurement. Measure the circumference of your thigh at the halfway point between your hip joint and your knee.
- Keep the measuring tape parallel to the floor for the best results.

**Right Arm** \_\_\_\_\_

**Left Arm** \_\_\_\_\_

- Bend your arm at the elbow to form a 90-degree angle.
- Ask someone to measure the circumference of your arm at the peak of your bicep (halfway between the shoulder and elbow).



**Chest** \_\_\_\_\_

- For women, this measurement will be taken at the bust line.
- For men, ensure the measuring tape goes around the underarms on both sides.
- Keep the measuring tape parallel to the floor for the best results.

**Right Calf** \_\_\_\_\_

**Left Calf** \_\_\_\_\_

# 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 £150/€165 product coupon and being awarded the grand prize! Follow these simple photography tips to best capture your transformation.

## DO

FRONT-FACING WITH NEWSPAPER/TIME STAMP



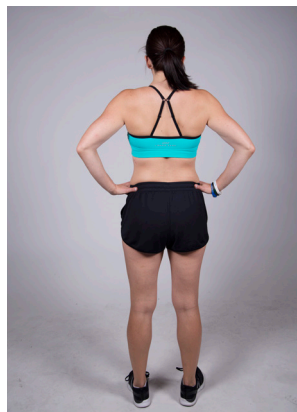
1. Wear trim, fitted athletic clothing. If you feel comfortable, take a picture shirtless (for men) or in a sports bra (for women).

FRONT



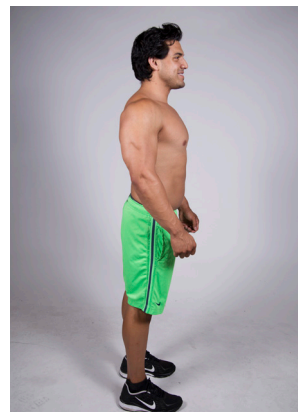
2. Take your picture against a bare wall or white background so you're the focus of the photo.

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 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, backlit, or cluttered background.



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

## Next Step

Now that you've taken your photos and measurements, you may want to keep a journal to help you stay motivated throughout your Challenge. Start by asking yourself these questions:

- What is my 'why' or the reason(s) I joined the IsaBody Challenge?
- What are my goals for this IsaBody Challenge?
- What steps will I take to achieve my goals during the next 16 weeks?

## Shake Up Your Routine

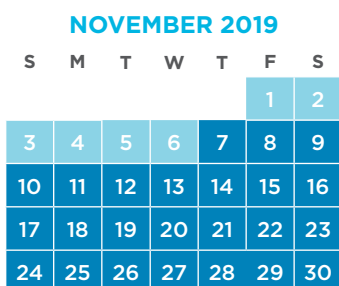
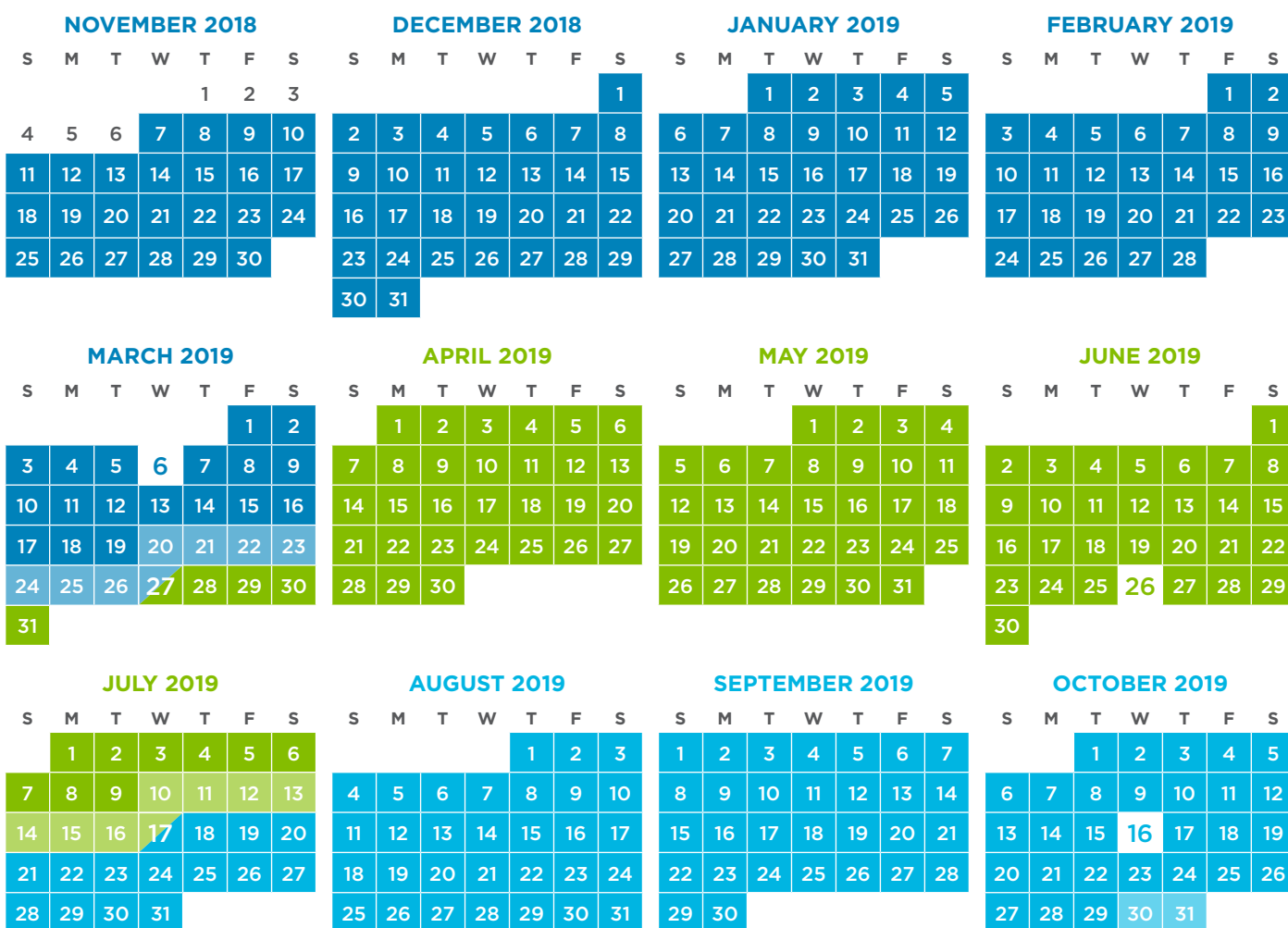
Stay on track with your goals using a healthy meal replacement option like an IsaLean™ Shake. You can easily fuel your body with nutritional support with this delicious offering. Just head to **Isagenix.com** to place your order today!



# 2018-2019 IsaBody Judging Periods

**Register for the IsaBody Challenge® at any time!** The day you submit your completion materials will determine the Judging Period for which you qualify. You have a two-week grace period from your end date in which to upload your completion materials. If your two week submission window falls over a deadline to be eligible for a particular judging period (27 March, 17 July, 6 November), all materials must still be submitted by those deadline dates to be in that judging period. Materials submitted after that date (but before your two week submission deadline) will be included in the following judging period.

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
<b>1</b>	<b>5 Dec. 2018</b>	<b>7 Nov. 2018 - 27 March 2019</b>	<b>6 March 2019</b>	<b>20 March 2019 - 27 March 2019</b>
<b>2</b>	<b>27 March 2019</b>	<b>28 March 2019 - 17 July 2019</b>	<b>26 June 2019</b>	<b>10 July 2019 - 17 July 2019</b>
<b>3</b>	<b>17 July 2019</b>	<b>18 July 2019 - 6 Nov. 2019</b>	<b>16 Oct. 2019</b>	<b>30 Oct. 2019 - 6 Nov. 2019</b>



## TIMELINE EXAMPLES

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

### Person A

- Joins IsaBody Challenge **Dec. 3, 2018**.
- Ends IsaBody Challenge **March 25, 2019**.
- Submits all completion materials **March 27, 2019**.
- Does not need to submit maintenance photos.

**Person A is eligible for 2019 Judging Period 1.**

### Person B

- Joins IsaBody Challenge **Dec. 3, 2018**.
- Ends IsaBody Challenge **March 25, 2019**.
- Submits all completion materials **March 28, 2019**.
- Must submit maintenance photos **July 10-17, 2019**.

**Person B is eligible for 2019 Judging Period**

**2.** Because Person B did not submit all their completion materials by the March 27, 2019 deadline, they are not eligible for 2019 Judging Period 1 and must submit maintenance photos.

# Getting Down to Business

## DID YOU KNOW?

The IsaBody Challenge® doesn't just transform bodies and lifestyles — it can also help transform your business. Getting your team enrolled in the IsaBody Challenge can help boost retention, increase order baskets and Cycles, and 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.

## 208 BV



The average monthly BV of an Associate who started and completed the IsaBody Challenge is 208 - that is double the monthly BV requirement for an active member. \*\*



“Initially, I never looked at the Isabody Challenge as a business building tool. However, after completing my first Isabody Challenge and having an incredible transformation, my network started to pay closer attention to what I was doing. I found that more people were following my journey and reaching out for help. It was a penny drop moment for me as I realised that I inspired so many more people and showed everyone what was possible on the products. I was then able to share authentically with people that it was specifically the Isabody Challenge that got me to where I was and so everybody I spoke to was open to doing it. I noticed an increase in my enrolments, retention and influence. It enabled me to step away from my full time job and in to part time work so that I could focus on looking after my Isagenix and Isabody customers. I now see that the Isabody Challenge is in fact one of the most powerful business building tools we have in Isagenix and I will never stop making it my first port of call when it comes to introducing people to the products.”

**SAM ANDERTON, 2015 AUSTRALIA ISABODY CHALLENGE, HONOURABLE MENTION, 3 Star Golden Circle, Executive**



“Winning the IsaBody challenge has not only given me my life back, confidence and belief in myself again, but also the opportunity to help others achieve their goals and dreams too. It has given me a larger platform to reach out and help more people. I have been able to share my IsaBody experience and journey on social media, which in turn has inspired others to do the same. It has also shown that real people like myself can really transform their life and become the healthiest and happiest version of themselves if they truly desire. I like to emphasise to my team and new members that setting mental goals to achieve a positive mindset and confidence are just as important as setting physical goals, as one supports the other. The IsaBody Challenge has provided the opportunity for me to lead by example, help individuals to believe in themselves and to visualise the success they want to work towards. I strongly believe that once you truly start believing in yourself the results will show up.”

**LAURA HALLETT, UK 2018 ISABODY CHALLENGE GRAND PRIZE WINNER, Crystal Director**



“When I started my IsaBody journey, all I wanted was to be my old self again and feel happy in my own body. The IsaBody Challenge kept me accountable and the results I got attracted others to start their journey as well. For me, it was all about going first and showing the way. By showing the way to others, my business started to grow and I will keep sharing the IsaBody Challenge.”

**JUDITH PEERBOOM, 2018 EUROPE ISABODY CHALLENGE FINALIST, 2-Star Silver Circle, Director**

\*Ranks current as of 24 January 2019.

\*\* Figures based on 2017 UK IsaBody results and 2018 EU Judging Period 1 Sign-ups; Figures accurate as of 24 October 2017

Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup.

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.

## IsaBody Support

### ISABODY SOCIAL MEDIA

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



[Facebook.com/Groups/IsaBodyChallengeEurope](https://www.facebook.com/Groups/IsaBodyChallengeEurope)

### 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 [IsaBodyChallengeEU@IsagenixCorp.com](mailto:IsaBodyChallengeEU@IsagenixCorp.com).

### ISABODY CHALLENGE WEBSITE

For more information on getting started, prizes, rules, and success stories, visit [IsaBodyChallenge.com](http://IsaBodyChallenge.com).

# 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.