



修身挑戰賽參賽指南

HONG KONG

**ISABODY**  
CHALLENGE®

TRANSFORM YOUR BODY. TRANSFORM YOUR LIFE.



## WHAT IS THE ISABODY CHALLENGE

The IsaBody Challenge® is a 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. Whether your goal is to look better, feel better, eat better, or move better, this is your opportunity to change your life for the better, whatever your goals may be.

You'll leave this program a better person than when you started. Plus, you'll receive a coupon code for up to US\$200 of Isagenix products when you successfully complete your IsaBody Challenge. You're already using the Isagenix products, so why not take advantage of the IsaBody Challenge?

### BENEFITS OF THE ISABODY CHALLENGE

During the Challenge, you will set new goals for your health, fitness, and overall wellness. You will be part of a community full of support and encouragement. The IsaBody Challenge is the vehicle to transform your lifestyle. What have you got to lose?

	FINALISTS (One per Judging Period)	HONORABLE MENTIONS (Two per Judging Period)	ACHIEVEMENT AWARD (Anyone who completes the Challenge)
US\$700 PRIZE	✓		
US\$300 PRIZE		✓	
US\$200 PRODUCT COUPON	✓	✓	✓
PROFESSIONAL PHOTO SHOOT	✓		
EXCLUSIVE ISAGENIX GIFT	✓	✓	✓
ACHIEVEMENT CERTIFICATE	✓	✓	✓

### 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 [TW.IsaBodyChallenge.com](http://TW.IsaBodyChallenge.com). The IsaBody Challenge, all rules and regulations, and any supporting documents are subject to change without prior notice.

Weight maintenance, 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. 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, making any other dietary changes, or attempting to lose weight.

## HOW TO JOIN

Your transformation is at your fingertips! To register for the Challenge, visit [HK.IsaBodyChallenge.com](http://HK.IsaBodyChallenge.com), and click the green button that says “Register for the Challenge now!”

# 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 three days 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). Upload within two weeks of your end date.

## 4 Inspirational Essay: TELL US YOUR STORY

Write a 250- to 500-word essay sharing your IsaBody Challenge® journey. 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).



### Wong Kam Fai

2018 HONG KONG ISABODY CHALLENGE  
GRAND PRIZE WINNER

\*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. If you are required to submit maintenance photos and weigh-ins, you will need to remain active until the maintenance submission date.

# ISABODY CHALLENGE JUDGING PERIODS

## 2021-2022 JUDGING PERIOD 1: DATES TO REMEMBER

### LAST DATE TO JOIN

to be eligible for this Judging Period



### COMPLETE THE CHALLENGE AND SUBMIT MATERIALS BY

this date to qualify for this Judging Period



### MAINTENANCE PHOTO

is required if you completed the Challenge prior to this date



### MAINTENANCE PHOTO DUE

between these dates



## 2021-2022 JUDGING PERIOD 2: DATES TO REMEMBER

### LAST DATE TO JOIN

to be eligible for this Judging Period



### COMPLETE THE CHALLENGE AND SUBMIT MATERIALS BY

this date to qualify for this Judging Period



### MAINTENANCE PHOTO

is required if you completed the Challenge prior to this date



### MAINTENANCE PHOTO DUE

between these dates



## 2021-2022 JUDGING PERIOD 3: DATES TO REMEMBER

### LAST DATE TO JOIN

to be eligible for this Judging Period



### COMPLETE THE CHALLENGE AND SUBMIT MATERIALS BY

this date to qualify for this Judging Period



### MAINTENANCE PHOTO

is required if you completed the Challenge prior to this date



### MAINTENANCE PHOTO DUE

between these dates



# ISABODY CHALLENGE TIMELINE EXAMPLES

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

### PERSON A

- Joins the Challenge **Jun. 19**.
- Ends the Challenge **Oct. 9**.
- Submits all completion materials **Oct. 11**.
- Does not need to submit maintenance photos.

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

### PERSON B

- Joins the Challenge **Jun. 19**.
- Ends the Challenge **Oct. 9**.
- Submits all completion materials **Oct. 12**.
- Must submit maintenance photos **Jan. 24-31**.\*

**Person B is eligible for Judging Period 2** because they did not submit all their completion materials by the Judging Period 1 deadline and must submit maintenance photos.

# ISABODY CHALLENGE FAQ

## Who is eligible to participate in the IsaBody Challenge?

- The Challenge is open to anyone 18 years of age and above.
- Participants must also be an Active Isagenix Associate.
- Need to purchase at least 500BV during the 16-week challenge period.

## Do I have to take a picture of myself in order to compete in the IsaBody Challenge?

Yes, “before” and “after” photos are required for the IsaBody Challenge within the submission date. If you complete your Challenge 3 weeks or more prior to your judging period, you must submit four final, full-body “maintenance” photos (one with proof with date).

## The rules for maintain active status and earn product certificate during the challenge period?

If participant becomes inactive before the Challenge judging period end date, he/she will be disqualified from the judging of the Challenge and earning of product cash voucher.

## Any tips for the winning Essay?

Written Essay (50%) & Before and After photos (50%)

To help you write an awesome essay, here are a few sentences to get you started:

- Before Isagenix I felt ...
- I was introduced to Isagenix by ...
- My results were ...
- I'm now able to ...
- I will motivate others to join the Challenge by ...

1. Focus on the impact that the Challenge has had on your life both physically and emotionally.
2. Be descriptive: Gives examples of changes you have made in your life throughout your Challenge. Use stories to help the judges visualize your transformation. Take them on a journey!
3. Don't be too lengthy. You have 250 to 500 words to tell us your transformation journey.

Top tips:

- Reflect on how your life was like before the IsaBody Challenge, what happened during the Challenge, and how your life is like after the Challenge.
- Use additional materials to reflect on your entire journey. A video or lifestyle photos are great visual support!

## Any special requirement for the top qualifiers including finalist and honorable mentions?

Participants should maintain their weight until the presentation ceremony in order to receive their awards. In addition, they must attend the presentation ceremony or otherwise, organizer reserves the right to select a replacement.

# ISABODY CHALLENGE NOTICE

1. The photos will no longer be returned. Participants are advised to back up on their own. And once adopted, Isagenix will have the right to use photos, stories and related data.
2. The Achievement Award winners or above must subtracts at least 3kg to receive the prize.
3. Isagenix reserves the right to modify the Isabody Challenge rules.

ISAGENIX

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