

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.



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TORI NEWING

Isagenix Customer since 2018 2020 New Zealand IsaBody Challenge Grand Prize Winner

PATH TO COMPLETION

To be eligible for a completion pack

'Before':

The final look at the old you

Snap four full-body photos of you standing. Upload via your Back Office when you register for your Challenge. Make sure one of the four photos has a time stamp or features a newspaper from the established start date.

500 BV:

Use the products

Participants must purchase and use Isagenix products during their IsaBody Challenge. A minimum of 500 BV is required throughout your 16-week Challenge period.

'After':

Show off the new you

Snap four full-body photos of you standing. Upload within two weeks of your Challenge End Date. Make sure one of the four photos has a time stamp or features a newspaper from the established completion date.

To be eligible for judging

Inspirational Essay:

Tell us your story

Write a 250-500 word essay sharing your IsaBody Challenge journey. Submit your essay at the same time as your 'after' photos.

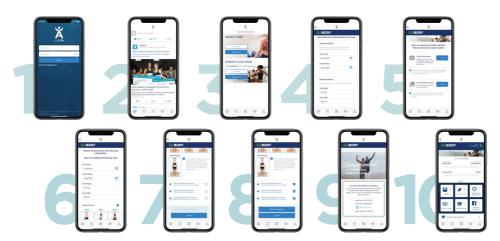
Maintenance:

Photos and weigh-ins

Participants who complete their IsaBody Challenge three or more weeks prior to the Challenge judging period deadline are required to upload four final 'maintenance' photos via the Back Office.



LET'S GET STARTED!



- 1. Log in to your IsaLife App
- 2. Tap **!!!** (Grid icon) to access the Available Programs page.
- 3. Under the IsaBody Challenge section, tap 'Register Now'.
- 4. Enter your DOB and required measurements.
- 5. Choose to take or upload your photos.

- 6. Verify your IsaBody Challenge Information.
- Click the check boxes to acknowledge all terms and conditions.
- 8. Tap 'Submit and Register'.
- 9. You are now ready to start your Challenge!
- Track your Challenge via your IsaBody Dashboard

SIGN UP CHECKLIST

I HAVE:

- Submitted my 4 'before' photos
- Submitted my starting weight and height
- Noted the dates I need to upload my 'after' photos and, if required essay and 'maintenance' photos
- Read the 'Official Rules and Regulations'

TAKE YOUR PHOTOS

The photos you submit to the IsaBody Challenge could mean the difference between a \$200 product coupon and being crowned a Finalist or Grand Prize Winner! Here are some tips on taking your photos at the start of your Challenge.

DO

FRONT WITH NEWSPAPER/TIME STAMP



CONT





PROFILE/SIDE



- ✓ Wear trim, fitted athletic clothing.
 Women no underwear please! A sports crop and shorts are best.
 Men avoid briefs and trunks. Shirtless is preferred.
- ✓ Take your picture against a bare wall or white background so you're the focus of the photo. Remove any clutter and ensure the space is well-lit.
- √ Take your picture in a well-lit room with a good camera to produce a high-quality image.
- Ask a supportive friend or family member to take your photo. If you're shy, set the self-timer on your phone or camera.

DON'T









- X Wear baggy, loose-fitting clothes.
- X Take Selfies. Even using a mirror, your camera or phone will obstruct the photo.
- X Take your picture in front of a busy, back-lit or cluttered background.
- X Take your picture in a dark room or submit a low-quality, pixelated image.

TAKE YOUR MEASUREMENTS

Although you're only required to keep track of your weight, taking measurements along the way helps you get a better picture of your IsaBody journey. Keeping track of how many centimetres you have lost can be a powerful indicator of your progress.

Neck Upper Arm Chest Waist Hips Thighs Calves

▶ NFCK

Keep your head straight and neck long Measure the circumference

UPPER ARMS

Relax your arm beside your body

Measure the circumference of your arm at the peak
of your bicep
(halfway between the shoulder and elbow)

▶ CHEST

Women: take this measurement at the bust line Men: ensure the measuring tape touches the armpits on both sides

Keep the measuring tape parallel to the ground

▶ WAIST

Measure the waist circumference at belly button height

Stay relaxed and don't 'suck in' your stomach Keep the measuring tape parallel to the ground

▶ HIPS

Stand with your feet together

Take this measurement around the widest part of the hips, halfway between the hipbones and thighs Keep the measuring tape parallel to the ground

THIGHS

Measure the circumference of your thigh halfway between your hip joint and your knee Keep the measuring tape parallel to the ground

CALVES

Measure the circumference of your calf at its widest point, roughly \(^3\)/4 of the way up from your ankle

Keep the measuring tape parallel to the ground



TIPS

When taking measurements make sure you use a cloth measuring tape. Make sure that the tape is level and neither too tight nor too loose. For best results measure yourself on your bare skin instead of over clothes!

Check your progress every four weeks to see how far you've come. Why not keep track in your IsaBody Journal?

COMPLETE YOUR CHALLENGE

You've transformed your life over the past 16 weeks and now the time has come for you to submit your 'after' photos and if you have opted in for the judging process write your essay.

Your Winning Essay - 50% of score, if opted in for judging

What were the pivotal moments of your last 16 weeks? How did these moments contribute to your amazing results? Follow these tips to blow the judges away!

Craft Your Story

- 1. Craft a compelling, personal story with four key elements:
 - Your background story
 - The things you didn't like about your background
 - How Isagenix came to the rescue
 - Your results, or how you feel about your future
- 2. Focus on the impact that the Challenge has had on your life both physically and emotionally. If you kept a diary throughout the Challenge, share some of your thoughts along the way.
- 3. Celebrate the milestones! What did you achieve?
 - 4. Be descriptive. Give examples of changes you have made in your life throughout your Challenge. Help the judges visualise your transformation; take them on a journey!
- 5. Attach the cover sheet, found in your Back Office.
 - Keep it simple and concise. Stick to the 500-word limit to tell your story.
 - 7. Get creative with your presentation. Include a story, vision board or anything else you believe demonstrates the changes in your life.

DOMINICA'S TOP TIPS

- Use the 'my story' template to guide you. Be clear on what your intentions were for the challenge, and what you were hoping to achieve in the 16 weeks.
- Go into depth on your pain points and any struggles you may have faced prior to the challenge or even during the challenge. The judges want to know about your whole journey.
- 3. It's not just about the physical transformation, but the mental one too. Don't be shy to talk about how the challenge has helped you grow as a person and impacted your mindset.
- 4. Highlight what you have achieved at the end, and how this has impacted your life and those around you. This isn't just about a number on the scale, but how it makes you feel!



DOMINICA CLARK

Isagenix Customer since 2014 2019 Australia IsaBody Challenge Finalist

Your 'After' Photos - 50% of score, if opted in for judging

- Four photos are required. See page 4 for tips on taking them.
- Must be taken on or before the last day of your Challenge.
- If possible, wear the same clothes and pose in the same positions as your 'before' shots.
- 'Lifestyle' photos are optional, but help to show the judges what you're doing with your new body, and how your life has changed. Get creative!



In the 'Lifestyle' photo section, you can also post your 'before Isagenix' photos, especially if they show a greater transformation than just this Challenge.

Submitting your Photos and Essay

Log in to your IsaLife App and access the Available Programs page. Under the IsaBody Challenge section, click 'My Challenge' to go to your current Challenge.

After photos must be taken on or before your Challenge end date and you have two weeks from your Challenge End Date to upload your 'after' photos. The date you upload your 'after' photos will determine which Judging Period you are in and if you will need 'maintenance' photos, if you opted in for Judging.

Maintenance Photos

Participants who opt in for the judging process and complete their Challenge more than three weeks prior to the end of the Judging Period must submit four final maintenance photos that comply with all guidelines for the 'before' and 'after' photos in order to be eligible for prizes and judging. These must be taken and submitted during the Judging Period's Maintenance Week.

COMPLETION CHECKLIST

I HAVE:

- Ordered products to the value of 500 BV or more during the 16-week Challenge period
- Submitted my four 'after' photos
- Submitted my end weight
- Submitted my T-shirt size

If submitting for Finalist judging:

- Submitted my 250-500 word essay with a cover page
- Submitted my 'maintenance' photos if required

When to Expect Your Prizes

Product coupons are loaded directly into your Back Office 24 hours after you submit your 'after' photos. Completion Packs are posted to the shipping address in your Back Office within three months of the close of your Judging Period (three per year). See Challenge Timeline on pages 10-11.

PRIZES

Participants who complete all requirements have the chance to win a share of over **AU/NZ\$100,000** in cash and prizes.

COMPLETION PACK

EVERYONE WHO COMPLETES

Product coupon for AU/NZ\$200 Exclusive IsaBody merchandise

TRANSFORMATION OF THE MONTH

12 PER YEAR

Product coupon for AU/NZ\$100 Recognition on social media

HONOURABLE MENTION

5 PER JUDGING PERIOD

Cash prize of AU/NZ\$500 Recognition on social media

FINALIST PRIZE

4 AU FINALISTS PER JUDGING PERIOD AND 2 NZ FINALISTS PER JUDGING PERIOD

Cash prize of AU/NZ\$4,000

Return airfares, accommodation and Event Ticket to ANZ Celebration

Exclusive ANZ Celebration Reception

Professional photo shoot including hair and make-up

Recognition on stage at ANZ Celebration and on social media

GRAND PRIZE

1 AU PER YEAR AND 1 N7 PER YEAR

In addition to Finalist Prize:

Cash prize of AU/NZ\$15,000

Free registration and paid expenses to ANZ Events

Recognition on social media and in Isagenix marketing materials

Personal business training



ISABODY CHALLENGE 2022/23 TIMELINE

The Challenge runs for 16 weeks. 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

	D	ECEI	MBEI	20:	21			JANUARY 2022									EBRU	JARY	202	22	MARCH 2022							
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12	13	14	15	16	17	18	9	10	11	12	13	14	15		13	14	15	16	17	18	19	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22		20	21	22	23	24	25	26	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29		27	28						27	28	29	30	31		
							30	31																				

APRIL 2022 w T S 9 11 12 13 14 15 20 21 22 23 24 25 26 27 28 29 30

IMPORTANT DATES

- Start between 31 July and 18 December 2021
- End date is 9 April 2022
- If you complete your Challenge before 19 March and have opted in for the Judging Process, upload Maintenance Photos 2-9 April 2022
- Materials must be submitted no later than 9 April 2022 (Note: Materials submitted after this date will not be included and will not be eligible for judging until the following Judging Period).
- $\bullet \ \ \text{Product coupon loaded directly to your Back Office 24 hours after you submit your 'after' photos.}$
- Completion Pack sent by June 2022
- Finalists announced June 2022

JUDGING PERIOD 2

		APF	RIL 2	022						MA	Y 20	22		JUNE 2022									
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10	11	12	13	14	15	16		15	16	17	18	19	20	21	12	13	14	15	16	17	18		
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24	25	26	27	28	29	30		29	30	31					26	27	28	29	30				

MAINTENANCE REMINDER | MAINTENANCE WEEK

Participants who complete their 16-week Challenge before this date and have opted in for judging must submit 4 final Maintenance Photos that comply with all guidelines for 'before' and 'after' photos. These must be taken and submitted during the Maintenance Week of that round the Maintenance Week of that round

	JULY 2022														
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24	25	26	27	28	29										
21															

IMPORTANT DATES

- Start between 18 December 2020 and 9 April 2022
 - End date is 30 July 2022
- If you complete your Challenge before 9 July and have opted in for the Judging Process, upload Maintenance Photos 23-30 July 2022
- Materials must be submitted no later than 30 July 2022 (Note: Materials submitted after this date will not be included and will not be eligible for judging until the following Judging Period).
- · Product coupon loaded directly to your Back Office 24 hours after you submit your 'after' photos.
- Completion Pack sent by September 2022
- Finalists announced September 2022

JUDGING PERIOD 3

		JU	LY 20	22				AUGUST 2022									SEPTEMBER 2022									OCTOBER 2022							
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- NOVEMBER 2022

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 7 28 29 30
- If you complete your Challenge before 26 October 2022 and have opted in for the Judging Process, upload Maintenance Photos 12-19 November 2022
- Materials must be submitted no later than 19 November 2022
- (Note: Materials submitted after this date will not be included2and will not be eligible for judging until the following Judging Period).
- · Product coupon loaded directly to your Back Office 24 hours after you submit your 'after' photos.
- Completion Pack sent by January 2023
- Finalists announced January 2023

TIMELINE EXAMPLES

Person A



Registers for IsaBody Challenge on 25 March Completes IsaBody Challenge on 15 July Two weeks to submit all materials by 29 July Does not require 'maintenance' photos Is eligible for Judging Period 2

Person B

Registers for IsaBody Challenge on 1 February Completes IsaBody Challenge on 24 May Two weeks to submit all materials by 7 June



Completes Challenge three or more weeks prior to Judging end date 30 July and is required to submit 'maintenance' photos Submits 'maintenance' photos 23-30 July Is eligible for Judging Period 2

Person C

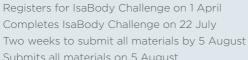


Registers for IsaBody Challenge on 1 April Completes IsaBody Challenge on 22 July Two weeks to submit all materials by 5 August

Does not require 'maintenance' photos but MUST submit all materials by 30 July Person C is eligible for Judging Period 2

NOTE: Person C qualifies for Judging Period 2 because they submitted all materials by 30 July. If they submitted their materials between 31 July and 5 August, they would be eligible for Round 3, like Person D.

Person D



Submits all materials on 5 August

Person D now must submit 'maintenance' photos between 12-19 November Person D is now eligible for Judging Period 3



NOTE: Person D qualifies for Judging Period 3 because they submitted all materials after 30 July, the Judging Period 2 deadline. They now need to submit maintenance photos, as their Challenge ended more than three weeks prior to the end of the Judging Period.

FAQS

When does the IsaBody Challenge start and end?

Registration for the IsaBody Challenge is always open. The Challenge runs for 16 weeks, so your start date will be the day you register in the IsaLife™ app or your Back Office. The date that you upload your after photos and essay will determine your Judging Period, if you opted in for judging.

While the Challenge runs for 16 weeks, if you opted into the Judging Process you may be required to submit additional photos after the 16 weeks to complete your Challenge.

Check your IsaLife app or Back Office for your Challenge due dates and see our frequently asked questions on ANZ.IsaBodyChallenge.com to learn more about maintenance photos.

What is required to successfully complete the IsaBody Challenge?

- Four before photos.
- Use of Isagenix products (at least 500 BV, including 100 BV every 30 days) for 16 weeks.
- Four after photos.

What is required to submit my Challenge for the Judging Process?

- Four before photos.
- Use of Isagenix products (at least 500 BV, including 100 BV every 30 days) for 16 weeks.
- Four after photos.
- Opt-in to the judging process.
- 250-to-500-word essay.
- Four maintenance photos (only if you completed your IsaBody Challenge three or more weeks prior to your Judging Period deadline).

Why do I need a timestamp in my photos?

The timestamp verifies the date you start your Challenge. If you have a smartphone, there are several free apps you can use to timestamp your photo such as TimeStampit. The IsaLife™ app will automatically date stamp your front-facing photo when you register for the Challenge using the app.

What are maintenance photos? Do I need to submit them?

Participants who opt in for the judging process and complete their Challenge more than three weeks prior to the end of the Judging Period must submit four final maintenance photos that comply with all guidelines 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.

How soon can I start a new Challenge after I finish one?

If you have finished a Challenge and submitted your after photos, you can start a new Challenge right away. We suggest using your after photos as your new before photos for your next Challenge. If you opted in for the judging process and have submitted your after photos and essay but will require maintenance photos, you can still start your new Challenge before you submit maintenance photos. Simply follow the steps in your IsaLife app or Back Office to register for a new Challenge.

Is there a certain product purchase requirement for the Challenge?

Yes. You must purchase a minimum of 500 BV of Isagenix products for personal consumption during your 16-week Challenge period, including 100 BV every 30 days. BV is accumulated within the seven days prior to your start date, up until the day you submit your after photos. Orders outside of that time frame do not count toward your 500 BV minimum. Both wholesale and Autoship orders count toward the BV requirements.

Where can I find important information like competition rules?

Head to ANZ.IsaBodyChallenge.com to find information including Official Rules, Support Tools and prizes.



ISABODY CHALLENGE SUPPORT

Explore the support page at: ANZ.IsaBodyChallenge.com and subscribe to ANZ.IsaFYI.com

Use our social media pages to keep yourself motivated and up to date.

facebook.com/groups/IsaBodyANZ

IsaBodyANZ

Watch videos from IsaBody Challenge Finalists to inspire you at:

Youtube.com/IsagenixANZ

Find answers to FAQs at: ANZ.IsaBodyChallenge.com/faq.html

Keep in touch with our team, send queries to: IsaBodyChallengeANZ@IsagenixCorp.com

Get your IsaBody IsaGear at: <u>IsaSalesTools.com.au</u>

START COMPLETE REPEAT

ISAGENIX