



YOUR GUIDE TO THE  
SINGAPORE

# ISABODY CHALLENGE<sup>®</sup>

TRANSFORM YOUR BODY. TRANSFORM YOUR LIFE.





## 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 grand prize of SG\$7,200 and will compete for the title of GLOBAL IsaBody™ Grand Prize Winner at our Global Celebration event for an additional US\$50,000!

### BENEFITS OF THE 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?

## IsaBody Challenge Prizes

	GLOBAL GRAND PRIZE WINNER (Chosen from all grand prize winners)	GRAND PRIZE WINNER (Chosen from finalists)	FINALISTS (One per Judging Period)	HONORABLE MENTIONS (Two per Judging Period)	ACHIEVEMENT AWARD (Anyone who completes the Challenge)
US\$50,000 prize	✓				
SG\$7,200 prize		✓			
SG\$1,400 prize			✓		
SG\$720 prize				✓	
SG\$288 product coupon	✓	✓	✓	✓	✓
Personal photo shoot	✓	✓	✓	✓	
All-expenses-paid trip to Global Celebration*	✓	✓			
One ticket to a local Celebration event	✓	✓			
Exclusive IsaBody Challenge T-shirt	✓	✓	✓	✓	✓
Achievement certificate	✓	✓	✓	✓	✓

\*Paid expenses include accommodations, airfare, and ground transportation.

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

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. 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 [SG.IsaBodyChallenge.com](http://SG.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 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). 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).



**Ashley Lim**

2018 SINGAPORE  
ISABODY CHALLENGE  
GRAND PRIZE WINNER

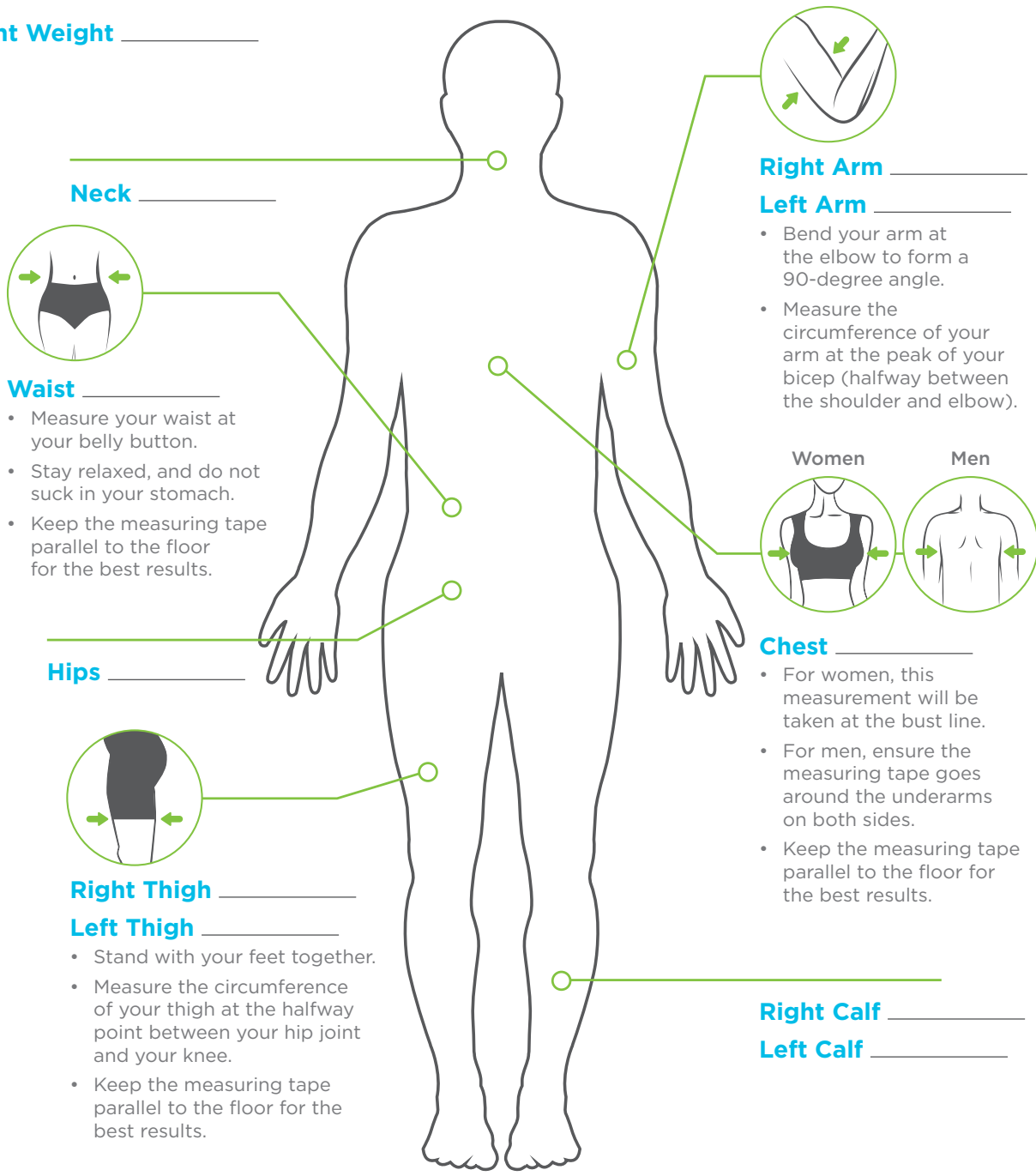
\*To be considered for prizes, Associates must be active during and after the Judging Period, and the 500 BV accumulation will be tracked from your start date to the end of your 16-week Challenge period. If you are required to submit maintenance photos and weigh-ins, you will need to remain active until the maintenance submission date.

# 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.

## TAKE YOUR MEASUREMENTS

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



## 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 just completing the Challenge 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'll 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](http://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.

## JUDGING PERIOD 1: DATES TO REMEMBER

### LAST DATE TO JOIN

to be eligible for this Judging Period

JUNE  
**21**

### COMPLETE THE CHALLENGE AND SUBMIT MATERIALS BY

this date to qualify for this Judging Period

OCT.  
**11**

### MAINTENANCE PHOTO

is required if you completed the Challenge prior to this date

SEPT.  
**20**

### MAINTENANCE PHOTO DUE

between these dates

OCT.  
**4**

OCT.  
**11**

## JUDGING PERIOD 2: DATES TO REMEMBER

### LAST DATE TO JOIN

to be eligible for this Judging Period

OCT.  
**11**

### COMPLETE THE CHALLENGE AND SUBMIT MATERIALS BY

this date to qualify for this Judging Period

JAN.  
**31**

### MAINTENANCE PHOTO

is required if you completed the Challenge prior to this date

JAN.  
**10**

### MAINTENANCE PHOTO DUE

between these dates

JAN.  
**24**

JAN.  
**31**

## JUDGING PERIOD 3: DATES TO REMEMBER

### LAST DATE TO JOIN

to be eligible for this Judging Period

JAN.  
**31**

### COMPLETE THE CHALLENGE AND SUBMIT MATERIALS BY

this date to qualify for this Judging Period

MAY  
**23**

### MAINTENANCE PHOTO

is required if you completed the Challenge prior to this date

MAY  
**2**

### MAINTENANCE PHOTO DUE

between these dates

MAY  
**16**

MAY  
**23**

## TIMELINE EXAMPLES

Participants must submit all photos and essays on/or before the last date of their Judging Period to be eligible for that judging. If they submit their completion materials after that end date, they will be included in the following Judging Period instead. Below are a few examples to help you understand the Judging Period timelines.

### Person A

- Joins IsaBody Challenge **June 19, 2018**.
- Ends IsaBody Challenge **Oct. 9, 2018**.
- Submits all completion materials **Oct. 11, 2018**.
- Does not need to submit maintenance photos.

**Person A is eligible for 2018 Judging Period 1.**

### Person B

- Joins IsaBody Challenge **June 19, 2018**.
- Ends IsaBody Challenge **Oct. 9, 2018**.
- Submits all completion materials **Oct. 12, 2018**.
- Must submit maintenance photos **Jan. 24-31, 2019**.

**Person B is eligible for 2019 Judging Period 2.** Because Person B did not submit all their completion materials by the Oct. 11, 2018, deadline, they are not eligible for 2018 Judging Period 1 and must submit maintenance photos.

# Getting Down to Business

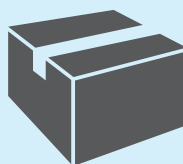
## DID YOU KNOW?

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 baskets and Cycles, and convert product users to business builders!

# 80%

of the people who register for the Challenge within 90 days of joining Isagenix and complete the Challenge are still with Isagenix a year later.

## 227 BV



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



**Jesse Johnson**  
2015 North America  
IsaBody Finalist

"I believe our business has grown at a fast, steady rate because of the IsaBody Challenge. The 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."



**Daniel Parten**  
2016 North America  
IsaBody Runner-Up

"We believe everyone needs support, and that's what the IsaBody™ community provides. Through encouraging our Customers to enroll in the IsaBody Challenge, we have seen a noticeable increase in retention as well as more complete and lasting physical, mental, and emotional transformations. Success is contagious!"



**Alvie Shepherd**  
2016 North America  
Grand Prize Winner

"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. This 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."



**Rachel Krebs**  
2017 North America  
IsaBody Finalist

"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 household income. It is so awesome getting paid every week for helping other moms and families get healthier and start their own businesses!"

## 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/IsaBC](https://www.facebook.com/Groups/IsaBC)

 [@IsaBody](https://www.instagram.com/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 Customer Care team at [CustomerServiceSG@IsagenixCorp.com](mailto:CustomerServiceSG@IsagenixCorp.com).

### ISABODY CHALLENGE WEBSITE

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