

ISAGENIX®



YOUR GUIDE TO THE  
— UNITED STATES —

# ISABODY CHALLENGE®

TRANSFORM YOUR BODY. TRANSFORM YOUR LIFE.

USA



# ISABODY CHALLENGE: THE **PATH TO COMPLETION**



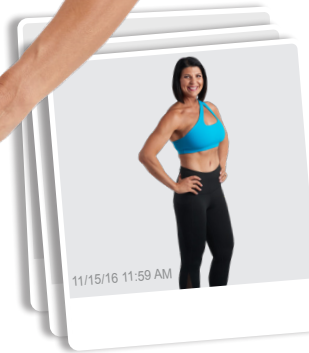
**Jennifer Riveira**  
2019 U.S.  
ISABODY CHALLENGE  
GRAND PRIZE WINNER



**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). Upload within two weeks of your start date.



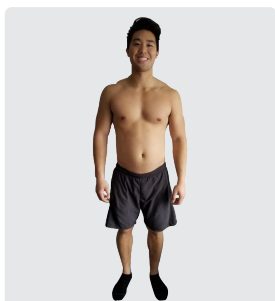
**2 500 BV:**  
Use the products  
You must purchase and use a minimum of 500 BV in Isagenix products throughout your 16-week IsaBody Challenge® period.



**3 Progress Photos:**  
Show us how far you've come  
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. Upon completion of your Challenge, you'll be opted in to our judging process to be considered as an IsaBody® Finalist or Honorable Mention. If you do not want to be included, visit your Back Office to opt out of the judging process.



**4 Inspirational Essay:**  
Tell us your story  
If you'd like the chance to become an IsaBody Finalist, you must submit a 250-to-500-word essay. When submitting your progress photos, you have the option to opt out of this consideration process.



**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) to be considered as an IsaBody Finalist or Honorable Mention.

# ISABODY CHALLENGE **PRIZES\***

## U.S. **ACHIEVEMENT AWARDS**

**Product coupon**  
for US\$200

**Exclusive item**  
from the IsaBody Challenge®

**Certificate**  
of achievement

## U.S. **HONORABLE MENTIONS**

30 PER YEAR (10 PER JUDGING PERIOD)

**Free tickets** to Isagenix events

## U.S. **FINALISTS**

15 PER YEAR (5 PER JUDGING PERIOD)

**Cash prize**  
of US\$3,000

**Photo shoot**  
with a professional photographer

**Free registration and paid expenses**  
for you and a guest to attend that year's  
New Year Kick Off

**IsaBody Escape**  
an expenses paid trip for you and a guest

## U.S. **RUNNER-UP**

1 PER YEAR (CHOSEN FROM FINALISTS)

**Cash prize**  
of US\$10,000

**Photo shoot**  
with a professional photographer

**Free registration and paid expenses**  
for the IsaBody Escape, NYKO, and select  
Isagenix events

**Personal business training**  
with Isagenix and industry experts

## U.S. **GRAND PRIZE WINNER**

1 PER YEAR (CHOSEN FROM FINALISTS)

**Cash prize** of US\$25,000

**Photo shoot**  
with a professional photographer

**Free registration and paid expenses**  
for the IsaBody Escape, NYKO, and Global Celebration

**The chance to compete**  
for the Global Grand Prize

**Personal business training**  
with Isagenix and industry experts



**Eric Chen**  
2019 U.S.  
ISABODY CHALLENGE® RUNNER-UP

# 2020-2021 JUDGING PERIODS

Your 16-week IsaBody Challenge® will begin the day you register in the IsaLife™ app or your Back Office.

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: NOV. 8-FEB. 28

### 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 PHOTOS

are required if you complete the Challenge prior to this date



### MAINTENANCE PHOTOS DUE

between these dates



## JUDGING PERIOD 2: FEB. 28-JUNE 20

### 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 PHOTOS

are required if you complete the Challenge prior to this date



### MAINTENANCE PHOTOS DUE

between these dates



## JUDGING PERIOD 3: JULY 19-NOV. 8

### 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 PHOTOS

are required if you complete the Challenge prior to this date



### MAINTENANCE PHOTOS DUE

between these dates



## TIMELINE EXAMPLES

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

### Person A

- Joins the Challenge **Feb. 26, 2020**.
- Ends the Challenge **June 18, 2020**.
- Submits all completion materials **June 20, 2020**.
- Does not need to submit maintenance photos.

Person A is eligible for 2020 **Judging Period 2**.

### Person B

- Joins the Challenge **Feb. 26, 2020**.
- Ends the Challenge **June 18, 2020**.
- Submits all completion materials **June 21, 2020**.
- Must submit maintenance photos **Nov. 1-8, 2020**.

Person B is not eligible for **Judging Period 2** because they did not submit all their completion materials by the Judging Period 2 deadline on June 20, 2020. If Person B would like to opt in for judging, they will be eligible for Judging Period 3 must submit maintenance photos **Nov. 1-8, 2020**.

\*If Person A or B has opted in to submit their transformation.

# ISABODY CHALLENGE BEFORE AND 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 US\$200 product certificate and being crowned the IsaBody™ Grand Prize Winner! Follow these simple photography tips to best capture your transformation.

### DO

FRONT 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

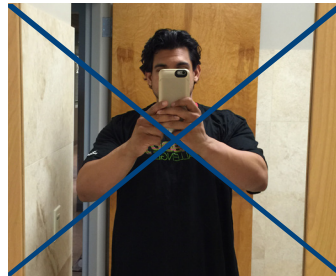


4. Stand up straight with good posture, and have a friend take your picture for the best possible angle.

### DON'T



1. Don't wear baggy, loose-fitting clothes.



2. Don't take a selfie or a picture of yourself in the mirror or 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.

## ISABODY SUPPORT

UNITED STATES

### ISABODY SOCIAL MEDIA

Share your progress, stay up to date, and become a part of this online community full of IsaBody Challenge participants 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 IsaBody Customer Care team at [IsaBodyChallenge@IsagenixCorp.com](mailto:IsaBodyChallenge@IsagenixCorp.com).

### ISABODY CHALLENGE WEBSITE

For more information on getting started, prizes, rules, and success stories, visit [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).

# 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 signed up for the IsaBody Challenge can help boost retention, increase order baskets and Cycles, and convert product users to business builders!



# 3x

The average retention rate after one year of Members who joined the IsaBody Challenge within their first 60 days with Isagenix and Completed the Challenge



The average monthly BV of a Member who started and completed the IsaBody Challenge



**Helen Costa-Giles**  
2017 North America  
IsaBody Grand Prize Winner

"The IsaBody Challenge was a big part of my success in my physical journey as it allowed me to set goals 16 weeks at a time. With all my new Customers, I use the 16 weeks to cast the vision of their story. Help them see what is possible and commit to a journey, not a quick fix. It helps set everyone up for success because my customers successes are my success."



**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 sign up for 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  
IsaBody Grand Prize Winner

"When I sign up 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!"

Earning levels or income statements (including claims such as the ability to quit a job or stay at home or portrayals of luxury lifestyles) for the Isagenix Independent Associates discussed here exceed the average results achieved by all Associates during the same time period, are not necessarily representative of the success or compensation that any particular Associate will receive, and should not be construed as typical or average. 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.

\*Ranks current as of March 7, 2018.



# 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.

