

YOUR GUIDE TO THE **ISABODY** CHALLENGE

Transform Your Body. Transform Your Life.



JAINI
Muscle Gain 5KG
Age 34



ISABODY MISSION

WE BELIEVE THAT **TRANSFORMATIONS** ARE POSSIBLE FOR EVERYBODY.

TOGETHER **WE INSPIRE, WE SUPPORT, WE REWARD** AND **WE EXCEED** OUR GOALS.

WE CHALLENGE YOU **TO EMBRACE** YOUR FULL POTENTIAL.

Lylyany
Lost 4 kg*
Age 39



Cynthia
Lost 21kg*
Age 43



Yueh-Ling Li
Lost 22kg*
Age 45



Thomas Lam
7.72% Fat Loss*
Age 53



Ricky
Lost 15 kg*
Age 49



**Weight loss should not be considered typical. In a study performed in 2012 by University of Illinois at Chicago researchers, subjects lost an average of 9 pounds with an average of 2 pounds of the loss from visceral fat after 30 days on an Isagenix System. The subjects also had a greater level of adherence and had more consistent weight loss from week to week compared to subjects on a traditional diet.*

TIMELINE 2017 - 2018

REGISTRATION FOR THE ISABODY CHALLENGE IS ALWAYS OPEN!

The day you submit your completed 16-week entry will determine which judging period you qualify for. The Challenge runs for 16 weeks, so your start date will be the day you register for the Challenge in your Associate Back Office.

2018 Judging Period 1

July 2017							August 2017							September 2017							October 2017							
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	
						1			1	2	3	4	5							1	2	1	2	3	4	5	6	7
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	
23	24	25	26	27	28	29	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31							
30	31																											

November 2017						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- The last join date to be eligible for the 2018 judging period 1 is **July 19, 2017**.
- The Challenge end date is **November 8, 2017**.
- If you complete your Challenge prior to October 18, 2017, maintenance photos taken and submitted between **November 1** and **November 8, 2017** will be required.
- All completion materials, INCLUDING YOUR STORY must be submitted no later than **November 8, 2017** in order to be eligible for judging.

2018 Judging Period 2

November 2017							December 2017							January 2018							February 2018								
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S		
			1	2	3	4						1	2			1	2	3	4	5	6						1	2	3
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10		
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17		
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24		
26	27	28	29	30	24	25	26	27	28	29	30	28	29	30	31	25	26	27	28										
							31																						

- The last join date to be eligible for the 2018 judging period 2 is **November 8, 2017**.
- The Challenge end date is **February 28, 2018**.
- If you complete your Challenge prior to February 7, 2018, maintenance photos taken and submitted between **February 21** and **February 28, 2018** will be required.
- All completion materials, INCLUDING YOUR STORY must be submitted no later than **February 28, 2018** in order to be eligible for judging.

2018 Judging Period 3

February 2018							March 2018							April 2018							May 2018													
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S							
					1	2	3						1	2	3			1	2	3	4	5	6	7						1	2	3	4	5
4	5	6		8	9	10	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12							
11	12	13	14	15	16	17	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19							
18	19	20	21	22	23	24	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26							
25	26	27	28	25	26	27	28	29	30	31	29	30	27	28	29	30	31																	

June 2018						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- The last join date to be eligible for the 2018 judging period 3 is **February 28, 2018**.
- The Challenge end date is **June 20, 2018**.
- If you complete your Challenge prior to May 30, 2018, maintenance photos taken and submitted between **June 13** and **June 20, 2018** will be required.
- All completion materials, INCLUDING YOUR STORY, must be submitted no later than **June 20, 2018** to be eligible for judging.

NOTE: All completion materials must be submitted no later than the **Challenge End Date** in order to be eligible for the judging. Submissions after this date will be included in the following judging period.

ISABODY CHALLENGE PRIZES

Participants who complete all requirements of the Challenge have the chance to win a share of over **RM32,184** in cash and prizes.

Start your challenge, complete your challenge and then repeat it by setting new goals. Not only will you get the best prize of all, a transformation that embodies your new lifestyle, but we will reward you every time you complete another IsaBody challenge!

GRAND PRIZE WINNER

Chosen from the Challenge Finalists



RM22,350 cash



Personal photo shoot



Expense-paid trip to Celebration 2018

HONORABLE MENTIONS

Two Per Judging Period



RM2,235 cash



Personal photo shoot

CHALLENGE FINALISTS

One Per Judging Period



RM4,470 cash



Personal photo shoot



Chance to compete for the Grand Prize



1 ticket to Local Celebration

ACHIEVEMENT AWARDS

Everyone who completes the IsaBody Challenge will receive:



RM894 product certificate



IsaBody Challenge T-shirt



IsaBody Challenge achievement certificate

Note: Winners must maintain or improve their results. "Maintenance" photos will be required prior to the announcement of the Grand Prize Winner.

Note: In order to utilize the product certificate (worth RM894) and to be considered for judging, **you are required to be an Active Associate. Product certificate expires at the end of judging year.** Isagenix reserves the rights to void prizes should the participant be in violation of the rules of the Challenge. Official rules and prizes can be found at IsaBodyChallenge.com

Take a look in the mirror at the new you!
Whether you lost fat, built muscle, or just developed a healthier lifestyle, you are an IsaBody Challenge inspiration!

The journey doesn't stop here!

- Write down your goals to reflect on throughout your journey.
- Create a vision board and place it somewhere you'll see it throughout your Challenge.
- Enlist an accountability partner to keep you on track.

ISABODYCHALLENGE.COM

Visit the official Challenge website to learn everything you need to know about the IsaBody Challenge, meet past winners and finalists, and find out how Associates are winning cash and prizes using Isagenix products."

 MY.IsaBodyChallenge.com

 SG.IsaBodyChallenge.com

 ID.IsaBodyChallenge.com

 HK.IsaBodyChallenge.com

 TW.IsaBodyChallenge.com

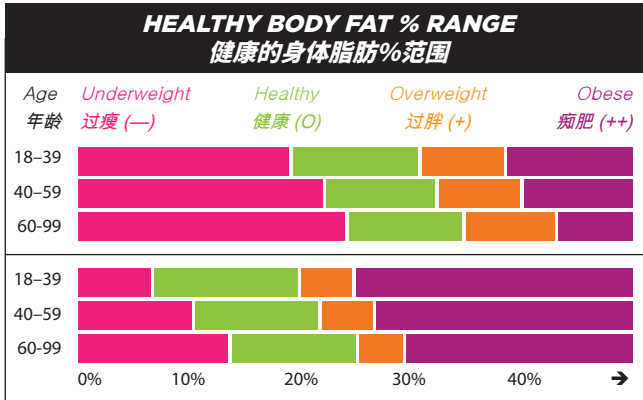
BODY COMPOSITION READING

Understand your measurement



HEALTHY BODY FAT

Your amount of body fat is in direct proportion to your weight. Reducing excess levels of body fat has shown to improve health and overall well-being.



Woman



Man



MUSCLE MASS

Muscle mass indicates the weight of muscle in your body. Muscle mass includes skeletal muscle, smooth (cardiac and digestive) muscles, and the water found in muscles. Muscles play an important role as they act as an engine in consuming energy. As your muscle mass increases, your energy increases. This helps you reduce excess body fat levels and lose weight in a healthy way.



BONE MASS

Bone mass ranges indicate the amount of bone (bone mineral level, calcium, or other minerals) in the body.

BONE MASS RANGES 骨骼质量范围

	Weight (W) 体重		
Woman	$W < 50\text{kg}$	$50\text{kg} \leq W \leq 74\text{kg}$	$75\text{kg} \leq W$
	1.95kg	2.40kg	2.95kg
Man	$W < 65\text{kg}$	$65\text{kg} \leq W \leq 94\text{kg}$	$95\text{kg} \leq W$
	2.65kg	3.29kg	3.69kg



VISCERAL FAT

Visceral fat is the fat that is in the internal abdominal cavity, surrounding the vital organs in the trunk (abdominal) area.

VISCERAL FAT RATING 内脏脂肪等级

Healthy Level / 健康水平(0)	1-9
High Level / 不健康水平(+)	10-14
Very High Level / 极度不健康水平	15-30



BASAL METABOLIC RATE

Your Basal Metabolic Rate is the minimum level of energy our body needs to function when at rest.



Woman: $BMR = 655 + (9.6 \times \text{weight in kg}) + (1.8 \times \text{height in cm}) - (4.7 \times \text{age in years})$



Man: $BMR = 66 + (13.7 \times \text{weight in kg}) + (5 \times \text{height in cm}) - (6.8 \times \text{age in years})$



METABOLIC AGE

This feature calculates your BMR and indicates the average age associated with that type of metabolism. If your metabolic age is higher than your actual age, it is an indication that you need to improve your metabolic rate. Increased exercise will build healthy muscle tissue, which will improve your metabolic age.



BODY WATER PERCENTAGE

Total body water percentage is the total amount of fluid in a person's body expressed as a percentage of their total weight.

HEALTHY BODY WATER PERCENTAGE (%)
健康的身体水分%范围



Woman: 50—55%



Man: 60—65%



MELANIE
Muscle Gain 4KG
Age 57

YOUR PATH TO COMPLETION

The IsaBody Challenge is not a diet - it's the start of a transformational journey that can last a lifetime.



1

'Before' Photos: The final look at the old you

Snap four full-body photos of you standing. Make sure one of the four photos has a timestamp or features a newspaper from the established Start Date. To upload your photos via Associate Back Office simply follow these steps:

STEP 1: Log in to your Associate Back Office.

STEP 2: Select the 'Contests and Promotions' tab.

STEP 3: Scroll to IsaBody Challenge and select 'View Contest.'

STEP 4: Click 'Start a New Challenge.'

STEP 5: Enter your information and upload your four 'before' photos.



2

500 BV: Use the products

Participants must purchase and use a minimum of 500 BV in Isagenix products throughout your 16-week Challenge Period. **If participant becomes inactive before the Challenge judging period, he/she will be disqualified from the judging of the Challenge.**



3

'After' Photos: 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 timestamp or features a newspaper from the established End Date.



4

Inspirational Story: Tell us your story

Write an essay (250-500 words) 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 in inches, lifestyle photos, and home videos to further demonstrate your overall transformation. **Submit your story with your 'after' photos.**



5

Maintenance: Photos and weigh-ins

Participants who complete their IsaBody Challenge three weeks or more before the Challenge judging period deadline are required to submit four final 'maintenance' photos to complete their Challenge. Check this in your Associate Back Office.

ISABODY CHALLENGE

FAQ

Who is eligible to participate in the Challenge?

The Challenge is open to anyone 18 years of age and above. Participants must also be an Active Isagenix Associate or Preferred Customer.

Why do I need a newspaper in my photos?

The newspaper verifies the date you start your Challenge. If you don't have a newspaper you must use a digital timestamp on your first photo, using an app such as TimeStampit.

If you are unable to submit your 'before' photos on the day they are taken, you may backdate your Challenge Start Date up to a week.

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 three weeks or more prior to your judging period, you must submit four final, full-body 'maintenance' photos (one with proof of date).

What are 'maintenance' photos and why do I need them?

Participants who complete their Challenge three or more weeks prior to the Judging Round End Date must submit four final 'maintenance' photos that comply with all photo guidelines. These photos verify that you have maintained your Challenge results.

I can't upload my photos and/or essay. What should I do?

Ensure the image is a jpeg file under 1MB in size. If you continue to experience problems, email CustomerServiceMY@IsagenixCorp.com with your enquiry and Isagenix Associate ID.

Are body composition measurements a requirement of the Challenge?

Though these measurements are not required, they can act as a powerful progress tracker. You may wish to include them into your essay to support your story, as they provide a better analysis of your progress.

Is exercise a requirement of the Challenge?

No, exercise is not a requirement in the Challenge, but it's highly recommended in order to help support the Isagenix nutritional systems. Please consult a physician and a certified-health trainer for the exercise program that suits you best. Visit IsaBodyFitness.com for more information.

I am already in good shape. Am I still eligible to compete in the Challenge?

Yes! The IsaBody Challenge is all about the transformation and is intended to promote energy and performance, weight loss, and healthy aging. Though your weight may stay the same, you may lose body fat, increase muscle mass, and achieve other fitness goals.

How do I track my progress during the IsaBody Challenge?

There are no requirements for tracking your own progress; however, we do recommend documenting your changes as the Challenge progresses to help with the composition of the essay required at the end of the competition. Your Associate Back Office will allow you to track your statistics for your own personal accountability.

Extra materials submitted to the judges such as body composition, lifestyle photos and videos may be used in the judging process. Lifestyle photos are optional extra photos that support your essay. They may include:

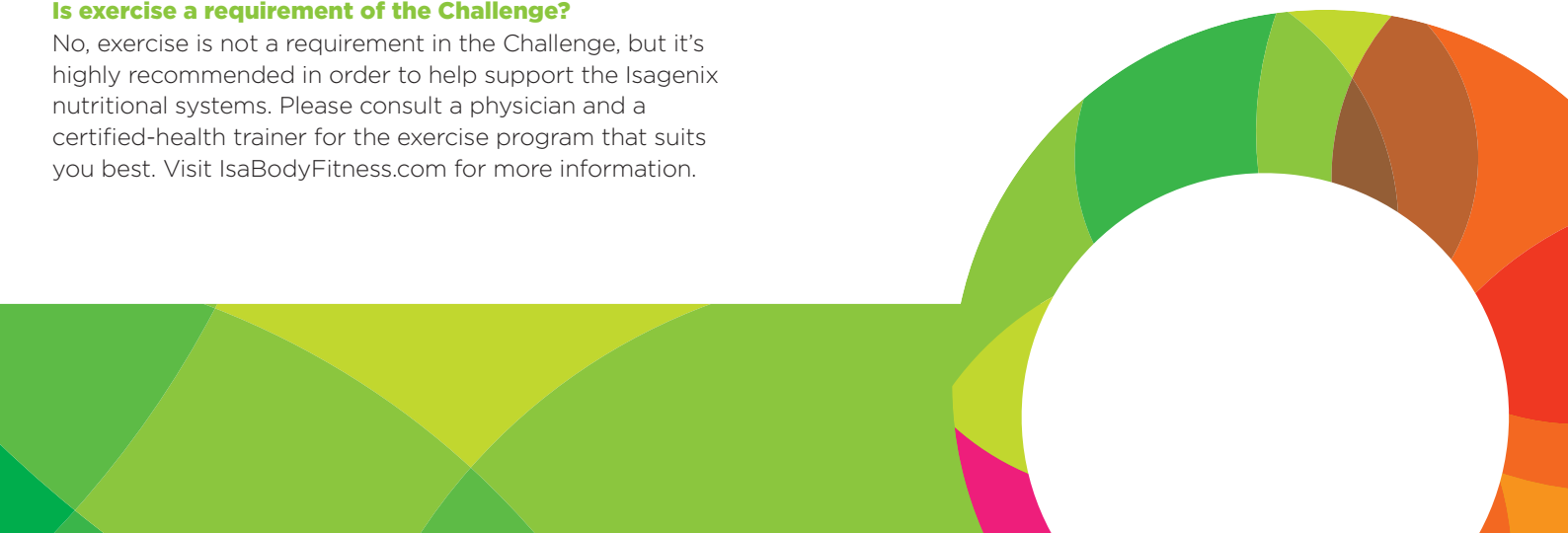
- Additional 'before' or 'after' photos
- Active lifestyle photos
- Photos from before you joined Isagenix
- Photos to better show your IsaBody journey

My spouse and I share an account. Can we both register under the same ID number?

No, unfortunately each IsaBody Challenge participant must have a unique ID number associated with their registration. If two people share an account, one of the members will have to register as an Associate or Preferred Customer in order to compete in the Challenge.

How do I find out if I have won the Challenge?

Challenge finalists will be notified by phone or e-mail within a month from the submission deadline. The prize winners will be determined after every round are completed. The names of the Challenge Finalist and Honorable Mentions may be posted on the Isagenix website.





Learn more about starting your Challenge today!

Visit our official website:

MY.IsaBodyChallenge.com

