



## The IsaBody Challenge Categories, Prizes, and Official Rules and Regulations w/FAQ

### Challenge Categories

- No. 1: GRAND PRIZE WINNER
- No. 2: Men Ages 18-39 (1st, 2nd, 3rd)
- No. 3: Women Ages 18-39 (1st, 2nd, 3rd)
- No. 4: Men Ages 40-55 (1st, 2nd, 3rd)
- No. 5: Women Ages 40-55 (1st, 2nd, 3rd)
- No. 6: Men Ages 56 and Over (1st, 2nd, 3rd)
- No. 7: Women Ages 56 and Over (1st, 2nd, 3rd)
- No. 8: Overall Couple (1st, 2nd, 3rd) *\*To qualify for this category, couples must be married or living together. Documentation may be required for verification.*
- No. 9: Sponsor who enrolls the Grand Prize Winner
- No. 10: Sponsor who enrolls the greatest number of contestants to enter and complete the challenge



### IsaBody Challenge Prizes

- The Grand Prize Winner will receive:
  - \$10,000 Cash
  - Trip for 2 to Las Vegas for Celebration 2007 (August 4th-9th) which includes:
    - Round trip 1st class airfare for 2 from the nearest city to contestant's residence to Las Vegas
    - 6 Day 5 Night stay at the Mandalay Bay Hotel and Casino in Las Vegas
    - Free Registration for 2 into Celebration 2007
    - Recognition on Stage at Celebration 2007
  - \$2,500 Shopping Spree with the Coovers (August 8th)
    - Limo service will be provided
- 1st Place Winners (7 Categories) will receive:
  - \$5,000 Cash
  - Trip for 2 to Las Vegas for Celebration 2007 (August 4-8th) which includes:
    - Round trip coach airfare for 2 from nearest city to contestant's residence to Las Vegas
    - 5 Day 4 night stay at the Mandalay Bay Hotel and Casino in Las Vegas, Nevada
    - Free registration for 2 into Celebration 2007
    - Recognition on stage at Celebration 2007
- 2nd Place Winners (7 Categories) will receive:
  - \$2,000 Cash
  - Free registration to and recognition on stage at Celebration 2007
- 3rd Place Winners (7 Categories) will receive:
  - \$1,000 Cash
  - Free registration to and recognition on stage at Celebration 2007
- Sponsor of the Grand Prize Winner will receive:
  - Trip for 2 to Las Vegas for Celebration 2007 (August 4th-8th) which includes:
    - Round trip coach airfare for 2 from the nearest city to contestant's residence to Las Vegas
    - 5 Day 4 Night stay at the Mandalay Bay Hotel and Casino in Las Vegas, NV
    - Free Registration for 2 into Celebration 2007
    - Recognition on Stage at Celebration 2007

- Sponsor who enlists the greatest number of contestants to enter and complete the challenge will receive:
  - Trip for 2 to Las Vegas for Celebration 2007 (August 4th-8th) which includes:
    - Round trip coach airfare for 2 from the nearest city to contestant's residence to Las Vegas
    - 5 Day 4 Night stay at the Mandalay Bay Hotel and Casino in Las Vegas, NV
    - Free Registration for 2 into Celebration 2007
    - Recognition on Stage at Celebration 2007
- Top 10 finalists in the following categories will receive free registration into Celebration 2007 (Total of 80 participants):
  - Men Ages 18-39
  - Men Ages 40-55
  - Men Ages 56+
  - Women Ages 18-39
  - Women Ages 40-55
  - Women Ages 56+
  - Couples
- All winners will be recognized at Celebration 2007.
- All registered contestants completing the challenge will receive:
  - An IsaBody Challenge Completion Certificate signed by Jim and Kathy Coover
  - The chance to have stories, and "before" and "after" photos on the Company website and in Company print publications

*Note: If registering after the deadline date, contestants may receive onstage recognition for their accomplishments but may not be eligible for prizes.*

### **Challenge Criteria**

The winners in each category will be those with the most compelling story as to why and how improving their physical image has improved their life. Entrants will be required to submit an essay, "before" and "after" photos, and may also submit other materials such as body fat analyses, home videos, etc. to further supplement their essay and demonstrate their own body transformation. Typically, a physician or qualified trainer at a local health club can measure body fat. Any inappropriate material will be deemed invalid.

#### *The Written Essay (50% of score)*

The essay must be 250-500 words, and must describe how the body transformation has improved/impacted their life. Topics for discussion may include why the registrant entered the challenge, how the Isagenix products benefited them and how they might motivate others to achieve success through the use of the Isagenix products.

- The essay becomes the sole property of Isagenix to be used in any manner deemed appropriate.

#### *"Before" and "After" Photos (50% of score)*

Each contestant must submit three poses of "before" and "after" photos, of the front, back, and profile; each set must show frontal, rear, and side poses in the upright position. The photos must be authentic and not altered or modified. The same type of clothing must be worn in both sets of photos. For males, shorts and no shirt are recommended; for females, shorts and a workout top are recommended.

- High-quality photos are recommended to show the best results; unusually revealing photos will be deemed invalid.

- The purpose of the photos is to demonstrate a clear body transformation that has been achieved through hard work, effort and determination in completing a comprehensive nutrition and exercise regimen, incorporating the Isagenix products.
- The recommended size of the photo is 4" x 6". Contestants should take the photos using a white or light color with a solid backdrop for optimal visibility. To verify the dates of the photo, the frontal poses must include you holding a copy of one of the following on your start date: *USA Today, Globe and Mail or Sintao (for Canada), or El Nuevo Dia (for Puerto Rico)* and the June 30, 2007 *USA Today, Globe and Mail, Sintao, or El Nuevo Dia* in the hand away from the body for both the "before" and "after" photos.
  - In addition to the frontal photos with the newspaper in hand, a frontal photo without the newspaper is required as well.
- All photos sent to Isagenix become the property of Isagenix. They will not be returned and may be used in any manner deemed appropriate by Isagenix. The contestant should retain negatives and copies for their own records.

*\*\* By participating in the IsaBody Challenge, I hereby grant Isagenix an unlimited license to use my name, likeness, voice or written materials in any future Isagenix publication, advertisement or promotion. I also certify that my testimonial or endorsement of the Isagenix products is true and voluntary and provided of my own free will. I understand that I will not be entitled to receive any remuneration of any kind for the future use of my name, likeness, voice or written materials.*

### **The Judging Process**

A panel of 5 unbiased judges, from the corporate management team, will select all winners. Each judge will score each contestant on a 100-point scale based on 50% from the essay and 50% from the "before" and "after" photos. The scores will be tabulated to give each contestant a cumulative score from each judge. The scores of these 5 judges will then be combined to give each contestant a final score (with a maximum earning of 500 points), which will be used to determine the winners in each category. The winners will be the individuals with the highest cumulative score within each category. The decision of the judges is final.

### **Challenge Eligibility**

- Men and women 18 years of age and older as of their registration date to be eligible to participate in the IsaBody Challenge.
- All participants must be residents of the U.S. or Canada.
- Employees of Isagenix are not eligible as winners or trip companions.
- Contestant must be an Isagenix Independent Associate or an Isagenix Product Consumer.
- The minimum product purchase requirement for every month of the challenge is the Isagenix Cleansing and Fat Burning System. This 30-day program (which can be received monthly via Autoship) will provide contestants with everything they need to cleanse, replenish and revitalize. Contestants can be more aggressive if they choose and purchase the 9-day pack on a continual basis. A minimum of 100BV monthly (or \$500 in whole sale product throughout the duration of the challenge) is required for participation.
- Contestants can use the Isagenix Cleansing and Fat Burning System or any combination of Isagenix products (as long as it meets or exceeds 100BV) for the period of the challenge (February 27 - June 30, 2007) cannot use similar or competitive products from any other company during this time frame.
- Winners and enrolling sponsors may be required to sign an affidavit attesting to their use of Isagenix products during the challenge period.
- All contestants must submit a completed registration form in order to be eligible for the challenge.

- All contestants may be required to sign a waiver, and submit a validation letter written by contestant's sponsor at the end of the challenge verifying contestant followed all of the rules and regulations of the challenge.

### **Challenge Time Line**

In order to show significant results, the challenge length will run from February 27, 2007 through June 30, 2007. Contestants are encouraged to register and begin immediately, but must register no later than May 31, 2007 (via Online Registration Form) and complete the challenge by June 30, 2007. All challenge requirements (essay, photos, etc.) must be received by Isagenix no later than Monday July 9, 2007.

### **Official Rules and Regulations**

- The IsaBody Challenge begins February 27, 2007. All contestants must submit a completed Isagenix IsaBody Challenge Form, online at [www.isagenix.com/isabody](http://www.isagenix.com/isabody). All "before" photographs must be sent to the following address within one (1) week of start date. All "after" photographs and the written essay must be received by Isagenix no later than July 16, 2007.

Isagenix  
Attn: The IsaBody Challenge  
2225 S. Price Rd.  
Chandler, AZ 85248

- It is each contestant's responsibility to provide Isagenix with the correct contact information. One entry per person, Isagenix is not responsible for lost, late, misdirected, postage-due mail or entries, or typographical or other errors in the printing of the offer, administration of the challenge, or in the announcement of the prize.
- All entries, and any copyrights therein, become the sole property of Isagenix and will not be returned. By entering, contestants agree to abide by these rules and warrant and represent that their entry is authentic, unaltered and their original work, and grant to Isagenix the right to edit, publish, promote and otherwise, use their entries, without restriction, in any and all media, for any purpose whatsoever, and without further permission, notice or compensation.
- Isagenix may request monthly sales receipts in order to verify the required monthly purchase of Isagenix products.
- The odds of winning the challenge depend on the number of people entering and completing the stated requirements. This cannot be determined in advance.
- The decision of the judges with respect to selection of the winners and in regard to all matters relating to this challenge shall be final.
- Challenge finalists will be notified by phone or online on or about August 1, 2007. The grand prizewinners and honorable mentions will be announced from stage at the August conference. The winners and honorable mentions will also be posted on the website.
- Isagenix makes no express warranty, guaranty or representation of any kind concerning the prizes. Certain restrictions may apply. Trip value may vary due to location of the winner and the airfare at the time of the departure. If winner cannot take the trip during specified date (August 4-8th), the prize may be forfeited and an alternate winner may be selected.
- By participating, entrants agree to abide by these rules and the decisions of the judges. All prizes are nontransferable. All federal, state, and local taxes are solely the responsibility of the winner. By accepting the prize, the winner grants to Isagenix the right to use winners name, essay, and likeness for promotional purpose without further notification to, permission from or compensation to the winner. Winner will be required to verify or an alternate winner will be selected. Travel companion of trip

winner will be required to execute a liability release and verification of age prior to ticketing.

Challenge winners must provide information necessary to complete Internal Revenue Service Form 1099.

- Each contestant assumes all risk of injury, loss or harm of any kind arising from participation in or prizes awarded as a result of this challenge, and Isagenix shall not be responsible or liable for damages of any kind arising there from. Contestants in the 1st IsaBody Challenge, release Isagenix, directors, officers, executives and employees from all risk, harm, loss, injury or damage that may occur from participating in or resulting from the challenge.
- The challenge is open to residents of the United States and Canada who are 18 years of age or older as of their registration date. Employees of Isagenix are not eligible as winners or trip companions. Subject to all federal, state and local laws and regulations. Void wherever prohibited by law.
- Contestants may modify their diet and/or training program to suit their goals. Contestants are encouraged to seek the assistance and advice of a qualified personal trainer. Prior to beginning any weight control program or exercise regimen, it is recommended that a physician be consulted.
- Isagenix reserves the right not to award all prizes in the event that there are an insufficient number of qualified entries received that meet the minimum standards established by the judges.

## IsaBody Challenge Frequently Asked Questions

**Q**

**What is the IsaBody Challenge?**

**A**

The people who can not only improve their bodies the most but also improve their lifestyles will be the Challenge winners. Each contestant will be judged on both the “before” and “after” photos as well as a 250-500 word essay. We are looking for the most inspirational and motivational stories as well as a complete body transformation. This Challenge is for everyone that is 18+ years old. No matter your size, shape, or level of fitness, we want you to take on the IsaBody Challenge and prove to yourself and others that you can do it!

**Q**

**Who is eligible to register for the Challenge?**

**A**

Anyone 18 years of age or older. Please consult a physician before entering the Challenge.

**Q**

**Once I register for the IsaBody Challenge, how do I get started?**

**A**

Once you have submitted your registration form, be sure to sign up to receive your Isagenix products via autoship with a minimum of the 30 Day Pak (or at least 100 BV), take your "before" photo (see Official Rules and Regulations for more information), and begin your nutritional and exercise regimen. We recommend that you keep a log of your progress to help with the essay at the end of the Challenge.

**Q**

**Is there a certain product purchase requirement for the Challenge?**

**A**

Yes. Every contestant is required to be on autoship with a minimum of the 30 Day Pak or 100 BV monthly. If you chose not to be on autoship, you must purchase a minimum of \$500 in Isagenix Products.

**Q**

**Is exercise a requirement of the Challenge?**

**A**

No. Exercise is not a requirement of the Challenge, but it is highly recommended to help supplement the Isagenix Cleansing and Fat Burning System and other products. Please consult with a physician and a certified health trainer for the program that suits you best.

**Q**

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

**A**

Absolutely. The IsaBody Challenge is intended to promote not only weight loss but also a complete body and life transformation. If this means that your weight stayed the same but your body fat percentage decreased and helped you to win a fitness competition, this is just as substantial as a person who loses a substantial amount of weight in the given time period. The "before" and "after" photos are 50% of the judging process and the essay is 50% as well.

**Q**

**How do I track my progress during the IsaBody Challenge?**

**A**

There are no requirements in tracking your own progress, however we do recommend documenting your changes as the Challenge progresses to help with the composition of the essay at the end of the Challenge. Any supplemental information you provide to Isagenix may be used in the judging process.

**Q**

**I have never done anything like the IsaBody Challenge before, where can I learn more about nutrition and exercise?**

**A**

We have a team of Isagenix Coaches that will be available on weekly conference calls giving nutritional and exercise tips. Email any questions you may have to [IsaBody\\_Challenge@isagenix.net](mailto:IsaBody_Challenge@isagenix.net). Please consult a physician before beginning any nutritional or exercise regimen.

**Q**

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

**A**

Yes, a "before" and "after" photograph is required for the IsaBody Challenge. For more details, please see the official rules and regulations.

**Q**

**Can I register for more than one category? (I.e. Men Ages 56+ AND Couple)**

**A**

No. Each contestant is only allowed to enter in ONE of the following:

- Men Ages 18-39
- Men Ages 40-55
- Men Ages 56+
- Women Ages 18-39
- Women Ages 40-55
- Women Ages 56+
- Couple

**Q**

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

**A**

Challenge finalists will be notified on or about August 1, 2007. The grand prizewinners and honorable mentions will be announced from stage at the August conference. The winners and honorable mentions will also be posted on the Web site. See the official rules and regulations for more information on how to receive a full list of all the Challenge winners.

**Q**

**It is past February 27, 2007. Can I still register?**

**A**

Registration goes from February 27, 2007 to May 31, 2007. The sooner you sign up the longer you have to participate. The IsaBody Challenge runs until June 30, 2007.