



2010 Isabody Challenge Frequently Asked Questions (HK Market)

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1. What is the IsaBody Challenge?

The IsaBody Challenge is a contest that rewards participants for both body and life transformations. The participants who not only improve their bodies the most, but also improve their lifestyles, will be the Challenge winners. Each participant is required to submit “before” and “after” photos, registration form, Body Code Measurement Record as well as a 250-500 word essay for judgment. We are looking for the most inspirational and motivational stories as to how participants have made a healthy body and life transformation. No matter your size, shape, or fitness level, we invite you to participate in the 2010 IsaBody Challenge and prove to yourself and to others that you can succeed!

2. Who is eligible to participate in the Challenge?

The Challenge is open to anyone that is 18 years of age or older. Participants must also be an active Hong Kong Isagenix® Associate. Please consult a physician before entering the Challenge and using Isagenix products.

3. When does the IsaBody Challenge start and end?

Registration will open Dec 1, 2009 and will close Jan 31, 2009. The Challenge end date is March 15, 2010. Each challenge period is 8-week and begins the day you complete the registration form. If you register and are unsatisfied with your initial weight loss, you may re-register and take another 8-week Challenge until March 15, 2010.

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

1. Purchase your Isagenix products (a minimum of 100BV per month during your 8-week Challenge period is required - see official rules and regulations for more details).

2. Take your "before" photos (see guidelines for photos in the official rules and regulations) and have weight and body measurement.

3. Begin your nutrition and exercise regimen. We recommend that you keep a log of your progress to help with the essay required at the end of the Challenge.

5. Is there a certain product purchase requirement for the Challenge?

Yes. A minimum of 100 BV per month is required during your 8-week Challenge period.

6. Is exercise a requirement of the Challenge?

No. Exercise is not a requirement of the Challenge, but is highly recommended to help supplement Isagenix's nutritional systems. Please consult with a physician and a certified health trainer for the exercise program that suits you best.

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

Yes. The IsaBody Challenge is intended to promote not only weight loss, but also a complete body and life transformation. The Challenge Criteria will be based on Weight Lost 40%, Proportion Lost 40% and the Written Essay 20%.

8. How do I track my progress during the IsaBody Challenge?

We recommend you to use the measurement table in the Program Guide for tracking your own progress. It also helps you with the composition of the essay required at the end of the competition.

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

Challenge Winners will be notified by phone or by e-mail by the end of March 2010. The names of the winners and runners up will also be posted on the Isagenix Web site and other marketing publications.