

\$12,500 In Cash And Prizes!



Reshape Your Whole Self



Kate S.
2010 IsaBody Challenge
Grand Prize Winner



Isagenix® isn't all about weight-loss and neither is the IsaBody Challenge®.

Join the 2011 Challenge and you'll experience:

- ⊙ **Community at its best.** We all need support, especially when we're embarking on a total life transformation. The IsaBody Challenge community will help you refuel and recharge to keep you on a straight path to success!
- ⊙ **Free support tools** to give you advice and guide you to your ultimate body, mind and spirit goals including healthy food choices, exercise plans, audio recordings, support calls and more!

- ⊙ **Special IsaBody Challenge events** so you can connect with others who are also committed to reshaping key facets of their lives.
- ⊙ **Style!** The IsaBody Challenge is all about creating a positive lifestyle that spurs you on to a more successful, balanced life!

So what are you waiting for? Commit to reshaping your whole self and discover what true passion for life is all about with the 2011 IsaBody Challenge. Join the 2011 IsaBody Challenge now! Sign up at IsaBodyChallenge.com or complete the form below.

Visit ANZ.IsaBodyChallenge.com for more details including contest rules.

Join now, get fit and win your share!

ISABODY CHALLENGE 2011 REGISTRATION INFORMATION

Name _____ Member ID _____

Phone Number _____ E-Mail _____

Address _____

City _____ State _____ Postcode _____

Birth Date _____ Start Weight _____ Height _____

Sponsor (sponsor name and number) _____



Australia & New Zealand 2011

IsaBody Challenge® Terms & Conditions

One **Grand Prize Winner** will receive:

- \$5,000 AUD Cash
- Ticket pack - National Celebration 2012 + Gala Dinner + Cocktail Party = total pack valued at \$300
 - Round trip airfare for one to National Celebration — valued at approx \$350
 - 2 Night Twin Share Accommodation — valued at approx \$900
 - Recognition on stage at National Celebration

2nd **Place Winner** will receive:

- \$2500 AUD Cash
- Ticket pack - National Celebration 2012 + gala dinner + cocktail party = total pack valued at \$300
 - Round trip airfare for one to National Celebration — valued at approx \$350
 - 2 Night Twin Share Accommodation — valued at approx \$900
 - Recognition on stage at National Celebration

3rd **Place Prize winner** will receive:

- \$1000
- Ticket pack - National Celebration 2012 + gala dinner + cocktail party = total pack valued at \$300
- Recognition on stage at National Celebration

Sponsor Award

- \$500
- Ticket to our exclusive cocktail party — valued at approx \$100

The sponsor award will be presented to the person who enrolls and supports the most number of people who go on to complete the IsaBody Challenge. If the winner cannot attend the event the prize may be forfeited and an alternative winner may be selected.

All registered participants completing the challenge will receive:

- An IsaBody Challenge Completion Certificate.
- The opportunity to have stories, and “before” and “after” photos on the Isagenix Website, in company publications, and in promotional materials.

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

Challenge Criteria

The winner will be selected based on the most compelling story as to why and how improving their physical image has improved their life. Participants will be required to submit an essay and “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. All essays must be in English with a photo which must be received by Isagenix before 21st January 2012.

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 participant entered the challenge, how Isagenix products benefited them and how they might motivate others to achieve success through the use of the Isagenix products.

- Essay must include participant name, before and after weight, height, and any other supporting materials
- (body fat analyses, home videos, etc.) to enhance credibility.¹
- The essay becomes the sole property of Isagenix to be used in any manner deemed appropriate.

1 “Before” weight is participant’s weight, as entered on the IsaBody Challenge Registration Form, on the day participant entered the IsaBody Challenge.

“Before” and “After” Photos (50% of score)

Each participant must submit four “before” and four “after” photos taken on the participant’s start date (“before” photo) and end date (“after” photo). Photos must be taken in the upright position and must include two frontal poses — one with newspaper as proof of date and one without — one rear and one profile pose. The newspaper in the frontal pose should be held in the hand away from the body. Since the final photo with the newspaper is for verification of the date of the photo, the date must be visible in the photo.

- The photos must be authentic and not altered or modified.
- The same type of clothing must be worn in all photos.
- High-quality photos are recommended to show the best results, usually 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 for printed photos is 4” x 6”.
- The recommended file format for uploaded photos is JPG with a minimum of 2 MB in file size.²
- Participants should take the photos using a white or light colour solid backdrop for optimal visibility.
- 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 (used for promo purposes). The contestant should retain negatives and copies for their own records.³

2 A digital image upload feature will be available online in the Isagenix Back Office (accessible to Isagenix Associates and Preferred Customers only) prior to the end of the Challenge. Associates and Preferred Customers may choose to wait to upload “before” photos when this feature becomes available (and “after” photos when Challenge is completed) or may mail “before” photos any time prior. Participants that are not an Isagenix Associate or Preferred Customer must submit all Challenge requirements (photos, essay, etc.) by mail.

3 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.

“Maintenance” Photos and Weight

Participants who complete their 24-week Challenge period before December 17, 2011 or earlier (three weeks or more prior to Challenge end date) must submit one final “maintenance” photo which will be used during judging to verify that the Challenge results have been maintained through the end of the Challenge.

“Maintenance” photo must be a frontal pose with newspaper dated on or about December 17, 2011 and must comply with all guidelines as set forth for the “before” and “after” photos. Participants must provide their weight on the date of the “maintenance” photo.

The Judging Process

A panel of unbiased judges, from the corporate management team, will select the winner and runner-up. 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 judges will then be combined to give each contestant a final score, which will be used to determine the winner and runner-up. The winner will be the individual with the highest cumulative score. The decision of the judges is final. To be considered in the judging process, participants must maintain their success.

Challenge Eligibility

- Men and women 18 years of age and older, as of their registration date, are eligible to participate in the IsaBody Challenge.
- All participants must be residents of Australia or New Zealand.
- Employees (Contractors, Consultants, Temporary Employees, etc.) of Isagenix are not eligible to win.
- Participant must be an Isagenix Independent Associate, Isagenix Preferred Customer or an Isagenix Product Consumer.
- A minimum of 100BV monthly throughout the participant’s 24-week Challenge period is required for participation.
- Participants must use Isagenix products and cannot use similar or competitive products from any other company during the time frame of the 2011 IsaBody Challenge.
- The winner and enrolling sponsor may be required to sign an affidavit attesting to their use of Isagenix products during the Challenge period.
- All participants must submit a completed online registration form in order to be eligible for the Challenge.
- All participants may be required to sign a waiver, and submit a validation letter written by participant’s sponsor at the end of the Challenge verifying contestant followed all of the rules and regulations of the Challenge.

Challenge Time Line

Registration opens on Saturday March 19, 2011 at 12 p.m. (noon) Australian Eastern Daylight Time and will close 19 November 2011 at 11:59 p.m. Australian Eastern Daylight Time (AEDT). The Challenge end date is 7 January 2012.

Although the competition is run over almost a year participants are given a maximum of 24 weeks to create their success. Isagenix will only judge those participants that submit “before” and “after” photos taken within 24 weeks of one another. It is up to the participant to choose when their 24 week period begins. All Challenge requirements (essay, photos, etc.) must be received by Isagenix no later than Saturday January 21, 2012.

Official Rules and Regulations

Registration opens Saturday March 19, 2011 at 12 p.m. (noon) Australian Eastern Daylight Time. All participants must submit a completed Isagenix IsaBody Challenge Online Registration Form. Associates and Preferred Customers may upload photographs and essays in their Back Office when that feature becomes available. Participants may instead choose to mail the materials to the following address:

Isagenix
Attn: 2011 IsaBody Challenge
PO Box 321,
North Ryde, NSW, 2113 Australia

Isagenix must receive all materials no later than Saturday January 21, 2012.

It is each participant’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, print and online ads, 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, participants 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 decision of the judges with respect to selection of the winner and in regard to all matters relating to this challenge shall be final.

Challenge finalists will be notified by phone or by email on or about Saturday January 21, 2012. Stories and photos of the winner and runner up will also be posted on the Isagenix Web site after National Celebration 2012. IsaBody Challenge participants may not solicit local media regarding their participation in the Challenge without prior written consent from the Isagenix Communications department. For questions on media relations, contact customerservicesanz@isagenixcorp.com.

Isagenix makes no express warranty, guarantee 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 the prize may be forfeited and an alternate winner may be selected.

Participants agree to abide by these rules and the decisions of the judges. All prizes are non-transferable or redeemable for cash. If winners are local to where National Celebration is being held, then flights are not transferable or redeemable cash. All federal taxes are solely the responsibility of the winner. By accepting the prize, the winner grants to Isagenix the right to use winner’s name, essay, and likeness for promotional purposes without further notification to, permission from or compensation to the winner. Winner will be required to verify or an alternate winner will be selected.

Each participant 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 participating in the 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 Australia and New Zealand who are 18 years of age or older as of their registration date. Employees of Isagenix (Contractors, Temporary employees, consultants, etc.) are not eligible. Subject to all federal, state and local laws and regulations.

Participants may modify their diet and/or training program to suit their goals. Participants 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. The IsaBody Challenge, all rules and regulations, and any supporting documents are subject to change without prior notice.

Questions regarding the IsaBody Challenge should be directed to customerserviceanz@isagenixcorp.com.

