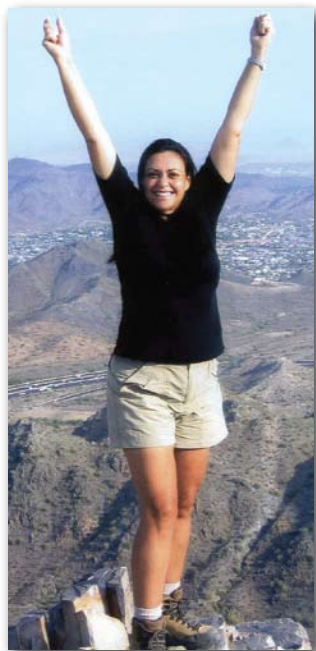


# Creating a *Stellar* IsaBody Challenge™ ‘After’

YOU’VE BEEN WORKING hard, faithfully using your Isagenix® products and creating a healthy lifestyle. Now that you’re in the home stretch of the IsaBody Challenge™ there are only two things left to do: take a fabulous “after” shot and write a winning essay. We’ve got the tips to help you edge out the competition.

## THE “AFTER” PICTURE

- Follow the Challenge rules. Photos should be high quality, 4" x 6" in size and with a white, light colored or solid background. Your three “before” and three “after” pictures must be front, back and profile and include a copy of the appropriate newspaper to verify the date. (See rules for details).
- Make sure to clearly label all of your pictures and the rest of your submissions. Mail them in clear sandwich bags in between two pieces of cardboard so they don’t get damaged.
- Take a second “after” shot doing something you didn’t do before. The judges want to see a picture of you in action! Show your body transformation in creative ways such as posing in your backyard, doing a fitness activity or showing your daily routine.
- Include a “before” picture demonstrating your previous lifestyle.



Carole Epstein –  
2007 Winner



Shawna Johnston –  
2007 Winner

## IsaBody Challenge™ Dates\*

**JUNE 15**  
Challenge Ends

**JUNE 27**  
Deadline to submit essay  
and photos.

**MID-JULY**  
Top three finalists in each category  
will be notified by phone or e-mail.

**AUGUST 3-5**  
Winners and finalists will be  
announced at Celebration.

\*For the U.S., Canada and Puerto Rico Challenge

## THE WINNING ESSAY

- It’s all in the first sentence and paragraph. Lead with your best stuff to intrigue the judges. Use true statements and be bold and direct.
- Be real. Talk about how you felt throughout the Challenge and the obstacles you overcame.
- Focus on the impact the Challenge has had on your life both physically and emotionally. If you kept a diary through the process, share some of your entries.
- Be descriptive. Give examples of the changes you made so that the judges can visualize your story. Remember it’s not just about numbers on the scale; it’s about a total lifestyle change.
- Keep it simple; don’t be too lengthy. You’ve got 500 words or less to tell your story.
- Follow the essay rules and include your name, before and after weight, height and other supporting materials.
- For the family category, only one essay is necessary. Provide short paragraphs on each person’s progress, but link it to a bigger theme of how you’ve helped one another achieve success.
- Get creative with your presentation. Include a video, poster board or anything else you believe demonstrates the changes in your life.