

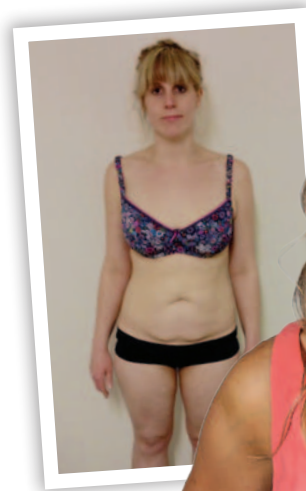


THE WINNING ESSAY

YOU'VE TRANSFORMED YOUR LIFE over the past 16 weeks and now the time has come for you to submit your 'After' photos and essay. We've got some awesome tips on how to write a winning essay and create additional material to wow the judges!

THE ESSAY: 50% of Score

- To help you write an awesome essay, here are a few sentences to get you started:
 - Before Isagenix I felt ...
 - I was introduced to Isagenix by ...
 - My results were ...
 - I'm now able to ...
 - I will motivate others to join the Challenge by ...
- Focus on the impact that the Challenge has had on your life both physically and emotionally. If you kept a diary throughout the Challenge, share some of your thoughts.
- Celebrate the milestones! What did you achieve?
- Be descriptive: Gives examples of changes you have made in your life throughout your Challenge. Use stories to help the judges visualise your transformation. Take them on a journey!
- Attach a cover letter. This can be found in your Back Office.
- Keep it simple; don't be too lengthy. You have 500 words or less to tell us 'Your Story'.
- Get creative with your presentation. Include a story, vision board or anything else you believe demonstrates the changes in your life.



Catherine's **TOP TIPS**

- Write down a few notes before you start writing your essay. Get into a quiet space and be honest with yourself.
- Reflect on what life was like before the IsaBody Challenge, what happened during the Challenge and what life is like after the Challenge.
- Write a few drafts of your essay and ask someone to proof your final essay.
- Use additional material to reflect on your entire journey. A video is a great visual support!

CATHERINE KEELY
2013 Weight Loss Category Winner

Visit ANZ.IsaBodyChallenge.com



'AFTER' PHOTOS: 50% of Score

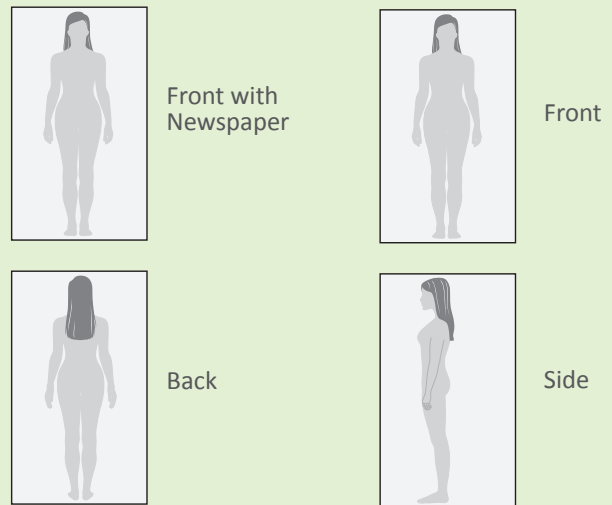
- 'After' photos are required: Front on with newspaper, front on without newspaper, side profile view and a back view (see diagram).
- It is recommended that the same type of clothing be worn in all photos.
- Ensure your photos are clear.
- Photos must be 5 MB or smaller to be uploaded into the 'Back Office' (To reduce your photo size, visit Your IsaBody Registration in your 'Back Office' and click the 'Photo Resizing Tutorial' on the top left hand corner).
- Participants should take the photos on a white or light-coloured background.
- The photos must be original, not altered or modified.
- 'Lifestyle' photos are optional. It would be great to see a photo of you in action with your new body! What can you do now that you couldn't before? Get creative!
- The 'Lifestyle' photo section is also a great place for you to post your 'Before' Isagenix photos if you had a transformation before registering for the IsaBody Challenge.



LOG ON TO YOUR BACK OFFICE

To find your individual end date, log onto your 'Back Office', Click on 'Contests and Promotions' then on 'IsaBody Challenge' and scroll down to 'After' Photos.

'After' photos must be taken on or before the last day of your Challenge **4/08/2014**. Your 'After' photos and a 250-500 word essay must be uploaded together between 7/07/2014 and 11/08/2014 in order for your Challenge to be considered complete. Photo file formats allowed: JPG, JPEG. Essay file formats allowed: DOC, DOCX, PDF, TXT, RTF. Maximum file size: 5 MB.



“ I'm very happy with my results and to see that I've motivated and inspired others in the process has all made it worthwhile. I've hit my goal weight and I know I can maintain this with great products and convenient shake options. My whole family is moving in a healthy direction, which is another great transformation. The cash and prizes on offer is just another incentive to keep motivated and on track. Winning the category prize money was just fantastic and went towards a family trip to the Whitsundays! The whole experience has just been unforgettable! ”

TIM SMITH
2013 Healthy Ageing Category Winner