



## TRANSFORMATION CHALLENGE

WINTER AND SPRING 2020

JANUARY 13, 2020 – APRIL 12, 2020

UNITED STATES and CANADA OFFICIAL RULES

Updated 12/31/19 5:22 pm

### WHAT IS THE CHALLENGE?

The Transformation Challenge is a contest that allows you to earn cash and prizes while improving your health and wellness. In other words, The Challenge is a pledge to your health where you track and monitor your transformation and progress over 90 days and beyond. The Challenge is available to Associates and Customers in good standing who join the Challenge at [www.newyou90.com](http://www.newyou90.com) between January 13, 2020 – February 13, 2020. Be sure to read the text below as some of the rules and prizes have changed.

### 90-Day Challenge Prizes

Mannatech awards three cash prizes to the “most transformed” following the 90-day challenge. Prizes are based on the number of people who join and stay in the challenge, submit the required photos and essays, track their progress and purchase qualified products or bundles as described below.

Prizes range from \$250 to \$1000.

### Weight and Fitness Products Lifestyle Award

The Lifestyle Award is reserved for those who have committed to a healthier lifestyle with TruHealth™, used the maintenance program and continue to have results. They are looked at as mentors in the TruHealth Challenge and lifestyle.

### 90 Day Challenge Supplemental Sharing Awards

- Enrollers who have 3 or more new participants who complete the challenge will receive 100 loyalty points.
- Enrollers who have 5 or more new participants who complete the challenge will receive 100 loyalty points and recognition at MannaFest.

- Enrollers who have 10 or more new participants that complete the challenge will receive 100 loyalty points, recognition at MannaFest and two free tickets for MannaFest.

## HOW DO YOU GET STARTED?

You are just a few clicks away from beginning your journey to the ultimate mind and body transformation. Remember, Mannatech is not just about fat loss and neither is the Transformation Challenge. This is your chance to change your health and wellness, so, enter today!

It is easy to get started. As a participant, you must follow these three easy steps.

1. Register your participation at <http://www.newyou90.com>. You may register until February 13, 2020 for the Winter Challenge to earn prizes. Challenge participants must have three consecutive months of \$150.00 Weight – Fitness category product purchases from December 15, 2019 – April 13, 2020. This means that if your first purchase is in December 2019 – you must have qualifying product purchased for December, January 2020 and February.2020 If your first Weight and Fitness category product purchase is in January, you must have a product purchase in January, February and March, 2020.
2. Submit “before” and “after” photos and track your progress through the challenge at <http://www.newyou90.com>.
3. Submit a 250-word short essay about your transformation no later than 5 days after the incentive 90-day end date.

By signing up, you have access to a strong support system including accountability, exercise plans and exclusive weekly calls with our Mindset Coach, Ashly Torian, to help guide your transformation journey.

## REQUIREMENTS

### Before and After Photos

In order to compete for prizes, you must submit a total of four “before” photos with a date stamp to start (you may use your phone to verify date), and agree to all terms of the Transformation Challenge during the timeframe of the Challenge. You will then submit four “after” photos with a date stamp, along with the 250-word essay by the deadline.

Photo requirements on the 1<sup>st</sup> day of participating in the Transformation Challenge:

- One frontal view photo with time stamp or current newspaper taken on the established start date/end date.
- One frontal view without a newspaper or digital date and time stamp.
- One profile (side view) photo.
- One back photo.

#### Tips for how to submit your photos

- The format for uploaded photos is JPEG.
- Photos must be authentic and unaltered or modified. If any photo tampering is evident, the participant is disqualified.
- The date on the paper or time stamp must match the day the contestant begins and ends their Transformation Challenge program.
- Wearing the same type of clothing is recommended in both your before and after photos. Form-fitted athletic clothing is preferred. Revealing or provocative photos are invalid.
- High-quality photos (300 dpi) are recommended. Photos must be 2 MB or smaller.
- Try to take the photos using a white or light-colored solid backdrop for optimal visibility.
- You must successfully fulfill all requirements of the Transformation Challenge to be considered for judging and prizes.
- The judges' decisions are final.

#### 250-Word Short Essay

You must submit a short 250-word paragraph sharing your transformation journey. Make sure to include: 1) What your Challenge goals were and how you achieved them. 2) Why you entered the Challenge. 3) How you motivated others to achieve success through the challenge.

#### Short Essay Requirements:

- Write 250 words in the word text box on the Essay Page of the Transformation Challenge.
- Include: Your name, "start" and "end" measurements and dates as shown in the Transformation Tracker.
- Your essays must be in English if possible.

## Associates or Customers using Weight and Fitness Products

*In order to participate in the Transformation Challenge, you must purchase a minimum of \$150.00 in Weight and Fitness products from the SKUs listed below during each month of the Challenge to be considered for prizes. Product purchases made from December 15, 2019 through April 13, 2020 will count toward the challenge. See additional information in “the “How do you get Started?” section on page two (2) of this document.*

All participants in the program must purchase a minimum of one of the 4 bundles or \$150.00 in qualified products each month of the qualification period to qualify for the challenge prizes.

Product Bundle Options:

- 1) TruHealth 30-Day System Value Custom Bundle / Item No. 60601**
- 2) Wear My Skinny Jeans Again Bundle / Item No. 81401**
- 3) TruHealth Maintenance Custom Value Bundle / Item No. 61301**
- 4) TruHealth Maintenance plus Empact+™ / Item No. 83801**

**OR**

*Individual Product Purchase Options: †*

- 1) TruPLENISH™ Nutritional Shake (Rich Chocolate) / 16201*
- 2) TruPLENISH Nutritional Shake (Creamy Vanilla) / 16301*
- 3) TruPLENISH Single Serve pouches (Rich Chocolate) (14 pouches) / 51501*
- 4) TruPLENISH Single Serve pouches (Creamy Vanilla) (14 pouches) / 53301*
- 5) TruPURE® (30 slimsticks) / 16501*
- 6) TruSHAPE™ Advanced Weight Management (30 capsules) / 16001*
- 7) EMPACT+™ Performance Drink Mix (30 slimsticks) / 11701*
- 8) EMPACT+ Monthly Kit (3 boxes - 90 slimsticks) / 83901*
- 9) OsoLean® (366 g protein powder) / 22101*
- 10) SPORT™ (60 capsules) / 12101*

*† Individual product purchases must meet a \$150.00 monthly minimum to qualify for the challenge prizes.*

Eligibility

- Associates and Customers 18 years of age and older, as of the registration date, are eligible to participate in the Transformation Challenge.
- All Participants must be a resident of United States or Canada.

- Participants must be a qualified Mannatech Associate/Customers at the beginning of the challenge and a qualified Mannatech Associate/Customers through the duration of the challenge.
- New Participants who join after the January 13, 2019 Challenge start date must purchase a minimum of one of the bundles or qualifying individual products during each month they are registered for the challenge. See:  
*How do I Get Started Section on* Page 2 of this document.
- Participants must show use of Mannatech products and shall not use competing products from any other company during the Challenge time period.
- Participants cannot use any body-transforming procedures, including but not limited to, the lap band, gastric bypass, liposuction, HCG, HGH or other similar treatments.
- Challenge winners will be asked to sign an affidavit confirming use of Mannatech products and that they followed the rules and guidelines of the Transformation Challenge.
- Participants agree to grant Mannatech use of their name, likeness or photo, voice or written materials in any future publication, advertisement or promotion. In addition, each participant understands they are not entitled to receive any remuneration of any kind for the future use of their name, likeness, voice or written materials.
- Participants agree to abide by these rules and warrant and represent their entry is authentic, unaltered and original, and to grant Mannatech 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.
- Participants may not solicit local media to discuss their participation in the TruHealth program or Transformation Challenge without prior written consent from the Mannatech Communications department at [News@mannatech.com](mailto:News@mannatech.com)
- Winners of the Transformation Challenge may be required to verify purchases and results or an alternate winner will be selected.