

# The Challenge – Contest Rules

## ELIGIBILITY:

Participants can enter to win in these categories:

- Male
- Female

To participate in The Challenge contest, you must:

- Complete a Challenge of at least 90 days, for a minimum of 3 consecutive months with Vi products on Monthly Delivery.\*
- Complete the Entry Form in full.
- Be an active Vi Promoter or Customer.
- Photos and measurements must reflect your latest 90-day Challenge results.
- Photos must be original, full body photos. Do not: include your friends, crop, filter, add text, stretch, or alter in any way.
- If you have completed multiple challenges, please include your overall results in the story field.
- Contest open to U.S., Canada, Mexico and Jamaica only.

*Important!*

*Failure to comply with the above rules may make your entry invalid, resulting in your entry and any votes you have accumulated being removed so that you may resubmit an approved entry.*

\*Minimum of \$50 order per month (excluding tax and shipping).

## How your Monthly Challenge entry will be judged:

To help other people understand and be inspired by your achievement, your entry will be evaluated in this way:

- 75% – Transformation
  - › 25% for results in inches, weight loss, etc.
  - › 25% for your Before/After photos
  - › 25% for the quality/variety count in detailing your physical changes
- 25% – Story
  - › Share the authentic and compelling details of your transformation journey

## Challenge Champions will be evaluated based on:

- Social Voting – 25%
- Transformation – 50%
  - › Results (weight lost, inches, etc.) – 25%
  - › Transformation shown in your Before/After Pictures and quality/variety of your pictures – 25%
- Story – 25%
  - › Submission of a detailed, authentic, compelling story of your transformation journey
- Challenge Finalists may be asked to re-submit current photos in October if they were named Finalists early in the cycle.

## CONTEST CYCLES

### Enter any month:

- The Challenge is based on a 90-day transformation.
- You can start during any month of the year up until the month before the end of the annual cycle (September for 2018).
- For all months, you'll be eligible to win in the month after the date you enter.
- Monthly Winners will be announced by the 15th of the month following your entry.

### Announcement of Challenge Champions:

Once you've submitted your entry, social media votes will also help determine our annual Challenge Champions. Our Champions will be named in mid-October following the Social Vote that will take place the first week of October.

## PRIZES AND REWARDS

### Monthly Challenge Finalists:

If you're named as one of the monthly male or female Challenge Finalists, you will receive:

- \$500 Cash
- 500 Product Points
- The opportunity to become an annual Challenge Champion.

### Challenge Champions:

Each year, the Challenge Finalists will compete for the Challenge Champion title. There will be one male and one female Challenge Champion. The winning Challenge Champions will receive:

- Tropical Dream Vacation (\$5,000 value)
- \$5,000 Cash
- 1,000 Product Points
- Be a Challenge Spokesperson for 1 year – featuring personal appearances and perks that include features in company marketing, appearances at events, and free admission to Challenge events for that year.