

INTRODUCTION FROM LEE LABRADA

Do You Want to Look Great, Have More Self Confidence, and Create a Lasting, Healthy Lifestyle?

"Other Lean Body Challengers have done it... and so can YOU! Twelve weeks from now you can be showing off the stronger, leaner body you deserve. And it all starts by entering the Lean Body Challenge today."

Dear Friend,

Congratulations on signing up for the Lean Body Challenge! There's no feeling like the one you get when you make a positive change in your life. And there's no better way to change how you feel inside than by changing your outside. Let's face it, **when you look good, you feel good about yourself.** Perhaps you've never been in good shape before. Or maybe you have, but you've gotten out of shape and need to get jump-started again.

Either way, now's the time to make up your mind to release the lean body that is locked up inside you. You absolutely, positively have the power to do it. And **the Lean Body Challenge is the perfect way to get yourself motivated** to make it happen! It's not as hard as you might think.

In fact, I have found that **when people fail to get in shape, it's for one of two reasons: they start out with the wrong information or they lose motivation!** What if I showed you a way to eliminate both of these obstacles so that you could break through to the stronger, leaner body you deserve?

The Lean Body Challenge is the answer. Now that you've signed up for the Lean Body Challenge, I'll provide you with information you need to attain the body you desire. What about motivation? The motivation will come from the Challenge itself!

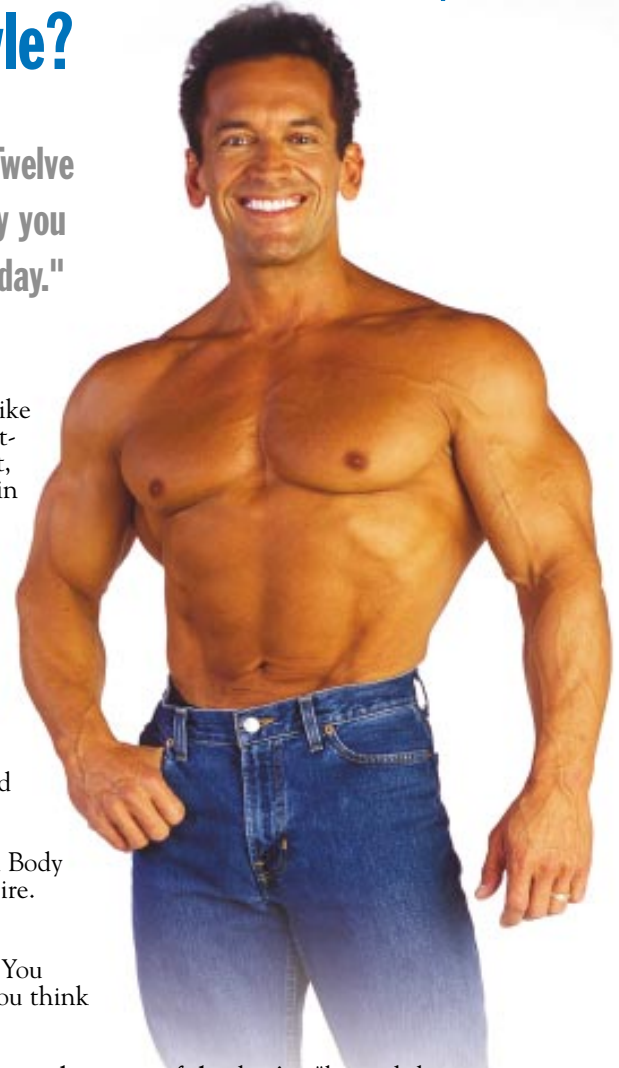
You see, when you have a worthy goal to shoot for, **something magical happens.** You become energized to make your goal a reality. It all starts in your mind. And as you think about this, let me share something with you.

There is one thing that every past winner of the Lean Body Challenge has done to be successful: they've "burned the ship" prior to embarking on their Challenge. What does "burning the ship" mean? It's an old Swedish saying for "there's no turning back." It comes from the fact that in the old days, invading armies would burn their ships to send a clear message to the troops: "You must win the battle." The men knew there was no turning back. They would have to complete their mission. With no possibility of retreat, their mindset was focused on victory. And so should yours.

To successfully complete the Lean Body Challenge, you too must adopt the "burn the ship" mentality. You must make up your mind to finish the Challenge. If you enter with the attitude of "I can always quit if I feel like it," you likely won't get very far, because at the first sign of resistance, you'll be sorely tempted to quit. Don't set yourself up for failure.

So do something good for yourself and make the decision not only to enter the Lean Body Challenge, but to complete it. I promise you that you won't be alone. You see, once you sign up for the Lean Body Challenge, you'll begin receiving weekly encouragement and support from me, for the full 12 weeks. I'll send you helpful, motivational tips by email every week to help you complete the Challenge! And when you have questions, a certified personal trainer will be there to answer them online.

With all of this support, you can't fail! You can do it when you have a clear goal, take action, and have a support system in place to attain it. Others have completed the Lean Body Challenge too, and in so doing, have changed their lives, improving their appearance, health and self-confidence.



Just look at our past Lean Body Challenge winners (right). They used the Lean Body Challenge to make significant improvements in their bodies, energy levels, and confidence. Judging by their results, you'd think that they were full time personal trainers! But they certainly don't spend their life in the gym. Like you and I, their lives are busy and full of responsibilities. **The difference is that they took action on their goals of achieving a leaner body and didn't quit until they reached them.**

It's not difficult to get in shape when you're motivated by the Lean Body Challenge. This is something that you truly can do. If they did it, so can you!

So now I ask you, "Are you ready to get into the best shape of your life?" If you can say, "YES! I can do it!" with certainty, then you're ready to go! See you at the finish line!

Yours in Health,



Your Lean Body Coach

How the Winners Are Chosen

After receiving the completed packet, your results will be reviewed by the Labrada Lean Body Challenge Judging Panel. Packets will be judged on the most improved physique, as well as the best written and presented essays. Your physique photos are worth 75 of a possible 100 points, while your essays will be worth 25 of a possible 100 points. A first, second and third place winner will be selected in each category (subject to the discretion of the judges), as well as an Overall Grand Champion.

Winner Divisions - Determined by the age of the participant (both men and women) at the start date of his/her Challenge.

- 18-29
- 30-39
- 40-49
- 50 & Above
- Inspirational†

†Category determined by judges.

The Grand Prize Winner (Overall Grand Champion) receives:

- Cruise for two to Cozumel. (LBN pays for transportation to the cruise site for the winner only.)
- All expense paid trip to Houston, Texas to train with Lee Labrada
- Personalized nutrition counseling session with Nutritionist Keith Klein
- One-year supply of Labrada Nutrition products
- Labrada Winner's Jacket
- Your photo and story posted on the Labrada Web site
- Award Certificate suitable for framing
- Refund of cost of Labrada products used during the Challenge*
- Check www.leanbodychallenge.com for additional grand prizes

1st Place Winners (each division) receive:

- One year supply of Labrada products
- Labrada Winner's Jacket
- Your photo and story posted on the Labrada Web site
- Award Certificate suitable for framing
- Refund of cost of Labrada products used during the Challenge*

2nd Place Winners (each division) receive:

- Six month supply of Labrada products
- Labrada Winner's Jacket
- Your photo and story posted on the Labrada Web site
- Award Certificate suitable for framing

3rd Place Winners (each division) receive:

- Three month supply of Labrada products
- Labrada Winner's Jacket
- Your photo and story posted on the Labrada Web site
- Award Certificate suitable for framing

Every Finisher Wins!

- All who finish the 12-week Lean Body Challenge™ and submit a completed packet will receive a commemorative Lean Body Challenge™ T-shirt, and a \$100 Gift Certificate** good for Labrada products purchased directly from Labrada Nutrition (phone orders only).

***Note to first-place winners:** Up to \$150 dollars will be refunded in cash. Any amount over \$150 will be refunded in Labrada Nutrition product. Proof of purchase required to redeem refund.

****Note to all finishers:** The \$100 Bonus is paid upon completion of the Lean Body Challenge™ (go to leanbodychallenge.com for starting and ending dates). All contestants must submit a completed Challenge Packet to the address on page 4 in order to be eligible. The \$100 Bonus will be paid in (1) One hundred dollar Gift Certificate valid for select Labrada Nutrition products purchased directly from Labrada Nutrition (phone orders only.) Not valid with any other offers.



Dave Dunham - Staten Island, NY
Lean Body Challenge Winner

Dave Dunham found himself surrounded by tempting, high-calorie foods on a daily basis as the owner of a New York pizzeria. This self-described "roly-poly pizza man" learned about proper diet and exercise from the Lean Body Challenge program, as well as Lee Labrada and Keith Klein's GET LEAN KIT - and in no time, Dave was dramatically improving his overall quality of life. Dave exclaimed, "Can you believe that others are asking me for fitness advice?" Yes we can, Dave!



Andrew Freck & Paulina Soria
Lean Body Challenge Winners

Andrew Freck & Paulina Soria are living proof that having a support system can be a recipe for success in the Lean Body Challenge! As a couple, they motivated and supported one another to become Lean Body Challenge champions! Paulina Soria told us, "Consistency and dedication, along with the support from the people I love and the belief that I CAN do it is what it took for me to complete this Challenge." Both said the LBC helped them change their lifestyles forever.

GETTING STARTED

LEAN BODY CHALLENGE ENTRY FORM

Please print clearly and legibly.

Name: _____ E-mail: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ USA Canada

Daytime Phone: _____ Evening Phone: _____

Male Female Age Group: 18-29 30-39 40-49 50 & Above

Fill in your starting date, current weight, and body fat % in the box below. Complete this box at the end of the 12th week.

WEEK 1	Starting Date: _____	Weight: _____	Body Fat %: _____
WEEK 12	Finishing Date: _____	Weight: _____	Body Fat %: _____
PROGRESS	Now, subtract Week 1 from Week 12 here: _____ ...and here: _____		

During the 12-Week Lean Body Challenge, I used the following supplements recommended for this program:

Feel free to check these boxes off throughout the Challenge, as you purchase/use them.

- | | |
|--|--|
| <input type="checkbox"/> Lean Body® Meal Replacement Shake | <input type="checkbox"/> Super Charge!™ Pre-Workout Energy Drink Mix |
| <input type="checkbox"/> CarbWatchers® Lean Body® MRP Shake | <input type="checkbox"/> Charge!® ASF Fat-Loss & Energy Booster |
| <input type="checkbox"/> Lean Body For Her® MRP Shake | <input type="checkbox"/> Lean Body® GOLD Hi-Protein Energy Bars |
| <input type="checkbox"/> Lean Body® Ready-to-Drink Shake | <input type="checkbox"/> CarbWatchers® Lean Body® MRP Bars |
| <input type="checkbox"/> Lean Body® Breakfast Shake | <input type="checkbox"/> Lean Body® MRP Bars |
| <input type="checkbox"/> ProV60® Protein Shake | <input type="checkbox"/> CreaLean™ 100% Pure Creatine |
| <input type="checkbox"/> ElastiJoint® Joint Support Formula | <input type="checkbox"/> GlutaLean™ 100% Pure L-Glutamine |
| <input type="checkbox"/> Lean Body® Cookie Bars | <input type="checkbox"/> Rockin' Roll™ High Protein Nut Roll Bar |
| <input type="checkbox"/> Lean Body® Mass 60 | <input type="checkbox"/> ISO Power 60™ 100% Pure Whey Isolate |
| <input type="checkbox"/> Lean Body® Challenge Success Package (to view, visit www.leanbodychallenge.com - or call 1.800.832.9948) | |

Other: _____

T-Shirt Size? S M L XL XXL

Jacket Size? S M L XL XXL

How did you find out about the Lean Body Challenge? _____

Signature: _____ Date: _____

By signing here, you acknowledge that you have read the rules and regulations of the Lean Body Challenge (found on page 10 of this packet), you agree to be bound by those terms, and that the information you have provided for this competition is accurate to the best of your knowledge.



**YOU'RE ONLY
12 WEEKS AWAY
FROM...**

- **Increased Energy**
- **Inches off your Waist**
- **More Lean Muscle**
- **A Healthy Lifestyle**
- **More Confidence**
- **Your Lean Body!**

COMPETITOR CHECKLIST

Your Week 1 Checklist - Let's Get Started!

- 1. Review this entire packet, especially the Lean Body Challenge Rules and Regulations.** Please make sure you understand the rules as presented on the last page of this packet. If you have any questions regarding the rules, please send your questions to us (see below) and we'll be happy to assist you.
- 2. Fill out your entry form, and Week 1 Essay Questions.** Be sure to read and fill in all applicable areas of your Lean Body Challenge entry form (left), and answer the essay questions on page 5. Remember, these essay questions are required to complete your entry, and comprise 25% of your final score.
- 3. Download your free Lean Body Challenge Program.** If you have not done so already, visit our website, www.leanbodychallenge.com, and download your FREE Lean Body Challenge fitness and nutrition program. Read through it carefully, as there are a series of simple lifestyle changes you need to be ready to make in order for the program to be effective. Again, if you have questions about the contents of the program, contact us (see below).
- 4. Take your "before" photos.** Check our photo section on page 7 for tips on how to properly take the photos required for this Challenge. They will need to be attached to their respective pages in the photo section. This can be done at any time during the Challenge, so don't feel that you need to print them right away (though we do recommend it). However, the "before" picture must be taken within the 3 days of your official start date.
- 5. Go shopping.** Since this program hinges partially on your eating habits, you'll need to stock up! Your Lean Body Challenge program explains in detail the foods you can and cannot have during your 12-week Challenge. Be sure to stock your fridge with the right foods so that you can begin properly preparing your Lean Body meals from day one.
- 6. Purchase any 3 full Labrada products.** These products may be purchased all at once, or as needed throughout the Challenge. The minimum purchase required for the Challenge is 3 full Labrada products, in any combination you like (you may order 3 of the same product, or choose a variety), but of course we encourage you to use more. For example: A "full" product is considered one full box of shakes (not just a single shake). All Challengers will enjoy the Coaching Club member's discount by calling 1.800.832.9948 or by visiting www.leanbodychallenge.com. You may also purchase your Labrada products from your local retailer. Just be sure to retain any receipts for **all** purchases, as they verify when you purchased them (these products must be purchased within the 12-week timeframe of your Challenge) and must be included in your finished Lean Body Challenge packet. Also - visit leanbodychallenge.com for the latest **Lean Body Challenge Success Packages**. Purchasing just one of these success packages will fulfill your product requirement.
- 7. Begin and complete your 12-week Lean Body Challenge.** Your new, leaner body is just 12 weeks away!

Your Week 12 Checklist - Let's Finish Up!

- 1. Take your "After" photos.** Once taken, attach them, along with your "Before" photos to the appropriate boxes in the photo section on page 7. Refer to the "Photo Tips" listed on that page to ensure the best photos possible.
- 2. Fill out the rest of your entry form, and complete your Week 12 Essay Questions.** Be sure to record any measurements you've been taking during the Challenge, and of course, make a note of your improvements (see page 6).
- 3. Collect your receipts for any Labrada products purchased during your Challenge.** Include them in this packet.
- 4. Mail in your completed Lean Body Challenge Packet.** Once everything in this packet is completed, mail it to the address below postmarked on or before the deadline of your Challenge (check leanbodychallenge.com for deadlines):

Lean Body Challenge
c/o Labrada Nutrition
14850 Woodham Dr, Suite B-135
Houston, TX 77073

Remember - we're here to help! Send any questions you have to leanbodychallenge@labrada.com, or call 1.800.832.9948

ESSAY QUESTIONS - WEEK 1

Please print clearly and legibly. These essays may also be typed on a separate sheet of paper. Be sure to include it with this packet at the end of your Challenge.

What are your fitness goals at the beginning of the Lean Body Challenge? _____

What made you decide to participate in the Lean Body Challenge? _____

How do you feel this Challenge will help you grow? _____

What do you want to accomplish by participating in the Lean Body Challenge? _____

How will you measure your success throughout the Lean Body Challenge? (fill in all that apply)

- Weighing myself on a scale Waist Measurements w/ Tape Body Fat Skin Calipers
 Pant or Dress Sizes Other _____

ESSAY QUESTIONS - WEEK 12

Please print clearly and legibly. These essays may also be typed on a separate sheet of paper. Be sure to include it with this packet at the end of your Challenge.

Please detail your physical and emotional successes during the Lean Body Challenge. _____

What kept you motivated to finish the Lean Body Challenge? _____

What struggles and challenges did you face while you were completing your Lean Body Challenge? How did you overcome them?

Why do you think you should be selected as a winner of the Lean Body Challenge? _____

Which Labrada products were the most helpful to your success during this program and why? _____

BEFORE & AFTER - FRONT

“After” FRONT:

Take your "after" front photo at the end of your 12-week program. Please make sure you take your "after" photos within three (3) days of your start date. For your front photos, hold up a newspaper (from that day) with a readable headline to authenticate the date of the photo (magazines are not acceptable to verify photo dates).

“After” BACK:

Take your "after" back photo on the same day as your "after" front photo. For the back photos, it isn't necessary to hold up a newspaper to authenticate the date of the photo, as it must be taken on the same day as your front photo.

Attach the BACK photo to the designated area on the next page.



“Before” FRONT:

Take your "before" front photo at the start of your 12-week program. Please make sure you take your "Before" photos within three (3) days of your start date. For your front photos, hold up a newspaper (from that day) with a readable headline to authenticate the date of the photo (magazines are not acceptable to verify photo dates).

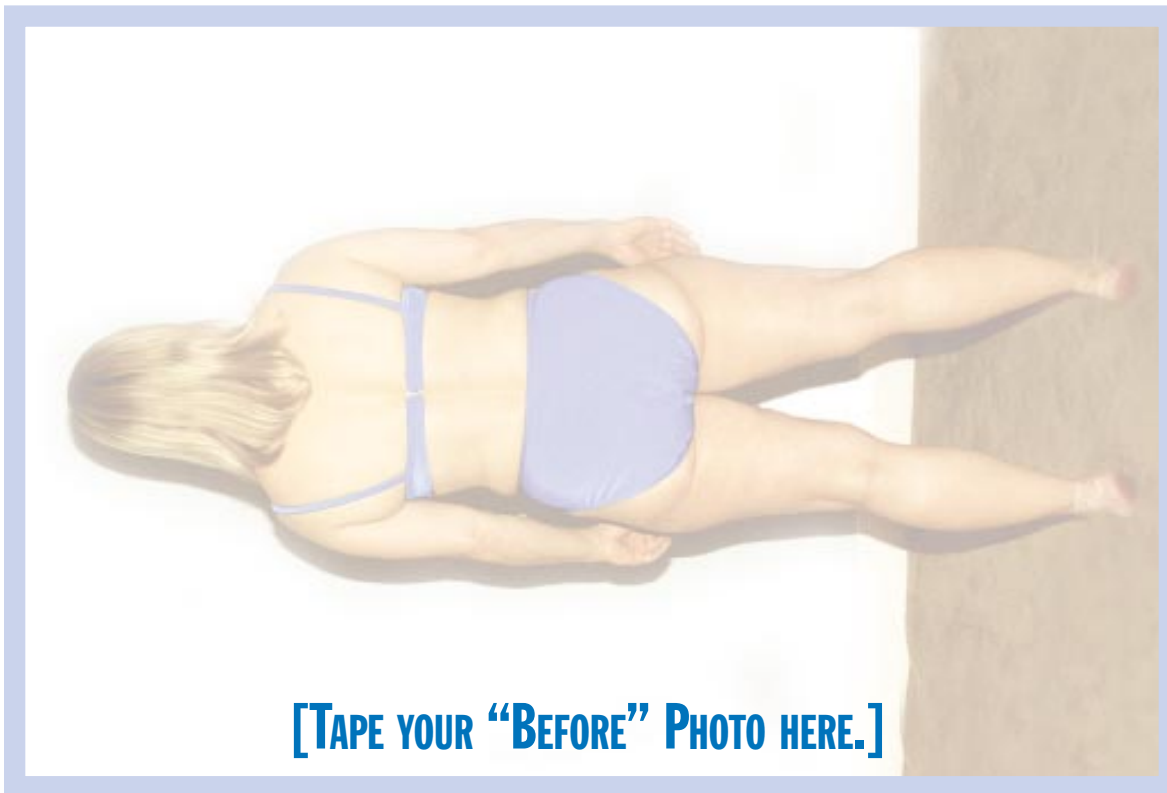
“Before” BACK:

Take your "before" back photo on the same day as your "before" front photo. For the back photos, it isn't necessary to hold up your newspaper to authenticate the date of the photo, as it must be taken on the same day as your front photo.

Attach the BACK photo to the designated area on the next page.



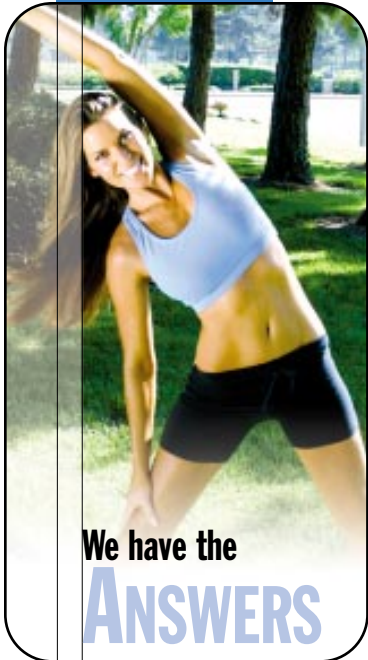
BEFORE & AFTER - BACK



General Photo Tips:

- Show as much of your physique as possible. Remember that you will be judged on the most dramatic change, so we must be able to see your body clearly (swimsuits or gym trunks are strongly recommended).
- Try to shoot in front of a plain surface (preferably a white wall or background).
- When you shoot your "after" photos, if possible, wear similar clothing and shoot in a similar location as your "before" photos (the same location, if possible). You don't need to flex or pose; just stand up straight, with your arms slightly angled at your sides. In both sets of photos, you should be directly facing the camera (no side shots or profiles).
- Make sure that when you take your photos you are as close as possible to the camera. If the photos are too far away, we cannot judge your entire physique, nor can we see the newspaper headline.
- See the above photos (as well as those on the previous page) for excellent examples of what a proper pose should look like.
- If possible, have your photos taken professionally. Your photos will count for 75 of a possible 100 points, so make sure they look good! Please note that Polaroid and negatives will not be accepted. Digital photos are only accepted if they are in good quality and may not be submitted via e-mail or on plain-paper, ink jet printouts. Use a photo quality paper approved for your printer.

FREQUENTLY ASKED QUESTIONS



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LEAN BODY CHALLENGE

Q: Can I enter this Challenge more than once?

A: Yes, you are welcome to enter the Lean Body Challenge as many times as you want. We encourage you to talk to friends and family about doing the Challenge with you. It's more fun and a lot easier to have a "body buddy" who will help you stay accountable.

Q: Do I have to use Labrada Nutrition supplements in order to be eligible to win the Lean Body Challenge?

A: Yes, you do need to order any three Labrada Nutrition products for the Lean Body Challenge. You can order and consume them at any time during your 12-week program. Remember to keep your receipts so that you can include them in your competitor packet at the end of the 12 weeks. Please note that only full products may be purchased (i.e. one box of bars, not just one bar, etc.) through Labrada, but you may also purchase your products from a retailer that is conveniently located near you. Orders placed through Labrada.com for the Lean Body Challenge will receive the Lean Body Coaching Club members' discount. If you are not a Coaching Club member, you may register online at www.leanbodycoach.com or over the phone when you call 800.832.9948 to place your order.

Q: Why do I need to hold up a newspaper in my before and after pictures?

A: We require that you hold up a newspaper in both sets of Lean Body Challenge pictures in order for us to authenticate the dates the photos were taken. You are also welcome to shave or tan in your before and after pictures in order to illustrate your physique more clearly, but this is not required and will not count against you if you don't do it.

Q: Do you have an exercise and nutrition program that will help me during my Lean Body Challenge?

A: Yes! We have a program overview that you can access for free by downloading it in the Challenge Resources section of www.leanbodychallenge.com. If you want a more detailed program, you can order a copy of *The Lean Body Promise*, which is your ultimate guide to making progress and staying motivated. To access a free chapter, go to www.leanbodypromise.com. We want you to be successful and *The Lean Body Promise* is your ticket! *The Lean Body Promise* contains real life success stories of others who have discovered their lean body; a nutrition plan with simple and effective strategies and recipes; motivation-building measurement tools that are key to sustaining the program; step-by-step exercise instructions and photos; and a friendly, accessible writing style peppered with informative sidebars and boxed sections.

Q: How do I keep track of how I am doing during the Lean Body Challenge?

A: You will need to measure your progress while on the Lean Body Challenge and then submit that as part of your completed entry. Some people measure their success by the amount of weight lost or muscle gained. Others go by their dress or pant size. Some people like to know their body fat percentage. Whatever your method of measurement is, be sure to commit to it and list it specifically in your competitor packet! Body measurements help you stay on track! Make a note of your starting and finishing body measurements in your first essay, and monitor your progress carefully for the duration of your Challenge. This will also help you to stay accountable.

Q: How much time do I have to get my packet ready once the 12 weeks has ended?

A: You have roughly 4-7 days after Week 12 has ended to get your competitor packet ready and sent on or before the postmark deadline. Don't miss the opportunity to send in a winning entry! Competitor packets that miss the postmark deadline will be disqualified. For specific information about postmark dates for your Lean Body Challenge, go to www.leanbodychallenge.com.

OFFICIAL RULES & REGULATIONS

1. Void where prohibited by law. Contestants from the Continental United States and Canada only. Any cash prizes awarded will be in United States currency. The Lean Body Challenge™ is subject to applicable federal and state laws and is void in all states where skill contests requiring proofs of purchase are prohibited.
2. Labrada Nutrition employees and members of their immediate family are not eligible to enter.
3. Anyone who has competed as a professional bodybuilder or a professional fitness/figure contestant is not eligible.
4. You must be at least 18 years of age at the time you enter the contest. Consult a qualified medical doctor before beginning any weight training, diet, or fitness program. All contestants assume all risks associated with participating in the contest. Participants and their Trainers agree to release and hold harmless Labrada Nutrition, its officers, directors, employees and agents, and all judges, of any and all liability from loss, risk, damage, or injury that may occur from participating in the Lean Body Challenge™.
5. At least any three Labrada Nutrition supplements must be used during the 12-week program. You must submit product receipts to verify purchase in the completed packet. The dates of the receipts must correspond with the 12-week Lean Body Challenge™ that you have entered.
6. You must be 100% drug-free to compete in the Lean Body Challenge™. The grand prize winners may be tested by urine analysis, polygraph, and any other means Labrada Nutrition deems necessary. Anyone testing positive for anabolic steroids, prescription diuretics, non-diabetic insulin, or non-prescribed thyroid medication will forfeit their winnings to the next highest scoring competitor.
7. All winners will be notified by mail, e-mail, phone, or in person.
8. Incomplete registration packets may render the contestant disqualified, so please submit your packages after you have carefully checked it. Labrada Nutrition, Inc. is not responsible for lost, damaged, or incomplete entries.
9. Labrada Nutrition reserves the right to amend the rules or change prizes. In the event of any changes, the grand prize will be of equal or greater value. Prizes are nontransferable. Prizes subject to availability.
10. All judges' decisions are final. Winners to be determined at judges' discretion.
11. Participation in this contest grants Labrada Nutrition the irrevocable license to use the name, testimonial, diet, workout, pictures, and any other information related to the contestants participation in the contest for promotional and advertising purposes. All information and materials submitted become sole and exclusive property of Labrada Nutrition. Participants' scores are confidential and will not be disclosed.
12. Winners will receive an IRS 1099, and may be subject to gift tax.
13. Contestants and their trainers who participate in the contest agree that their relationship is independent of Labrada Nutrition and the Lean Body Challenge™.
14. Contestants and their trainers agree to indemnify Labrada Nutrition and the Lean Body Challenge™, their officers, directors, employees, agents, and all judges (collectively "Labrada Nutrition") for all legal costs, including attorneys fees, in the event that Labrada Nutrition is named in, or threatened to be named in, any lawsuit, arbitration, mediation, or other legal or equitable action arising from their participation in the contest.
15. Reasons for disqualification include (but are not limited to):
 - Incomplete Entry
 - Missing or Improper Pictures
 - Missing receipts
 - Missing Contest Deadlines
 - Lost Entry
 - Invalid Contact Information
16. For the "Grand Prize Winner (Overall Grand Champion)" and "1st Place Winners," a cash refund for cost of Labrada products will be awarded up to \$150.00. Anything over that amount will be reimbursed with Labrada Nutrition products.
17. Gift certificates awarded during the contest must be redeemed in full and by telephone with the Lean Body Coach Member ID (usually your e-mail address). Gift certificates must be applied to an order of equal or above the amount listed on certificate.

Mail final entries to:

Lean Body Challenge™
c/o Labrada Nutrition
14850 Woodham Dr. Suite B-135
Houston, TX 77073