



LEVEL 10
BODY TRANSFORMATION CHALLENGE
POWERED BY HERBALIFE ACTIVE

**DEMAND MORE
FROM YOUR
BODY**

WHY JOIN LEVEL 10 BODY TRANSFORMATION CHALLENGE?



- The Level 10 Body Transformation Challenge encourages you to reach your ultimate goal
- Be the best you can be whether it be weight loss, body fat loss or even gaining lean muscle
- The Level 10 Challenges run locally, regionally and nationally
- With the best achievers having the chance to win £000's in prizes

WHY JOIN **LEVEL 10** BODY TRANSFORMATION CHALLENGE?



INTRODUCING THE LEVEL 10 BODY TRANSFORMATION CHALLENGE BY HERBALIFE



1

- 90 day body transformation challenge

2

- Local £10 entry fee includes entry to regional customer day
- £10 entry fee is solely for paying out local challenge prizes

3

- Local prizes paid out at the regional customer day
- Celebrate the achievements of participants and award local & regional prizes

4

- National final where regional winners invited to compete for amazing prizes

ANYBODY CAN ENTER, IT'S ABOUT TRANSFORMING YOUR BODY AND LIFESTYLE, AND GETTING TO YOUR PERSONAL LEVEL 10 RESULT

LEVEL 10 BODY TRANSFORMATION CHALLENGE

6 x JUDGING CATEGORIES



	MALE	FEMALE
% WEIGHT LOSS	Based on number of lbs lost over 90 days	
% BODY FAT LOSS	Based on measurements taken with electronic scales	
% LEAN MUSCLE GAIN	Based on measurements taken with electronic scales	

AN INDIVIDUAL CAN ONLY WIN IN ONE CATEGORY





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LEVEL 10 BODY TRANSFORMATION CHALLENGE

THE PROCESS



LEVEL 10 BODY TRANSFORMATION CHALLENGE

THE REGIONAL CUSTOMER DAY PRIZES



Local challenge prizes awarded!

Referral prize draw!

(20 H24 DVD's available per Regional Customer Day)

£750 Regional Winner prize per category

(£500 cash and £250 product voucher)

Over £80,000 in prizes in 12 months

Note:

- £750 fund level is based on 6 regional finals only so any additional finals will dilute the £750 prize
- Prize pay outs can vary depending on number of participants
- Winners determined by independent panels

LEVEL 10 BODY TRANSFORMATION CHALLENGE

THE NATIONAL PRIZES



£46,000 given out in prizes in one day!

6 runners up (one per category) will each receive £1,000

(£750 cash and £250 product vouchers)

6 Winners (one per category) will each receive £5,000

(£4,000 cash and £1,000 product vouchers)

ONE OVERALL WINNER WILL RECEIVE £10,000 PRIZE

“HERBALIFE LEVEL 10 CUSTOMER OF THE YEAR 2014”

(trip to LA worth £6,000 and £4,000 spending money)

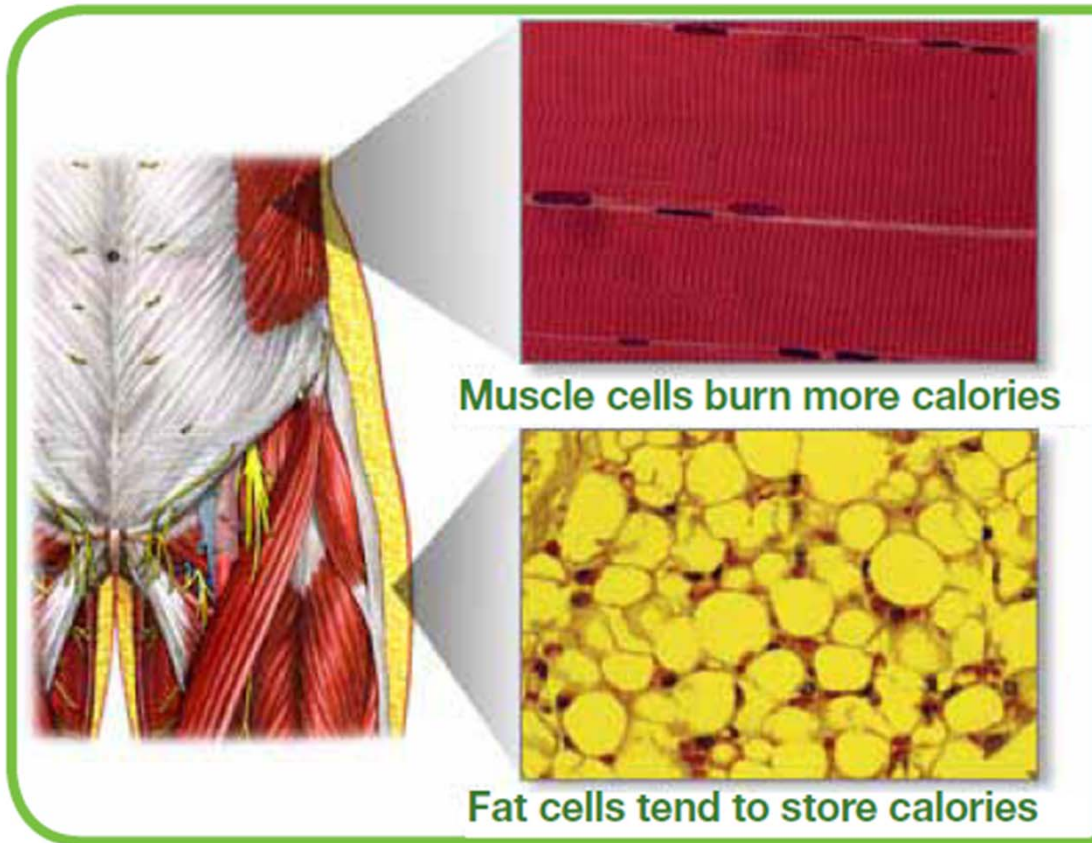
Note:

- Prize pay outs can vary depending on number of participants
- Winners determined by independent panels



LEVEL 10 PERSONALISED PRODUCT PROGRAMMES

Proteins and Muscles ...and your Metabolism



1lb of lean muscle
can burn 10 to 50
calories per day at
rest

1lb of fat burns zero
calories per day at
rest

Protein Intake

		BMI													
		19	20	21	22	23	24	25	26	27	28	29	30		
Your Height women	4'10" to 5'0"	54	56	56	59	61	61	62	63	66	66	67	69	147 to 153	Your Height (cm) women
	5'1" to 5'4"	66	70	72	73	74	76	77	78	81	82	84	84	154 to 163	
	5'5" to 5'8"	80	82	85	85	88	89	92	94	97	97	98	102	164 to 173	
	5'9" to 6'0"	93	95	97	100	102	104	106	108	110	113	115	117	174 to 183	
Your Height men	5'1" to 5'4"	82	84	86	87	89	92	92	93	95	97	98	99	154 to 163	Your Height (cm) men
	5'5" to 5'8"	97	98	99	102	104	106	107	110	110	114	115	118	164 to 173	
	5'9" to 6'0"	107	113	115	118	119	122	125	127	129	131	132	135	174 to 183	
	6'1" to 6'4"	126	130	132	133	137	140	141	143	147	149	151	154	184 to 193	
		Your Protein Factor													

- *The source of protein is important and should be one that offers a complete spectrum of all amino acids*
- *Soy protein and egg whites both offer a complete spectrum of amino acids as an example*

Amino Acid Profile

Quality of Protein*

1.0 = Complete Protein

WHO recommend PDCAAS as the best method to assess protein quality.

Protein Quality = Digestibility x Amino Acid Score

Herbalife uses the highest quality protein in its products.

- F1 shakes and F1 Express bars provide soy protein - a great source of vegetable-based protein for every day nutrition.
- Herbalife24 F1 Sport and Protein Bars provide milk protein, which is often preferred by athletes.
- F1 Free From shakes use pea protein so it can be made free from soy, lactose and gluten. We've also added the essential amino acid Methionine to ensure the overall product delivers the highest quality protein possible.



Proteins are made up of building blocks called amino acids. The quality of a protein depends on its content of amino acids and the digestibility of the protein source. These two factors are used to calculate the PDCAAS, which gives a score for different protein sources, the highest score being 1.0.

* World Health Organisation (WHO). 2007. Protein and Amino Acid Requirements in Human Nutrition. Report of a Joint WHO/FAO/UNU Expert Consultation

WHAT'S YOUR OBJECTIVE?

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1. LOSE WEIGHT

Losing weight through a high protein calorie controlled diet

2. SCULPT YOUR PHYSIQUE

Changing your body composition through a high protein diet

3. INCREASE STRENGTH AND STAMINA

Building lean body mass using a wide range of sports products



PERSONALISED PRODUCT PROGRAMMES

YOUR PERSONALISED PROGRAMME

YOUR PROTEIN FACTOR _____

YOUR DAILY CALORIES _____

LOSE WEIGHT
2 SHAKES A DAY



Healthy Breakfast
Formula 1 Shake

Protein _____
Calories _____



Healthy Snack
Protein Bars

Protein _____
Calories _____



Healthy Lunch
Formula 1 Shake

Protein _____
Calories _____



Healthy Snack
Gourmet Tomato Soup

Protein _____
Calories _____



Or
Healthy Snack
Roasted Soy Beans

Protein _____
Calories _____



Healthy Dinner

Protein _____
Calories _____

Total

Protein _____
Calories _____

	Protein	Calories
Formula 1	18g	217
Protein Bars	10g	145
Formula 3	5g	23
Gourmet Soup	13g	106
Soy Beans	9g	113
Healthy Dinner	15-30g	400-1000



	Protein	Calories
Formula 1 Sport	17.6g	219
Rebuild Endurance	10g	188
Rebuild Strength	25.4g	188

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PERSONALISED PRODUCT PROGRAMMES

YOUR PERSONALISED PROGRAMME

YOUR PROTEIN FACTOR _____

YOUR DAILY CALORIES _____

SCULPT YOUR PHYSIQUE



Healthy Breakfast
Formula 1 Shake

Healthy Snack
Protein Bars

F1 Shake

Or

Healthy Meal

Healthy Snack
Gourmet Tomato Soup

Or

Healthy Snack
Roasted Soy Beans

Healthy Dinner

Total

Protein _____

Calories _____

	Protein	Calories
Formula 1	18g	217
Protein Bars	10g	145
Formula 3	5g	23
Gourmet Soup	13g	106
Soy Beans	9g	113
Healthy Dinner	15-30g	400-1000



	Protein	Calories
Formula 1 Sport	17.6g	219
Rebuild Endurance	10g	188
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PERSONALISED PRODUCT PROGRAMMES

YOUR PERSONALISED PROGRAMME

YOUR PROTEIN FACTOR _____

YOUR DAILY CALORIES _____

INCREASE STRENGTH
AND STAMINA



Healthy Breakfast
Formula 1 Shake

Healthy Snack
Protein Bars

Or
F1 Shake Healthy Meal

Healthy Snack
Gourmet Tomato Soup

Or
Healthy Snack
Roasted Soy Beans

Healthy Dinner

Total

Protein _____

Calories _____

	Protein	Calories
Formula 1	18g	217
Protein Bars	10g	145
Formula 3	5g	23
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