



OFFICIAL RULES

AdvoCare ONE/80™ Transformation Competition

Overview/Eligibility

Entrants will experience an 80-day intensive effort to achieve personal objectives both physically and emotionally as a result of utilizing the AdvoCare ONE/80™ System and making healthy lifestyle improvements. Results will be based on the skill, efforts and success of Entrants in achieving their stated goals for a healthy transformation and communicating that success persuasively via their before/after photos and their shared stories and other information they submit. ***The Competition is open to legal residents of the 50 United States and D.C., 18 years of age or older, excluding where the Competition is void.*** Employees of AdvoCare and members of their immediate families are not eligible to participate or win.

How to Compete

Entrants are expected to purchase and complete all three parts of the AdvoCare ONE/80™ System (24-Day Jumpstart™, 28-Day Optimize™, and 28-Day Lifestyle™). Purchases must be verified with proof of purchase. Entrants must register on the Competition registration site www.advocareone80.com and purchase 24-Day Jumpstart **on or before January 16, 2018 at 11:59 p.m. PT.** To complete registration, all mandatory fields on the Competition registration site must be submitted, including but not limited to the primary transformation goal and before pictures (see details below on photo requirements and the Photo Do's & Don'ts). Upon completion of registration to enter, Entrants can then continue with the next phase of the Competition.

"Before" Photos

Through the Competition registration site, Entrants will be prompted to upload "before" photos. Photos must be of the Entrant, authentic, and unaltered. Before photos must be uploaded and submitted on the Competition registration site on or before January 16, 2018 at 11:59 p.m. PT. Entrants must submit the following 4 photos:

1. Frontal view with date validation
 - a. The date validation image is available on the Competition registration site
 - b. You must print the date validation image or display it on your phone in the photo
2. Frontal view without date validation
3. Profile view (side)
4. Back view

"After" Photos

Between March 21 and April 3, 2018, when the Entrant has completed his or her AdvoCare ONE/80™ transformation, “after” photos of the Entrant can be uploaded to the Competition registration site (deadline is 11:59 p.m. PT on April 3, 2018). Entrants must submit the following 4 photos:

1. Frontal view with date validation:
 - a. The date validation image is available on the Competition registration site
 - b. You must print the date validation image or display it on your phone in the photo
2. Frontal view without date validation
3. Profile view (side)
4. Back view

The same type of clothing, background, lighting, and body positioning in the before and after photos are strongly recommended. Athletic clothing is preferred, such as sports bra, shorts, tank top. Utilize the same light colored backdrop for optimal visibility. Certain submitted photos may result in automatic disqualification, such as photos that appear to have been modified or edited, selfies, photos taken in a mirror, photos that do not comply with the above-stated requirements, and inappropriately revealing or provocative photos. Evidence of photo tampering will result in immediate disqualification. The quality of the photos is important. High quality photos (300 dpi) are recommended. To properly upload to the Competition registration site, photos must be 5 MB or smaller with file format of JPG, JPEG, or PNG.

Tell Us About Your Transformation

After you have completed your transformation, we want to hear your story. Before the deadline on April 3, 2018 at 11:59 p.m. PT, share with us how you have transformed over this period while on the AdvoCare ONE/80™ System. You will have up to 3000 characters to complete your transformation essay. In the essay, explain how you have embraced a healthier lifestyle and worked toward your goal(s). You will also be asked for additional information to help the judges assess the extent to which you achieved the goal(s) you submitted when you registered to enter the Competition and began this journey.

AdvoCare ONE/80™ Purchase and Use Requirement

Use of the AdvoCare ONE/80™ System is mandatory during the Competition. Proof of purchase will be requested from all winners and t-shirt earners. Entrants must purchase 24-Day Jumpstart™ no later than January 16, 2018 at 11:59 p.m. PT. Before the end of the Competition April 3, 2018, Entrants must purchase and use 28-Day Optimize™ and 28-Day Lifestyle™.

Prize Descriptions and Winner Responsibilities

Grand Prize

The Grand Prize winner will receive a check for \$25,000, a professional photoshoot between April 27 and May 4, 2018 near AdvoCare headquarters in Plano, Texas, round-trip airline transportation (coach class) for winner and one (1) companion between airport nearest winner’s residence in the U.S. and Dallas (DFW or DAL) to attend the photoshoot, a hotel room accommodation for one (1) night to attend the photoshoot, a \$200.00 stipend to help with incidentals during the

photoshoot, transportation to and from the airport in Dallas, an opportunity to be featured in AdvoCare's Impact magazine, and 12 canisters of AdvoCare Spark. Approximate retail value of Grand Prize package is \$28,500.

Winner is responsible for any incidental costs or other items not specifically listed above. A major credit card will be required at hotel check in to cover any incidental expenses of winner and their companion. If the Grand Prize winner cannot travel on the specified dates for the photoshoot, then the rest of the prize will be awarded. All dates and locations are subject to change. Winner and companion must travel on the same itinerary. Any companion who is not an adult under the laws of his/her state of residence must be accompanied by a parent or legal guardian. Sponsor retains final editorial control of Impact Magazine, and no guarantee is made that any person or photos will necessarily be featured in the magazine.

Second Prize

The Second Prize winner will receive a check for \$10,000 and 6 canisters of AdvoCare Spark. Approximate retail value of Second Prize package is \$10,300.

Third Prize

The Third Prize winner will receive a check for \$5,000 and 3 canisters of AdvoCare Spark. Approximate retail value of Third Prize package is \$5,200.

Plus, all Entrants who complete the entire Competition process will receive a special AdvoCare ONE/80™ branded tee-shirt valued at \$15. Entrant must select Tee-shirt size on completion of the entire entry process on the Competition registration site on or before April 3, 2018 at 11:59 p.m. PT. Limited sizes available. Tee-shirt may take four to six weeks after the selection of winners before it is shipped to Entrant.

Proof of purchase is required, including but not limited to: purchase on Entrant's personal AdvoCare account (Distributor, Preferred Customer, or Registered Retail Customer) that was designated on the Competition registration site or official AdvoCare receipt from an active AdvoCare Distributor evidencing date, name of Entrant, and products purchased.

Winners will be notified using the phone number and/or email provided on their Competition registration. Entrant is solely responsible for providing correct contact information. If the winner fails to accept the prize within 24 hours of notification, then this will result in an automatic disqualification and an alternate winner will be awarded the prize.

Prizes must be accepted as awarded. No transfer or assignment will be allowed. No cash equivalent will be awarded.

Winners must provide AdvoCare with an executed IRS form W-9 in order to accept their prize, and may also be required to sign an affidavit of eligibility, liability release, and publicity release. Any travel companion for Grand Prize trip also must sign a liability release. If any eligible winner or travel companion is deemed a minor under the laws of his/her state of residence, a parent or legal guardian must sign all required documents. Winners are solely responsible for paying taxes due on the value of the prize earned. This value is subject to change. Any difference between the approximate retail value and the actual value will not be awarded.

Judging

Only eligible Entrants who complete the entire 80-day Competition, utilizing the AdvoCare ONE/80™ products they purchased, and successfully submit all required photos and written materials required of the Entrant will be considered for judging and prizes.

Judging will include two components, each weighed equally:

1. Before and After Photos- The photos will be judged based on representation of the most dramatic and healthy body transformation and achievement of the Entrant's stated goal(s) while using the AdvoCare ONE/80™ System as part of the Competition.
 - a. All photo requirements met;
 - b. Photos depict a healthy physical transformation (evidence of unhealthy transformation methods or unhealthy weight-loss shall result in disqualification);
 - c. Quality of photos (professional photos not required);
 - d. Overall impression of photos; and
 - e. Demonstration of progress toward or achievement of Entrant's stated goal(s).
2. Tell Us About Your Transformation – This section includes an essay, and Entrants also will have the opportunity to provide additional information that they would also like considered. This section will be judged on the inspirational nature of the Entrant's true and unique transformation story including any obstacles overcome and the proudest achievement.
 - a. Initial goals achieved or furthered;
 - b. Inspirational and unique story displaying Entrant's personality, intellect, and enthusiasm;
 - c. Healthy and sustainable results (evidence of unhealthy transformation methods or unhealthy weight-loss shall result in disqualification);
 - d. Positive changes learned or maintained, such as healthy diet, exercise, activities, and goal setting; and
 - e. Quality of expression.

Winners will be determined on or before April 26, 2018, and notified using contact information submitted at the time of entry.

General Rules and Regulations

Entrants whose appearance, fitness or health transformation is, in whole or in part, the result of non-medically necessary plastic/cosmetic surgery, weight loss surgery, liposuction, steroids, human growth hormone, or any unnatural method of body enhancement or weight reduction of any kind are not eligible to enter and any such Entries may be disqualified, in AdvoCare's sole and absolute discretion. Evidence of transformation achieved through unhealthy means such as starvation, dehydration, crash dieting, binge eating, unnatural enhancements, or any other unsustainable methods may also result in disqualification for the Entrant, in AdvoCare's sole and absolute discretion.

All photos and/or written submissions are subject to verification. Entrants also are subject to background checks to confirm any potential winner's eligibility and compliance with these rules. By entering, you agree to cooperate reasonably with any such background check. Failure to cooperate may result in disqualification and selection of an alternate winner. If a background check reveals that a potential winner has engaged in conduct that could damage the reputation or business of AdvoCare, as determined in its

discretion, the potential winner may be disqualified and the prize may be awarded to an alternate winner, time permitting.

Limit one entry per individual. AdvoCare ONE/80™ purchases on AdvoCare accounts are non-transferrable. Entrant understands that he or she must submit all required materials – including photos and written submissions – to be eligible for judging.

Winners grant permission to AdvoCare to use their photos, essay, and other related materials for advertising and promotional purposes and understands that such materials will become the property of AdvoCare and will not be returned. Winners will be required to execute a publicity release.

Prizes are non-transferable, with no cash redemption equivalent. All federal, state and local income taxes connected to the prize are the sole responsibility of the winners. All federal, state and local laws and regulations apply. AdvoCare shall only be responsible for awarding the number of prizes as stated in these Rules.

Entrant is required to strictly adhere to the Competition Rules and Regulations. Failure to abide by the rules will result in disqualification and/or revocation of winnings.

AdvoCare reserves the right to: (i) permanently disqualify from any competition it sponsors any person it believes has intentionally violated these official rules; and (ii) suspend, modify or terminate the Competition if AdvoCare believes, in its sole discretion, that malfunction, error, disruption or damage is impairing or will impair the administration, security, fairness, integrity or proper conduct of the Competition.

AdvoCare will be collecting personal data about Entrants. By participating in the Competition, you hereby agree to the collection and usage of your personal information by AdvoCare, which will be governed by our privacy policy posted at <https://www.advocare.com/terms-and-conditions>.

By participating in the Competition, you agree to release and hold harmless AdvoCare and its officers, directors, employees, and agents from and against any claim or cause of action arising out of the Competition. ***For New Jersey residents, the limitations set forth above are inapplicable where attorneys' fees, court costs, or other damages are mandated by statute.***

All issues and questions concerning the construction, validity, interpretation and enforceability of these *Official Rules*, or the rights and obligations of participants and AdvoCare shall be governed by, and construed in accordance with, the substantive laws of the State of Texas.

AdvoCare International, LP is the sponsor of this Competition. For a complete list of Winners, send a self-addressed stamped envelope by May 31, 2018 to:

AdvoCare International, LP
C/O Marketing Department
2801 Summit Avenue
Plano, TX 75074