

# OFFICIAL RULES & REGULATIONS

The BODY FOR LIFE® Challenge 2018 (“2018 Challenge”) is a self-improvement Challenge combining a body transformation, written questions, and an essay. The 2018 Challenge will be conducted in the United States and will be open only to residents of the United States, its territories, and possessions.



## TIMELINES AND DEADLINES

To officially enter the 2018 Challenge you must register online by visiting [www.bodyforlife.com/](http://www.bodyforlife.com/) registration and complete the required information to become officially entered. Upon completing the 12-week 2018 Challenge, 2018 Challenge participants must upload their completed Official Entry Kit online, which must be completed in English. Alternatively, you can download the Official Entry Kit PDF at [www.bodyforlife.com](http://www.bodyforlife.com), complete the required information (in English) and send it in by mail or express courier (FedEx, UPS, etc.) to: EAS®/BODY FOR LIFE® Challenge, 3300 Stelzer Rd., Columbus, OH 43219. A completed Official Entry Kit (either online or printed hard-copy) is required to be eligible to win a prize package. All Official Entry Kits must be uploaded online, postmarked or couriered within 15 days of the completion date of their 12-week program. Incomplete and illegible entries will be disqualified. All essays and “before” and “after” photos must be your own original and unpublished story. All entries must be received by December 5, 2018. Abbott Nutrition is not responsible for internet connectivity, mail delays, misplaced or lost entries.

Participants may enter the 2018 Challenge more than once. However, each participant must complete a full consecutive 12-week program (“12-week Program”) in order to be eligible to become a Champion and before entering into another 2018 Challenge round. If submitting more than one Official Entry Kit, the dates of the 12-week Program to which each Official Entry Kit relates must NOT overlap with each other.

Champions will be announced on or before January 31, 2019 on [www.bodyforlife.com](http://www.bodyforlife.com). To receive a list of Champions, send a separate self-addressed, stamped business-size (#10) envelope, which must be received by Abbott Nutrition not later than February 28, 2019, to BFL Winners List, 3300 Stelzer Rd., Columbus, OH 43219.



## HOW YOU WILL BE JUDGED

The 2018 Challenge judges will select one Champion from each Category listed online or on page 4 of the PDF Official Entry Kit. Champions will be chosen based upon the following criteria: outer transformation (“before” and “after” pictures)—50% of total score; and inner transformation (essay and questions)—50% of total score. Seven (7) Category Champions will be selected based on the foregoing criteria. The likelihood of winning depends upon the number of entries received, and the quality of your entry compared to the quality of all other entry submissions as determined by the judges. In the event of a tie, Champions will be selected based solely on the inner transformation essay and questions.



## WHO'S ELIGIBLE TO ENTER THE 2018 CHALLENGE?

2018 Challenge participants must be at least 18 years of age and be residents of the United States, its territories and possessions before starting their 2018 Challenge 12-week Program. The 2018 Challenge is subject to applicable federal and state laws and is void where prohibited.

Employees of Abbott Laboratories, its affiliates, subsidiaries, and any of their advertising, promotion and internet agencies, or consultants and contractors providing services for the 2018 Challenge, and all their immediate family members along with all those with whom they are domiciled, may participate but are NOT eligible to win.

Immediate family means

any of the following: spouse, ex-spouse, defacto spouse, child or step-child (whether nature or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin. Participants in previous BODY FOR LIFE® or other EAS® Physique Transformation Challenges may compete, but past Champions of any BODY FOR LIFE® or other EAS® Physique Transformation Challenge are not eligible to win.

Participants are required to use at least one EAS<sup>®</sup> or other Abbott Nutrition product (including Myoplex<sup>®</sup>, AdvantEDGE<sup>®</sup>, ZonePerfect<sup>®</sup>, Ensure<sup>®</sup>, and Glucerna<sup>®</sup>\* product lines) during their 12-week Program to be eligible.

Participants may not use anabolic steroids or any strength-enhancing prescription drugs or medications unless prescribed by a physician to treat an existing medical condition (medication and medical condition must be noted in the written portion of your Official Entry Kit). A medical note from the prescribing physician may be required. All prize winners will be required to sign an affidavit of eligibility, and may be drug and/or polygraph tested. If any winner is under the age of 21, Abbott Nutrition reserves the right to require the signature of a parent or legal guardian on any documents.



## REGULATIONS AND REQUIREMENTS

Abbott Nutrition reserves the right to interpret these rules and, if necessary, to amend the rules at its sole discretion and without notice to individual 2018 Challenge participants. Any amendments to the rules or changes in prizes will be published online at [www.eas.com](http://www.eas.com) or [www.bodyforlife.com](http://www.bodyforlife.com). Rule interpretations and all judging decisions are final. All information and materials submitted along with your Official Entry Kit become the sole and exclusive property of Abbott Nutrition. 2018 Challenge participant scores are proprietary to Abbott Nutrition and will not be disclosed. Abbott Nutrition shall have the sole right in its sole discretion to disqualify any 2018 Challenge participant without explanation for any reason at any stage of the 2018 Challenge, and Abbott Nutrition shall be fully and completely released and discharged from any liability or responsibility in this regard.

Each 2018 Challenge participant assumes all risk of injury, harm or loss of any kind arising from participation in the 2018 Challenge. Consult with your physician or health care provider before starting any new exercise, nutrition or supplementation program, particularly if you suffer from any medical condition or regularly use prescription or over-the-counter medications. If you are not experienced with strength training, or if you are changing your exercise program, consult with a qualified trainer or coach. 2018 Challenge participants expressly release Abbott Nutrition, its distributors and affiliated companies, and the directors, officers and employees of any of them from all risk, loss, injury, damage or harm that may arise from participating in the 2018 Challenge.

2018 Challenge participants must notify Abbott Nutrition in writing of any change of address or phone number. Champions who cannot be reached within ten (10) days at the address or phone number in their completed Official Entry Kit will be disqualified.

The individuals featured in this kit were competing for cash and prizes in prior Abbott Nutrition-sponsored shape-up Challenges and have received consideration from Abbott Nutrition. They achieved extraordinary results; there are no "typical" results. Their photos represent extraordinary examples of what can be accomplished through an integrated system of exercise, nutrition, supplementation, and goal-setting. As individuals differ, their results will differ, even when using the same program.

Submission of your completed Official Entry Kit in the 2018 Challenge constitutes your express consent and permission for Abbott Nutrition, and any of its affiliated companies, to use your name, photographs and written responses (in whole or in part) for promotional and advertising purposes to promote EAS<sup>®</sup> products, its business, and BODY FOR LIFE<sup>®</sup> worldwide, in any media and in any manner whatsoever, without limitation or restriction or further consideration of any kind, and such consent is deemed given by your entry and participation in the 2018 Challenge. Submission of your completed Official Entry Kit shall be deemed your acceptance of these Rules and Regulations (as may be amended) and your voluntary transfer to Abbott Nutrition of all right, title, and interest, including copyright, of your photographs and written responses.



## PRIZES

There will be seven (7) prize packages awarded. Six (6) individual Category Champions will each receive a prize package which consists of US \$5,000 cash prize, reimbursement for the cash equivalent of the actual retail value (excluding taxes) of any EAS® products purchased during the 12-Week Program for which receipts are provided to Abbott Nutrition (up to a maximum of US \$1,000), and a free PowerBlock home gym. Total prize value of approximately US \$7,000 each.

One (1) Couples Category Champion prize package will consist of a total cash prize of US \$5,000, one free PowerBlock home gym, and reimbursement for the cash equivalent of the actual retail value (excluding taxes) of EAS® products purchased during the 12-Week Program for which receipts are provided to Abbott Nutrition (up to a maximum of US \$2,000). Total prize value for the Couples is approximately US \$8,000.

Prize values state approximately the recommended retail value as provided by the supplier(s) and are correct at time of printing. All prize values (or where relevant, possible maximum value), are in US dollars. Abbott Nutrition takes no responsibility for any variation in prize values.

All winners are responsible for all applicable taxes; prizes are not transferable; and there will be no substitutions for the prizes except at the option of Abbott Nutrition in the event of unavailability. All winners must sign a declaration and release form confirming compliance with the contest rules, acceptance of the prize as awarded and releasing Abbott Nutrition and its affiliates, its advertising and promotion agencies, the contest judges and their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with 2018 Challenge, the entrant's participation therein and/or the awarding and use of the prize or any portion thereof. Category Champions will become an exclusive endorser for EAS® products and BODY FOR LIFE® and related products and services and enter into an exclusive endorsement agreement with EAS®/BODY FOR LIFE®.



## ARBITRATION AND CHOICE OF LAW

**Except where prohibited by law, as a condition of participating in the 2018 Challenge, participant agrees that:** (1) any and all disputes and causes of action arising out of or connected with the 2018 Challenge, or any prizes awarded in connection therewith, shall be resolved individually, without resort to any form of class action, and exclusively by a sole arbitrator in a binding, non-reviewable and non-appealable proceeding conducted in accordance with the Non-Administered Arbitration Rules of the International Institute for Conflict Prevention & Resolution, 575 Lexington Ave., 21st Floor, New York, NY 10022;

(2) any such proceeding shall be held in Chicago, IL; and

(3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this contest), and participant further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and Abbott Nutrition in connection with the 2018 Challenge, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, USA without regard to Illinois choice of law rules. Abbott Nutrition does not necessarily adopt or endorse, and does not accept any liability for, any statements or claims that are made by any retailer or partner or associate, or website content that is posted on retailer or partner or associate sites.

Failure by Abbott Nutrition to enforce any of its rights at any stage does not constitute a waiver of those rights.

Sponsor: Abbott Nutrition, a division of Abbott Laboratories Inc., 3300 Stelzer Rd., Columbus, OH 43219.

\*Glucerna products are for use under medical supervision as part of a diabetes management plan.

**Consult with your physician or health care provider before starting any new exercise, nutrition or supplementation program.**