

# CINCH BY THE INCH

## Frequently Asked Questions

### 1) Where do I register?

- a. Registrations must be submitted via the form on the Genesis PURE corporate Facebook page ([www.Facebook.com/GenesisPUREcorp](http://www.Facebook.com/GenesisPUREcorp)). Click on the "Weight Loss Contest" link on the left side of the page. This is the same form you'll use throughout the contest to submit the number of minutes of exercise each week.

### 2) Do I have to register with a team?

- a. Although it is not required to be on a team to participate, it is strongly encouraged. ALL registered participants are eligible to win the weekly prizes of \$100. The team prize of \$1500 is limited only to those who registered on a team.

### 3) Do I have to be an IBO to participate?

- a. Yes. Participation in the Cinch by the Inch contest is limited to IBOs only.

### 4) Will my information be made public?

- a. Specific weights, BMI numbers, etc. will not be made public.

### 5) What information do I provide throughout the contest?

- a. Each week, you will use the form on our Facebook page ([www.Facebook.com/GenesisPUREcorp](http://www.Facebook.com/GenesisPUREcorp)) to submit your minutes of exercise for the prior week. Periodically, you will be prompted to enter your current weight and BMI numbers.

### 6) Can I win even if I'm not on a team?

- a. YES! ALL registered participants are eligible to win the \$100 weekly prizes. These will be done by random selecting a participant who has entered their needed criteria for the week (see question #5). The only prize limited to team participation is the \$1500 cash prize that will be given to the team with the most minutes of exercise, highest number of pounds lost, and largest drop in BMI (cumulatively between January 15<sup>th</sup> and April 7<sup>th</sup>).

### 7) What about the grand prizes?

- a. The grand prizes will be awarded after the second phase of the contest. From April 8<sup>th</sup> – April 14<sup>th</sup>, participants will provide photos that best depict the healthier, happier version of themselves. This could be anything from photos of you exercising, before and after pictures, or even you enjoying the Genesis PURE products. Whatever you choose to show your transformation:
  - i. The \$500 shopping spree will be awarded to the participant who receives the most votes on Facebook for their photo. Photos will be voted on by our Facebook fans from April 15<sup>th</sup> through April 28<sup>th</sup>.
  - ii. The Caribbean cruise for two will be awarded to the participant who displays the most dramatic transformation. This winner will be determined by number of votes on their submitted photo and an independent panel of judges.
  - iii. Winners will be contacted and announced on the May 2012 President's Call.

