



**CHALLENGE**





People love **STORIES.**

They have the ability to move, empower, and literally change lives. They provide meaning, context, and a greater understanding -- allowing people to connect on a much deeper level.

So this is **THE STORY OF OGX** and how this life changing movement came to be.


# WHAT IS A FENIX?

The original English word for the mystical bird that reincarnates by burning itself inside out into its perfect state or form every time it gets injured or old.

FENIX is an advanced meal replacement product by OGX containing a proprietary blend of 23 super-nutrients exclusively by ORGANO™. Like the mystical bird transforming into its perfect form, people can experience the powerful effects of revitalizing their body and building lean muscle - finding, fueling, and feeling what it's like to be a FENIX.



CHALLENGE

A bright yellow triangle pointing downwards from the top-left corner of the page, creating a diagonal split in the background.

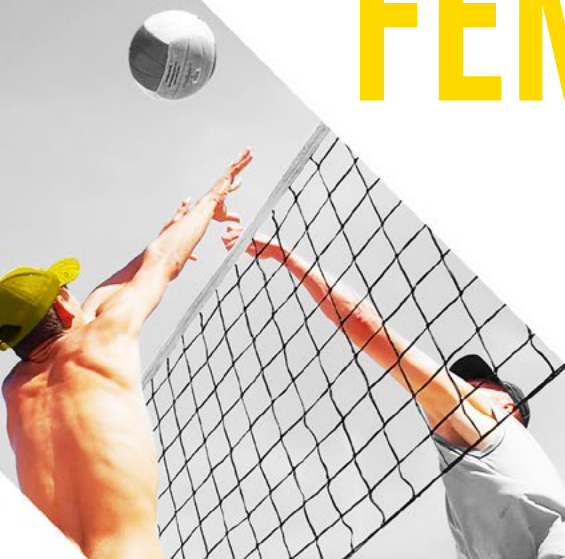
Life is about challenging yourself and working everyday to become the best version of you. With the X Challenge, you have the opportunity to live the lifestyle you want and wake up each day motivated to achieve your goals.

To keep you on the path to success, the challenge is broken down into two phases so you can work your way through each stage and reach the ultimate goal of becoming X4ever.

Let's take a look at each stage and map your journey to X4ever.

# STAGE 1 FENIX

CHALLENGE



Goal: Set and achieve your desired weight loss goal

## HOW TO DO IT

- ▼ Take FENIX 2x a day
  - ▼ Eat a healthy meal for your third meal
  - ▼ Supplement your three meals with two pro meals (healthy snacks) per day
  - ▼ Practice an active lifestyle - start engaging in a mild exercise routine and work your way up to a more intense exercise routine until you reach your desired level of fitness
- 

# REQUIREMENTS

- ▼ Purchase at least 2 pouches for each 10 pound cycle.
- ▼ Download the **X4ever app**
  - ▲ Create an account
  - ▲ Fill out the registration form, which entails:
    - ▲ Providing basic information like name, age, gender, etc.
    - ▲ Uploading your 'Before' photo
    - ▲ Setting your weight loss goal
- ▼ Each week, let us know how your challenge is going
- ▼ Share your progress on social media





# AFTER YOU LOSE YOUR FIRST 10 POUNDS

The first thing you should do is pat yourself on the back and congratulate yourself on a job well done.

The second thing you should do is head back to **X4ever app** and upload your 'After' pictures. Once you upload the photos, fill out a quick testimonial about how you feel and how your journey is going.

Once we have your photos and testimonial, **ORGANO™** will send you a brand new 'I Lost' t-shirt.

*Consult your physician before starting an exercise or diet program. Individual results may vary based on your weight loss goal, exercise frequency, age, adherence to the weight-loss plan, dietary restrictions, etc. ORGANO™ does NOT recommend you lose more than 10 pounds per month absent professional medical guidance. ORGANO™ reserves the right to check for valid product orders when determining rewards and recognition.*

# COMPLETING YOUR GOAL<sup>\*</sup>

Now that you've lost 10 pounds, you're exercising regularly, and starting to feel great about yourself, it's time to ride that wave of momentum. The next step in your X4ever journey is to reach your goal and FIND Your FENIX.

As you work towards your goal, ORGANO™ will reward you once you hit the 25, 50, and 100 pound weight loss benchmarks. In order to be eligible for these rewards, you must submit your photos after you hit each benchmark.

There will also be quarterly and annual rewards given out to recognize all of your hard work.




# REWARDS

As you progress through your X4ever journey, ORGANO™ wants to recognize your achievements and milestones.

As you complete the FENIX Challenge and FUEL your FENIX, you will earn:

- ▼ 'I Lost' t-shirt after you lose your first 10 pounds

For those that reach the 25, 50, and 100 pound weight loss benchmarks, you will earn:

- ▼ 25 pounds- 'I Lost 25' t-shirt and OGX hat
  - ▼ 50 pounds- 'I Lost 50' t-shirt and OGX sling bag
  - ▼ 100 pounds- 'I Lost 100' t-shirt and OGX hoodie
- 



Each quarter, ORGANO™ will reward 2 people based off their weight loss (50%) and testimonials (50%). You can earn:


- ▶ A weekend stay for 2 at a 5-star hotel, which includes a spa treatment
- ▶ Social media recognition on ORGANO™ Instagram, Facebook, and X4ever pages
- ▶ Special recognition at online events

Lastly, there will be annual rewards, given to the participant who has excelled throughout the FENIX Challenge and have become X Challenge Champion. You can earn:

- ▶ Trip for 2 to an exotic destination (\$500 pocket money included)
- ▶ Special recognition at ORGANO™ virtual events

1 annual reward will be given out each year.  
Winner will be announced in an ORGANO event.

Judging for both the quarterly and annual rewards will be done by the ORGANO™ Executive Team.





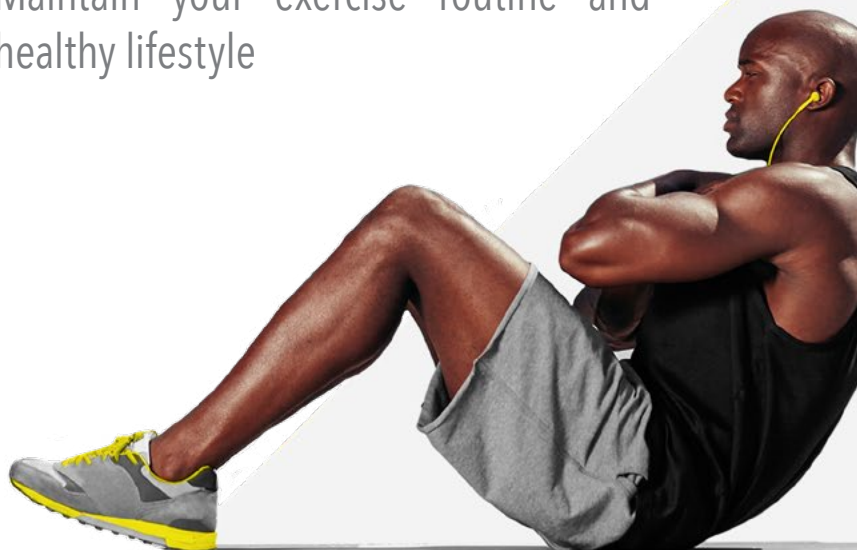
**STAGE 2**

**X 4 E V E R**

Goal: Maintain your new weight and live a healthy lifestyle by eating well, exercising regularly, and staying active.

## HOW TO DO IT

- ▼ Take FENIX once a day
- ▼ Eat a healthy meal for your second and third meals
- ▼ Supplement your three meals with two pro meals (healthy snacks) per day
- ▼ Maintain your exercise routine and healthy lifestyle



# REQUIREMENTS

- ▼ Complete the FENIX Challenge
- ▼ Minimum of one pouch per month on Autoship
- ▼ Stay active on the X4ever community page by posting at least once a week
- ▼ Log in to your X4ever app account 2x a month and share your story

## EXAMPLE

### How do you:

- ▲ live X4ever
- ▲ maintain X4ever
- ▲ eat X4ever
- ▲ exercise X4ever



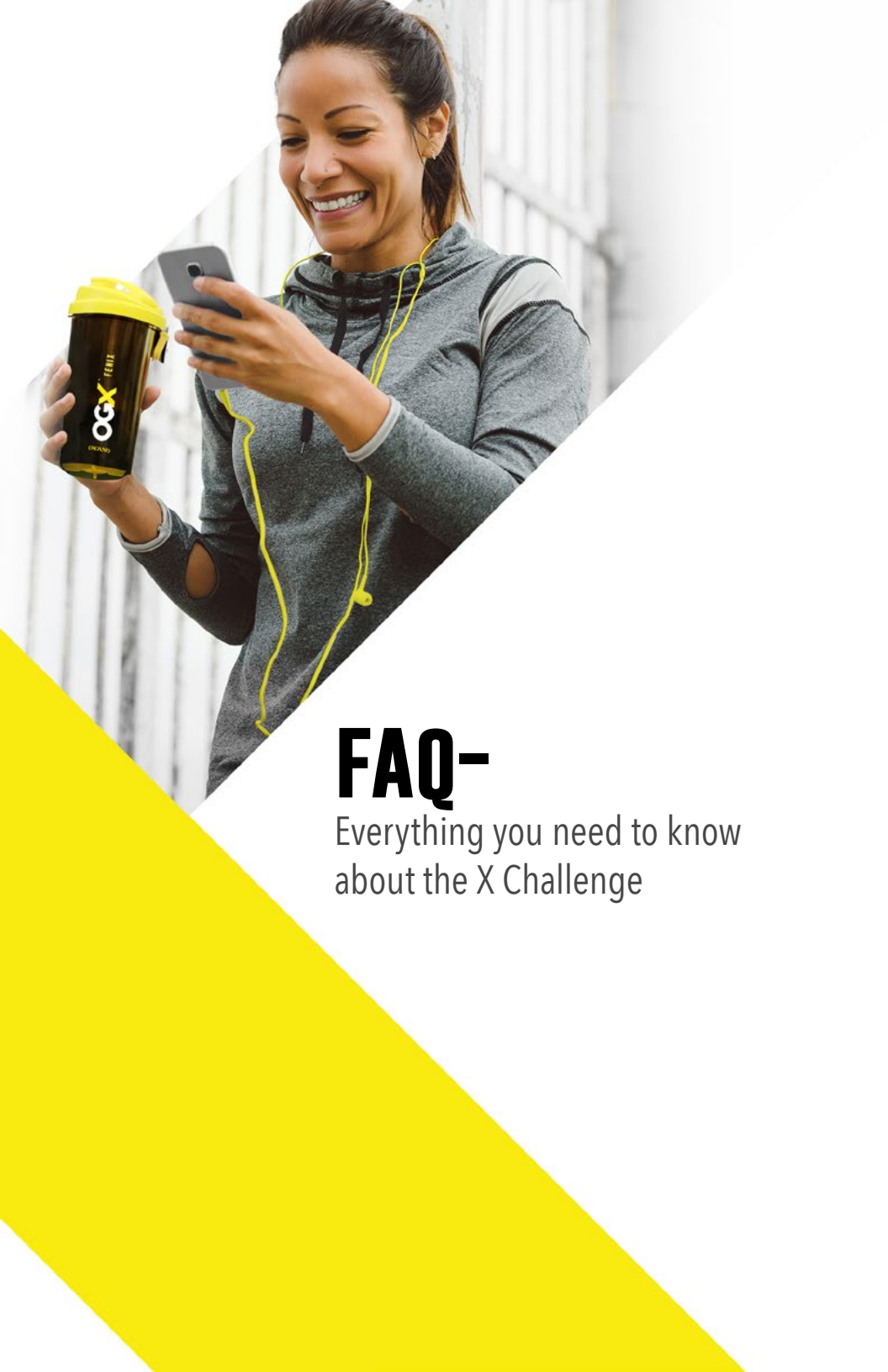
# REWARDS

As you maintain your X4ever lifestyle and FEEL your FENIX, you will earn:

- ▶ \$200 coupon for every 12 months you are X4ever
- ▶ X4ever Bracelet
- ▶ X4ever shirt

Rewards for X4ever Stage will be given out after the first testimonial has been submitted.





# FAQ-

Everything you need to know  
about the X Challenge

Got questions? Good, because you've come to the right place.

## WEIGHT LOSS AND STAGES

1) Where can I find a list of shake, meal, and pro meal recipes?

For a list of meal plans and recipes, [click here](#).

2) Does my weight loss goal need to have a minimum requirement?

Your weight loss goal needs to be a minimum of 10 pounds. However, we strongly encourage you to use this program to push yourself and become the best version of you.

3) Is there a time limit to complete each stage?

There are no time limits to complete the

A large, bright yellow abstract shape in the bottom-left corner of the page, resembling a stylized wave or a large comma.



stages, however during the FENIX Stage, it's recommended that you lose 1-3 pounds per week. On your profile, you will see 'number of weeks' and that has the time it should take you to reach your goal, based on the 1-3 pounds per week pace.

## REWARDS

1) If I lose 10 pounds, get my shirt, but then put some of the weight back on, will I be able to receive another 'I Lost' shirt once I lose the weight again?

We will only send one shirt per accomplishment.

*Consult your physician before starting an exercise or diet program. Individual results may vary based on your weight loss goal, exercise frequency, age, adherence to the weight-loss plan, dietary restrictions, etc. ORGANO™ does NOT recommend you lose more than 10 pounds per month absent professional medical guidance. ORGANO™ reserves the right to check for valid product orders when determining rewards and recognition.*

- 2) If I'm consistently maintaining my X4ever lifestyle each month, will I automatically become 'X-Champion'?

If you meet all of the X4ever requirements each month, you will be eligible for the 'X-Champion'. When it comes time to determine this select group of people, ORGANO™ will review all of the submissions from the X4ever Champions and determine which one will be selected.

- 3) How long will it take to receive the t-shirt?

Once all of your information has been verified, you can expect to receive your 'I Lost' t-shirt within 2-3 weeks.

- 4) Can I purchase an additional X4ever bracelet once I receive my first one?

The X4ever bracelets are not available for purchase. The only way to receive the bracelet is to earn it by completing the first stage of the X Challenge and becoming X4ever.

5) How long will it take to receive the bracelet?

You will be sent the bracelet once you submit your first testimonial for the X4ever stage.

6) Will the \$200 annual coupon for X4ever Champion be awarded in local currency?

Yes. USD for American residents, CAD for Canadian residents, and so on.



7) If I achieve my weight loss goal, will I still be eligible for the quarterly and annual rewards?

Yes, you will be eligible for both as long as you are still an active participant in the challenge. An active participant is someone who is either in the FENIX or X4ever stages.

If you reach your goal in February, you will be eligible for the Q1 quarterly awards. If you reach your goal in May, you will be eligible for the Q2 awards. And so on.

The annual rewards will include everyone who took part in the FENIX Challenge for that year.

# PHOTOS AND TESTIMONIALS

1) What happens if I don't complete the testimonials during any stage of the challenge?

If you don't complete the testimonial, you will not be eligible for all of the rewards for that particular stage.





## 2) What are the requirements for my 'Before' photo?

Do your best to take a full body photo that shows the progress you've made on your weight loss goal.

## 3) What are the requirements for my 'After' photo?

Do your best to take a full body photo that shows the progress you've made on your weight loss goal.

## 4) What happens if I don't upload any photos?

If you don't upload any photos, you will not be eligible for any of the rewards and we will not be able to recognize your progression through the stages of this challenge.

## 5) How long does each testimonial/story have to be?

1-2 paragraphs is the perfect length (about 200-300 words).

## 6) What should I write about in my testimonial?

For the FENIX testimonial, you can tell us about:

- ▼ Your motivation for losing weight
- ▼ What you liked most about the shake and X Challenge
- ▼ Your ultimate health goal

For the X4ever testimonial, you can tell us about:

### **How do you:**

- ▲ live X4ever
- ▲ maintain X4ever
- ▲ eat X4ever
- ▲ exercise X4ever



