

CLUB *Fit* CHALLENGE

GUIDELINES FOR **WEIGHT LOSS BEFORE & AFTER** PHOTOS

Per the FTC's deception policy statement, "an ad is deceptive if it contains material or omits data, that:

- 1) is likely to mislead consumers acting reasonably under the circumstances; and
- 2) is "material" – that is, important to the consumer's decision to buy or use the product." under the FTC guidelines, "advertising is generally considered bulletproof if it meets the big three criteria of fair, truthful and non-deceptive and has the evidence to back up the claims."

It is a priority for Seacret to ensure that all advertising maintains the highest levels of integrity, as the trust and confidence of our Agents and Customers is critical to the success of the Seacret Opportunity. Every part of the before and after process is subject to investigation by either a regulatory body or even a consumer advocacy group. Therefore, Seacret has adopted procedures by which Agents are to abide to ensure marketing is not misleading. We count on your good faith cooperation in complying with these guidelines and will do what we can to help support you in this effort. An isolated or occasional mistake is not likely to result in disciplinary action, rather a teaching opportunity; however, repeated violations may compel Seacret to issue sanctions to protect the integrity of the Seacret Products and Opportunity.

HOW TO TAKE CLEAR, CONSISTENT PROGRESS PHOTOS

This will help you easily track the changes you're making to your body & keep you from being disqualified:

EXAMPLE OF A GOOD PHOTO:



1. SET UP YOUR SHOT

Consistency is key to taking great progress photos, so make sure you can replicate the same conditions every time – the only difference should be you!

2. WEAR THE SAME CLOTHES FOR EVERY PHOTO



Even wearing a different color or neckline can distract you from the real detail, so always wear the same style and color clothes for best results. Underwear or a swimwear is best, swiftly followed by snug-fitting activewear – anything that shows the contours of your body. Go with whatever level of coverage you're happy with.

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3. USE THE SAME BACKGROUND



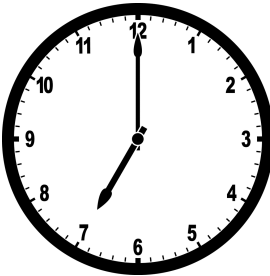
Try and find a light-colored, plain background as your default location and remove whatever you can from the frame, even if you just push everything to one side. No before photo should be taken in a different location or with a different background than the “after” photo.

4. USE THE SAME POSITION FOR YOUR BODY IN ALL PHOTOS



Your body should be relaxed in all photos, with arms at your side. (**No slouching, sucking in, flexing or posing**).

5. TAKE PHOTOS AT THE SAME TIME OF DAY



It's conventional wisdom to weigh ourselves first thing in the morning – that's because it's a lot easier to track weight loss if you don't have to factor in undigested food or drink. It makes sense to stick to the same schedule for progress photos too – not only will it allow you to compare apples to apples, but it means you're more likely to stick with it if it's part of your wider tracking routine.

6. USE NATURAL LIGHT



Indoor lighting can throw distorting shadows and give your photos an unnatural and grainy look, so try to find a room that lets in plenty of natural light.

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7. SNAP YOUR PHOTOS

OK, so you've scouted your location and chosen your outfit – now it's time to take the shot.

8. CHOOSE YOUR WEAPON

- Are you taking your photos in a full-length mirror?
- Will someone be taking your pics for you?
- Or will you be propping up your phone/camera and using a time delay to get into position?

9. REMEMBER YOUR POSITION



Where you stand in relation to the camera matters. If you're standing close to it for one pic, then further away for another, it makes it harder to compare the two because your brain is too busy making sense of the perspective.

To make sure your before and after photos are consistent, try standing level with a certain piece of furniture, or always aim to plant your feet an inch or two away from the wall. Likewise, if you use a mirror, or someone else takes the pics for you, try to think of some visual markers you can use that will allow you to replicate the same pics over and over.

10. CAPTURE MORE THAN ONE ANGLE



Take one photo of your front, one of you facing sideways and one of your back. As you progress you'll be amazed at how one angle might not show any changes, but definite results show in another. Our bodies are unique and complex things and there's no real way of telling where you're going to lose body fat from. Monitoring three different angles will allow you to spot progress more easily.

*LATHER, RINSE, REPEAT

If you stick with these techniques you should soon build up a really useful and motivating set of photos that showcase your progress in a visually meaningful way.

ARTICLE from theprogressapp.com/blog/before-after-photos-weight-loss

PHOTOS from www.8fit.com/lifestyle/how-to-take-progress-pictures-to-help-you-reach-your-fitness-goals/

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