



THE G&T 30-DAY CHALLENGE

At Green & Tonic we believe in feeding a healthy lifestyle through clean, organic plant-based foods. We know that consumers everywhere are looking for clear, authentic and honest solutions for living a well-nourished life— with energy, passion, and a healthy glow. We developed the 30-Day Challenge to provide a curated nutrition and lifestyle reboot program that builds community and camaraderie, promotes long term health, and reshapes the body and mind. Our program is easy to follow, keeps participants engaged and produces excellent results.

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At the heart of our program are five core principles: Nutrition, Exercise, Sleep, Hydration and Recovery. Each is critical to physical and mental well-being. We make these principles a focus of Challenge education, tracking, special offers and lifestyle solutions. Community-based wellness initiatives have been proven time and again to be the most effective form of long-term lifestyle change. It supports brand-loyalty, participant satisfaction, and results that people want to talk about. This Challenge creates winners on all sides of the equation.



Green & Tonic serves as a dedicated partner to you and your team during the entire Challenge. Our Challenge Coordinator and Certified Health Coaches are available to support your participants throughout the Challenge. Green & Tonic offers resources for healthy eating— including plant-based cleanse and meal plans, supplements, discounts, easy delivery options for participants, and online resources for coaching support, information, Challenge-approved recipes and education.

Left: Kristina Hess, G&T's Director of Nutrition & Wellness, coaching a client in G&T Westport. Each participant receives 1 complimentary coaching session!

HOW IT WORKS

1 GATHER YOUR GROUP

- We recommend a group of at least 10 people and up to 100.
- Marketing the program is easy but critical to success. G&T can provide co-branded content support for your use, or create your own.
- Review contest format and prizes. We'll chip in!

2 KICK-OFF

- Our Challenge Coordinator will schedule on-site body composition testing, measurements and photos with each participant in a one-on-one meeting with a G&T Health Coach.
- Host a full group kick-off meeting with a G&T Health Coach to review the Challenge and Q&A. We recommend a festive atmosphere for community building! Distribute a swag bag of health & wellness offers to all participants during the Challenge.
- Our Challenge Coordinator launches a community chat group and emails/web education forum, and distributes Challenge Journals.

3 30 DAYS OF CHALLENGE

- All participants receive daily email support, recipe ideas, education and motivation from the G&T Challenge Team.
- Challenge participants track daily workouts, sleep, hydration, eating & recovery efforts using a simple system in our Challenge Journal.
- Optional weekly weigh-ins at local G&T stores.
- 1 complimentary coaching session per participant.
- Chat group with health coaching support, your input, and Challenge community participation.



4 WRAP UP

- Our Challenge Coordinator will schedule on-site body composition testing, measurements and photos with each participant in a one-on-one meeting with a G&T Health Coach.
- Participants submit journals for review.
- Select a winner!
- Celebrate a group victory with a party, potluck or wrap-up meeting!

Contact us for more information or to set a start date for your Challenge! We look forward to hosting a successful Challenge and changing lives along the way!

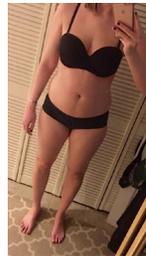
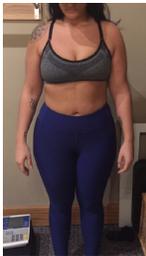
For inquiries please contact:

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CHALLENGE PHOTOS

From top left: Kristina taking a participant's body fat measurements; a Challenge Kick-Off meeting; Successful Before/After photos of Challenge participants.



Right: Additional G&T Challenge-approved retail items (Lean Body supplements, Epic Protein, Pursoma Minerals De Mer Body Soak).

