



Introduction	<p>Welcome to the 2nd Annual Prolon January Fasting Challenge!</p> <p>We're thrilled to have you join us in spreading the word about the January Fasting Challenge! This challenge is the perfect way to Kick off 2025 rejuvenated, with renewed energy and a focus on your health goals.</p> <p>Let's Get Into The Details</p> <p>In the month of January, anyone that orders a Prolon 5-Day kit will secure a spot in one of our coach-led group fasts, at no extra cost featuring a well known and respected health care professional in the fasting space.</p> <p>Here's our January schedule:</p> <ul style="list-style-type: none">• January 5-11: Dr. Robert Lufkin & Kristin Kirkpatrick• January 12-18: Dr. Amy Shah & Cynthia Sass• January 19-25: Dr. Tiffany Moon & Audrey Zona• January 26 - Feb 1: Dr. Jason Fung & Kristin Kirkpatrick <p>As a Prolon enthusiast, we believe in aligning our campaigns with your unique passions. We encourage you to share your authentic motivations and personal touch to make this experience truly yours.</p> <p>Your role is to inspire your audience by sharing your journey—your feelings, motivations, tips, and recommendations—and celebrating their success once the fast is complete.</p> <p>What's involved?</p> <ol style="list-style-type: none">1) Select a week to attend and post about.2) Post about the event 2-3x prior to the event (two weeks in advance is optimal for ordering purposes). Share about all of the co-host or select to talk about one that you like the most - share why you are attending and how excited you are for the event. Invite your community to attend as well and order via your link.3) Share your experience with your audience each day of the fast4) After the fasting experience, we will ask that you create content that celebrates your experience with Prolon.
Goal	<ol style="list-style-type: none">1. Drive Sales and Awareness of the Prolon 5-Day Program, with a focus on driving sales in December (People will likely purchase their 5-Day programs, before the experience in January)



The Ideal Conversations You Spark on Social Media	We aim for your content to excite and inspire people to post to social media saying things like “ <i>I want to join!</i> ” or, “ <i>I am joining, and y’all should too!</i> ” Or perhaps, “ <i>OMG, I just Zoomed with [doctors name], and it was so cool! I can’t believe I am doing a fast with them!!</i> ”
Prolon’s Key Messages	<p>Your specific January Fasting Challenge Content will be unique to you.</p> <p>Messaging:</p> <p>“This year, it’s not about resolutions—it’s about <i>lasting change</i>. Prolon’s January Fasting Challenge helps you reset, rejuvenate, and sustain your health with a revolutionary approach to wellness.”</p> <p>Storyline Suggestions:</p> <p><i>Offer a Personal Story:</i> Let your followers know how Prolon’s fasting programs help you stay grounded, balanced, and energized.</p> <ul style="list-style-type: none">● Start Strong: Kick off the year with Prolon’s 5-Day FMD and group fast led by a Prolon Health Coach and a special guest! Reset your metabolism, trigger cellular rejuvenation, and experience results like clearer focus, balanced energy, and reduced cravings while being guided through the entire experience.● Sustain the Momentum: After the guided fast transition into daily habits with Prolon’s Everyday products, designed to support your wellness journey effortlessly.● This year is about change that lasts: Prolon’s approach fits seamlessly into your routine, turning short-term resets into a long-term longevity mindset. <p><i>Emphasize the Science Behind Prolon:</i> The best from nature, nurtured by Prolon longevity science – a breakthrough in nutrition and healthy aging science. Prolon is the result of 25 years of dedicated scientific study and 132 global patents. Reinforce that Prolon offers a path to vitality backed by rigorous science, helping your followers experience benefits beyond traditional diets.</p> <p>Suggested Calls to Action:</p> <p>“This year, don’t just set goals—set yourself up for lasting change. Join the January Fasting Challenge with Prolon’s 5-Day FMD. Reset your body. Rejuvenate your health. Repeat all year long.”</p>



Deliverables	<p>Promote the Fasting Challenge Experience: To get started, select a week to attend and post about:</p> <ul style="list-style-type: none">○ 2-3x Post about the event prior to the event (two weeks in advance is optimal for ordering purposes). Share about all of the co-host or select to talk about one that you like the most - share why you are attending and how excited you are for the event. Invite your community to attend as well and order via your link.○ 1x Story Each Day of the Fast (5x Total): Share your experience with your audience each day of the fast○ 1x IG Reel: After the fasting experience, we will ask that you create content that celebrates your experience with Prolon.
Content Guidelines	<p>Guidelines for Communication:</p> <ul style="list-style-type: none">● Dos<ul style="list-style-type: none">○ Use evidence-based claims.○ Be precise, accurate, and consistent in language.○ Emphasize the science and benefits behind Prolon products.○ Use correct capitalization and formatting (e.g., Prolon 5-Day, Fasting Mimicking Diet).● Don'ts<ul style="list-style-type: none">○ Avoid terms like "cure," "heal," or "fix."○ Do not make unfounded health claims.○ Avoid nicknames or short forms of product names. <p>Tone & Voice</p> <ul style="list-style-type: none">● Trailblazing and Knowledgeable: Expert, precise, and consistent.● Relatable and Welcoming: Clear, approachable, and empathetic.● Transparent and Trustworthy: Honest and communicative.● Empowering and Inspirational: Encouraging and supportive. <p>Visuals</p> <ul style="list-style-type: none">○ Record High Definition Photo and Videos○ Don't Use Non L-Nutra or Prolon Logos○ Ensure Content is Clean and Well Lit<ul style="list-style-type: none">● Do Not Use Filters● Film in Upscale // Modern Locations When Possible <p>Audio</p> <ul style="list-style-type: none">○ Ensure Sound is High Quality and Clear○ Only Use Royalty-Free Sounds and Music that we Approve<ul style="list-style-type: none">● DO NOT USE Popular Music or Sounds
At Mention & Hashtags	<ul style="list-style-type: none">● Tags and hashtags for compliance are required for posts on your channels: @prolon, #fastingchallenge #LastingChange #FMD #FastingForLife

