



THE PURE FAT LOSS CHALLENGE 2023 PROGRAM DESCRIPTION

THE PURE FAT LOSS CHALLENGE (the PFLC) is a fun, unique and challenging 12 week, (starting January 1st) high accountability program designed to support, teach, lead and guide those who are serious about shedding their unwanted body fat. Most people find it fun being part of a team of motivated people all working towards the same goal.

This program has been successful for people who have weighed close to 500lbs as well as individuals who didn't even want to shed fat, but rather to build muscle so they could compete in light weight division body building competitions. Everyone, from teenagers to seniors and men and women, has had success with the PFLC!

Justin Savich, President of Life Success Group, LLC based out of Valparaiso, Indiana, has combined his life & business experiences to create this program for you. He has been a certified personal trainer, certified in sports nutrition, ran nutrition programs, competed nationally in power lifting and natural bodybuilding competitions, has been a motivational speaker and life coach and has entrepreneurial experience. All of these combined with a passion to help impact people's lives has led him to create THE PURE FAT LOSS CHALLENGE.

The PFLC has a “3 strikes, you are out” format that has been proven effective at **MAKING** people follow through on the disciplines necessary to achieve their fat loss goals. Strikes are given when participants are not following through on their commitment of completing weekly assignments. (**NOT** “cheating on their diet” or “not losing enough weight”). (We will have flexibility to allow for special exceptions with unique scenarios. Therefore, no participant would ever be “struck out” of the PFLC unless there is good reason for each strike given.) All assignments will be within a committed participant's total control.

One of the keys to the program's success is being surrounded by an abundance of motivation and accountability. The PFLC is intended to take away most, if not all, excuses anyone would have for not being able to shed body fat. It is like having a personal trainer pushing you and holding you accountable for everything it takes to win.

Since statistics show about 80% of your results are from your nutrition, 15% exercise and 5% genetics, the emphasis of the program will be on the meal plan portion. This is bad news for people wanting to use an excuse like “with how busy I am, I just don't have time to exercise.” With the tips and ideas on how to make this easy & convenient, the PFLC can be completed by people who are extremely busy, if they really want results.

Different from other “*weight loss*” programs, the PFLC focuses on taking all steps possible in pursuing “*fat loss*” not just “*weight loss*.” Fat loss is a far more important measurement to maximize an individual’s true progress. We actually check your body fat % to determine how many “*fat lbs*” you have in comparison to how many “*lean lbs*” you have and we track and monitor those for each individual participant. This allows us to make sure you keep losing just fat and not lean muscle. Believe it or not, if a person loses 20 pounds (the wrong way), they could have potentially lost 30 lbs of muscle and gained 10 lbs of fat!

The reason most people lose weight and then gain it back again (plus more) is a result of two things. First, they lose weight the wrong way by losing muscle and slowing their metabolism. Second, the psychological issues keeping them from learning how to motivate themselves so they can stick to their plan. These are two enormous problems that cause failure with the vast majority of other “*diets*.” The PFLC customizable meal plan portion and all the other unique program specifics help ensure this doesn’t happen to you.

The PFLC serves as a great opportunity for those who have wanted to lose weight in the past but have never succeeded because they don’t know:

- What to do (exact nutrition & exercise).
- How to do it (safely and effectively).
- Why to do it (finding their true inspiration to follow through).

Participating as a team member within a large group of focused and motivated people all striving to become the best they can be is an attractive aspect of the PFLC. Being surrounded by others in a positive environment drives people to not quit on themselves, their goals or their teammates.

There will be 4 main live events designed to keep you motivated. All events are tentatively to be located at The Avalon Manor banquet hall, 3550 US 30, Merrillville IN 46410 from 5:30 pm to 8:00 pm on the dates below.

- **KICK OFF EVENT- Tuesday, December 27th 2022** - This will be an inspiring and informational event where participants will have a chance to meet the PFLC creator, Justin Savich and learn more in depth of what the PFLC entails. You will get specifics on several different registration options and a better understanding of the value of the 12 week program. Participants will be able to get a Free Body Stat Analysis, take their “before” picture, and connect personally with their friendly competition (if they want to). **There is NOT any type of products sold or solicited** (like supplements, pre-packaged meals, business opportunities, etc.). Solicitations of any type are strictly prohibited throughout the program.

- **MID POINT EVENTS – 1st Mid-Point Event-Friday, January 27th 2023 and 2nd Mid-Point Event-Monday, February 27th 2023** - This is where you will truly see, hear and feel some of the critical differences between the PFLC and other “*diet plans*” or “*weight loss programs*.” We will dive deeper into discovering and understanding how our psychology, beliefs, values and human behavior affect our results. We will then work together on breaking through the mental barriers that have likely been keeping you from achieving your goals.
- **GRADUATION CEREMONY - Final Event- Thursday April 13th, 2023** - Graduation is where we will all see that the PFLC is about SO much more than just “*getting back into your old jeans*.”

This will be a formal celebration of all that has taken place over the previous 12 weeks. This will be the time and place to truly feel what it’s like to be recognized and awarded with your PFLC shirt as a FINISHER or ... the CHAMPION!

If you do well enough in the contest portion of the PFLC, you will walk away with one or more of the several large cash prizes! In addition to that, you will be dropping a considerable amount of body fat %, having a new positive environment to stay connected with, taking away great memories and lifelong education on how to continue making ongoing progress. Most importantly, you’ll experience having the unexplainable feeling of integrity with yourself knowing that you have overcome challenges and excuses to get to where you want to be!

All participants are encouraged to take advantage of every aspect of the program including; the 3 personal meetings (beginning, middle and end of the 12 weeks) with the program director, Justin Savich and/or a team leader, and your accountability partner. These are designed to review your customized meal plans, weigh-in and record body fat % (kept confidential) and answer any questions you have. The initial appointments will be scheduled on a first come, first serve basis in the beginning of the PFLC (conference calls for long distance participants).

While there is a great advantage to those who are local, several people have participated from all over the country and still have done well because the majority of the program is through the **private** Facebook page (meaning only program participants can see the group communication of updates, weekly assignments, inspiration, questions, meal prep and nutrition tips, etc.).

Other personal communication with the program director, Justin Savich, will be at the live events, on conference calls, in person meetings and most critically, the ongoing instruction of **what to do next** as we go “*week by week, tweak by tweak.*” Justin and/or a team leader, that will be assigned to you, will be informing you every step along the way of how, when and what adjustments are suggested for your personal plan. This will be done through the responses back to you from your private/personal weekly accountability messages with Justin Savich and your team leader. By the end of the 12 weeks, you will have been provided with EVERYTHING you need to continue to reach your long-term goals. You will also remain connected to the PFLC team community to help you stay motivated, focused and accountable through the Facebook page.

The following are some frequently asked questions:

1. ***Do I have to use Facebook to participate?*** Yes, that is where the majority of the program communication takes place.
2. ***Do I need to find one other person to participate with me?*** Yes, having your accountability partner is a critical aspect of the program. If unable to find one, your spot on the “potential roster” is not guaranteed and/or you may be matched up with someone you don’t know.
3. ***Do I have to follow a certain diet or workout for the program?*** No, you are not forced to follow any particular diet or workout. However, most do choose to follow the PFLC suggested meal plan and workout program to help maximize their results.
4. ***How much does the program cost?*** There is a unique structure for participation that will allow ways for the program to not end up costing you anything. (You can even walk away winning cash prizes!) Your choice of registration options can be chosen after completing and returning the Program Qualification Survey in conjunction with this Program Description. The program is designed to provide MANY more times the value in comparison to the registration fee. ***What would it cost you to NOT participate?***

For more information and/or to confirm your interest in being part of this life changing experience, contact Justin Savich either via Facebook private message, thepurefatlosschallenge.com, call 219-501-0007 or at justin@lifesuccessgroup.com.

Get ready to discover what is possible for you in your life. It just may blow your mind!

Feel free to **forward this Program Description onto your friends** to see who will be joining you!

THE PURE FAT LOSS CHALLENGE TESTIMONIALS

Melissa F. - "I've been doing The Pure Fat Loss Challenge and I have to say this was one of the best decisions I've made. I've lost over 20 pounds and 13.5 inches overall. I'm not only happy with my weight loss but also with everything I've learned through this program: How to eat healthy and workout the right way. All the emotional support and inspiring words and posts really helped keep me going. I would highly recommend this program to everyone."

Troy M. - "When I joined The Pure Fat Loss Challenge, I was 203 lbs and after 12 weeks I am 181 lbs. Justin Savich started this program which is designed to lose fat and maintain or build muscle. It worked better than I could have imagined."

Jeannie N. - "I have gotten a lot of compliments on how I am looking these days so I thought I would share what I have been doing. I joined The Pure Fat Loss Challenge on January 1st and the program officially ended on March 31st however I will continue to follow many of the principles for the rest of my life. Not only has it taught me some fitness and nutrition information but it has also allowed me to learn A LOT about myself and why I do what I do. The support and encouragement in the program has been unlike anything I have ever experienced, and I have gained some great new friendships along the way."

Todd O. - "I completed a 12 week program called The Pure Fat Loss Challenge. In it I learned how to eat healthier, something I never been very good at. I also learned the importance of exercise and regularly feeding my body to keep my metabolism in great running order. The best part of this program was doing it with over 80 other people. All of us on a private Facebook site allowed us to encourage each other. This helped greatly during those times when grabbing a bag of chips sounded like the right thing to do."

Cathy S. - "I have to let everyone know the amazing things that have been happening to me since the 1st of January. I give the credit to Justin Savich for creating The Pure Fat Loss Challenge. He has taught me so much about my health, mind and body with his program. I have learned how to eat clean and healthy. With that alone, I have been in the best and longest remission I have seen since I have been diagnosed with Multiple Sclerosis (MS). Thank You Justin!!!!"

Jeff S. - “My wife Dana and I started a "weight loss" program about 12 weeks ago. In that time, I lost 37 lbs, she lost 21. In the beginning it was really just a diet plan, however that quickly changed. We started to make unconscious decisions to eat healthier, and we thank our friend Justin Savich for this. He started a program called The Pure Fat Loss Challenge, and that's just what it is. You work to lose fat, not just “weight.””

Shane S. - “Justin is a dedicated and insightful life-coach, trainer and professional development guru. He is committed to the good health of those who are willing to dig deep and pour their lives into discovering a new reality where self-confidence and good personal health is the goal. I am proud of this man and the extraordinary program he has put together that helps people lose weight and find good personal and spiritual health. Within the first several weeks of this program I dropped 15 pounds. My wife, Anne, also took this challenge and has had phenomenal results (not that she needed it!) She would be the first to tell you her clothes are fitting better. She is more toned and fit as a result of this challenge.”

Gina V. - “For the past 12 weeks I have been a part of The Pure Fat Loss Challenge. What an experience it has been! Losing some pesky pounds and feeling great are only part of it. Together we grew so much with Justin's trainer's knowledge and unrivaled positive attitude.”

Tina W. - “Three months ago, I was challenged by a friend to take part in The Pure Fat Loss Challenge. I was somewhat skeptical at first figuring that it would be just one more “fad”. Well, I (as well as many others locally and some that were spread all over the country) took the challenge and let me tell you.....there is nothing about this that could be considered a fad! I have tried a multitude of things to take off the weight I had put on over the years (especially after I had gotten sick and had to take steroids for a long time).

This program is all about healthy living in basically every aspect of your life. I have learned so much over the last few months about food, exercise, how my body actually processes everything I eat and about myself. Before starting this I thought I was eating “relatively” healthy. I found out rather quickly that I was not even in the ballpark of healthy. Although I have not yet met my final goal, now being better equipped with the right knowledge, I will not only meet that goal, I will always enjoy a truly healthy lifestyle long after that goal has been met! Justin’s dedication and passion for helping others become healthy truly can’t be described in words. His knowledge, guidance, teaching and encouragement are amazing!”