

When is the registration date?

Registrations will be open from the 22nd of May to the 12th of June.

When does the Muscle-Up Challenge start?

The challenge starts on Monday, the 12th of June.

How do I enter?

1. Buy any two USN hardcore products online or in-store.
2. Register at usn.co.za.
3. Upload a screenshot of your till slip or proof of online purchase.
4. Upload your start/before photos onto the Google Form.

When do I submit my first photo?

You must upload your first/start photo and weight measurements between the 12th of June and the 19th of June.

What is the duration of the Muscle-Up Challenge?

The duration of the challenge is 12 weeks. The challenge starts on the 12th of June and ends on the 4th of September.

What do I get when I enter the challenge?

- An eating plan
- A training plan.

What is the cost of participating in the Muscle-Up Challenge?

There are no registration costs involved in participating in the Muscle-Up Challenge. However, you must buy two USN Hardcore products to enter.

How are the winners selected?

The winner will be selected based on the best visual muscle transformation. In collaboration with Team USN, a panel of experts will choose the winner.

The Top 5 will be invited to USN's Head Office in Centurion for a dinner and prize giving, after which a winner will be announced. USN will cover all expenses.

What prizes do the winner, People's Choice Winner, Top 5 and social media winner receive?

The Winner

The winner will receive R100 000 in cash and a USN contract worth R30 000 (i.e. a R2 500 USN voucher per month). This voucher can be used on USN products and apparel.

The People's Choice Winner

The people's choice winner will receive R20 000 in cash.

The Top 5

The Top 5 will each receive a R30 000 USN contract that can be used on USN clothing and products.

The Social Media Winner

There will also be a social media prize for the person who actively shared their 12-week journey on social media. This individual will receive R10 000 in cash. Remember to tag @usnsa during the 12-week journey to be considered for this prize.

Is the challenge only focused on mass gain?

The challenge focuses on the best visual muscle transformation, whether that is mass gain or lean mass.

Can males and females participate in the challenge?

Yes, but there will only be one winner, irrespective of gender.

Can I start the challenge earlier or later?

The challenge officially starts on the 12th of June.

Do I have to submit my results every week?

Weeks 1, 4, 8 and 12 are mandatory and your results have to be uploaded if you want to be considered for the prizes.

How do I log my progress?

Click on the Google form to upload your photos and weight measurements.

Can I share my progress on social media?

You can share your progress photos and tag USN's respective social media handles. There will be a R10 000 cash prize for the person who was the most active on social media during the 12-week challenge.

What happens to the results that I add each week?

Each participant's photos and measurements will be confidential and not disclosed. USN will be the sole interpreter of the rules and may change them in the interest of the competition and/or whenever fairness requires. However, USN has the right to use the photos and measurements of the participants of the Muscle-Up Challenge for marketing purposes.

Can USN employees or associates participate in the challenge?

No USN employee or any of their family members, ambassador or affiliate is allowed to participate in the Muscle-Up Challenge.