

Product Training Guide



What is it?

10-Minute Trainer® is a time-saving fitness program that lets you build a lean, toned body in as little as 10 minutes a day. Tony Horton's super-efficient workouts combine full-body sculpting with fat-burning cardio, so not a second is wasted. You can lose weight, get fit, and still have plenty of time left over for the rest of life's demands.

Why is it so effective?

Tony Horton's **Super Stacking Technique™** is like multitasking for your muscles. Instead of starting with cardio and then working different body parts one at a time (as with most workout programs), you'll get fat-burning cardio, total-body toning with resistance bands, and core-flattening ab work stacked together. You can do one 10-minute workout each day, or combine two or three workouts for faster results. And you'll also get a nutrition plan with quick-to-prepare meals that make fat loss even easier.

Celebrity trainer Tony Horton

After working out with champion bodybuilders, Tony adapted their fitness secrets into exercises anyone could do to get a lean, defined body—without the bulk. He took this knowledge out of the gym and developed it into the nation's top-selling home fitness programs. A master instructor and motivator, he'll demonstrate exactly what to do during each workout, and keep you inspired so you'll want to do them every day.



How does Tony's Super Stacking Technique work?

With a traditional fitness plan, you do cardio, upper-body resistance training, lower-body resistance training, and ab work separately, so workouts take a long time. But 10-Minute Trainer stacks cardio, toning with resistance bands, and ab sculpting together. As a result, you get fast, highly efficient workout sessions that allow you to condition your entire body in minutes from start to finish.



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What makes Ten-Minute Trainer unique?

Other fitness programs require lengthy exercise sessions in order for you to see results. But with its incredibly efficient workout routines, 10-Minute Trainer can transform your body in as little as 10 minutes per day. Now there's no excuse for not losing weight and getting fit.

— RETAILING TIPS —	
Who to target:	Why 10-Minute Trainer?
Busy people who don't have a lot of time for fitness	Super-efficient workouts allow you to get toned and lose weight in as little as 10 minutes a day. And not having to go to a gym saves even more time.
People who need extra motivation to work out and get fit	Tony Horton knows exactly how to keep you motivated, and even people who dislike exercise can get through these brief workouts.
People who are interested in toning up and losing weight at the same time	The Super-Stacking Technique combines muscle toning and fat-burning in the same quick workouts, and the nutrition guide makes it easy to eat right.
Beginning exercisers and people who aren't in very good shape	The flexible program is easy enough for almost anyone to handle.
People who don't want to buy and store a lot of exercise equipment	All you need to maximize your results are lightweight Resistance Bands and a Power Cardio Belt, which take up very little space.

Equipment needs

Your 10-Minute trainer kit includes a pro-grade Resistance Band and Power Cardio Belt, so you can work out right away.

Cross-selling suggestions

Your 10-Minute Trainer customers can intensify their workouts with these other Beachbody products:

Additional accessories:

- B-LINES® Super Kit



Nutritionals:

- Shakeology® - Replacing one meal a day with Shakeology is an easy way to control your calories while providing natural energy to fuel your workouts. Shakeology will also help you feel full longer, and reduce your cravings for junk foods.
- ActiVit® Multivitamins - Metabolism Formula and Body Toning Formula



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BASE KIT:	WHAT'S THE BENEFIT:
Discs	
5 workouts, all 10 minutes or less	<ul style="list-style-type: none"> • Firms and tightens your abs and core • Slims and strengthens your lower body • Burns calories and fat with heart-pounding cardio • Uses yoga to stretch and increase flexibility • Builds strength and tones your entire body
Extra bonus workout: Fat-Burning Express (approx. 35 mins.)	<ul style="list-style-type: none"> • Boosts your metabolism with an extended cardio workout for extra fat burning
Resources	
Customized Workout Calendar	<ul style="list-style-type: none"> • Plan your workouts around your busy schedule
Tony Horton's 10-Minute Meals	<ul style="list-style-type: none"> • Tony shows you how to make nutritious, low-calorie, and tasty meals and snacks in less than 10 minutes
On-the-Go Workout Cards	<ul style="list-style-type: none"> • Work out without a DVD player—put these cards into your purse or pocket and you'll always have your routines with you
10-Day Lean Jean Plan	<ul style="list-style-type: none"> • Supercharge your fat loss with Tony's eating and exercise plan, tracking journal, and tape measure

Product info

Retail price: \$79.90
 Club price: \$71.91
 Coach price: \$59.93
 Volume Points: 60
 SKU# 10MinTrainer

Coach tools

Beachbody provides all the tools you need to get your customers hooked on 10-Minute Trainer:

- Product promotional video



Downloadable tools are available in your **Coach Online Office**. Customizable, high-quality print pieces are available for purchase in the **Coach Resource Center**.