

Product Training Guide



What is it?

Brazil Butt Lift® uses cardio, dance, and a unique training method to work your rear end from every angle. You'll reduce your hips, slim your thighs, and lift your butt, shaping your "bum bum" (pronounced "boom boom") into the best booty of your life.

A native of Brazil and a former ballet dancer, Leandro Carvalho developed his signature training techniques to help sculpt some of the world's most beautiful bodies. Top supermodels count on him to get their "bum bum" (that's Brazilian for booty!) in shape for a lingerie photo shoot or a revealing runway show. Now, women everywhere can firm and perfect their derrières, just like Leandro's clients. Based on his wildly popular New York fitness classes, Brazil Butt Lift will show you why Leandro is known as the Brazilian Butt Master.

Why is it so effective?

The name may be fun, but the results are serious. The secret of Brazil Butt Lift is Leandro's proven TriAngle Training method. TriAngle Training works the three major muscles of the buttocks—the gluteus maximus, gluteus medius, and gluteus minimus—to reduce the hips, slim the thighs, and lift, contour, and shape the perfect behind.

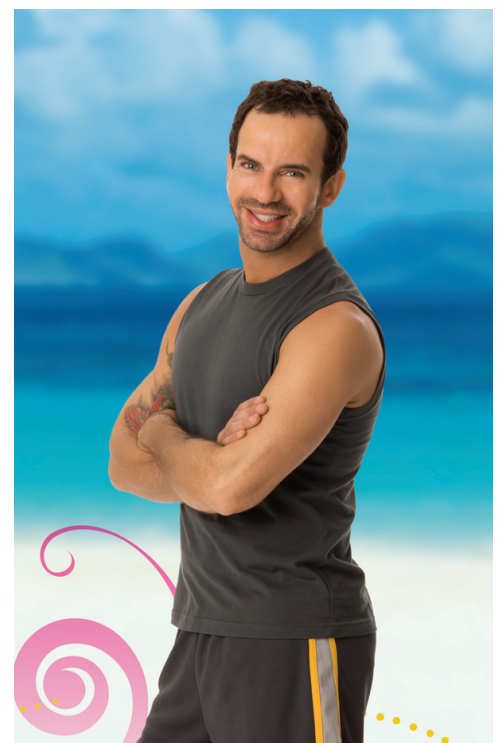
"It's all about the angles," as Leandro likes to say. TriAngle Training works the butt muscles from multiple angles, including your hamstrings and the "heads" of the muscles, the parts that attach to the pelvic bone (which provides support between the upper and lower parts of your body). This is what gives the lift and curve that every woman wants. And unlike other exercise programs that develop the butt muscles, Leandro's won't bulk up your thighs.

Brazil! BUTT LIFT®

Will it work with my shape?

Only Brazil Butt Lift provides 4 different workout plans so you can customize the workouts to your current physique. Each plan has its own calendar that guides you to the workouts that focus on your particular booty shape.

Is your butt...	Use this plan
Too flat?	Lift & Shape Solution
Pear-shaped?	Slim & Shape Solution
Too big?	Slim & Lift Solution
A combination of all of these?	Classic Solution



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What makes Brazil Butt Lift unique?

Traditional butt exercises or machines focus on only one muscle or angle. With Brazil Butt Lift, you'll be tightening and toning every inch of your butt while also doing cardio exercises, so your thighs get leaner and your butt gets smaller as it gets firmer and more shapely.

TriAngle Training has you working all three gluteal muscles together, along with your thighs and the saddlebag area, so you get a compact, curvaceous booty, slimmer thighs, and the derrière you've only dreamed about.

How does Brazil Butt Lift compare to other Beachbody® programs?

Beachbody has plenty of ab and total-body programs, but Brazil Butt Lift is the **only** Beachbody program that focuses primarily on the butt. It's most similar to Slim in 6® in that both are cardio workouts that slim, tone, and shape women's "problem areas." However, unlike Slim in 6, Brazil Butt Lift incorporates dance moves and targets all 3 gluteal muscles, working them from multiple angles.

— RETAILING TIPS —

Who to target:	Why Brazil Butt Lift?
Women who want to lose weight, especially in the butt/hips/thigh area	You'll tighten and shape the gluteal muscles by working them from every angle, while enjoying energetic cardio to help you burn fat and slim down.
Women, regardless of weight goal, who perceive their butt, hips, and thighs as a "problem zone"	Brazil Butt Lift is especially designed to reshape your rearview, so you know your workout time will be well-spent.
Women who have completed a previous Beachbody workout and now want to target specific areas	You can maintain your strength and cardio fitness while also trimming down your hips, thighs, and butt.
People who enjoy a fun, danced-based workout	Leandro's dynamic, fluid moves will keep you shaking your booty while you tone it, too.

Equipment needs:

- Brazil Butt Lift base kit includes one beginner Booty Band
- You'll need 2 sets of light weights* (3 and 5 lbs., or 5 and 8 lbs.)

Cross-selling suggestions

As your Brazil Butt Lift customers grow stronger, help them increase the intensity with these other Beachbody® products.

Additional accessories: (included in Deluxe kit)

- Ankle Weights
- Higher-resistance Booty Bands



- Shakeology® - Replacing one meal a day with Shakeology is an easy way to control calories while fueling your workouts with natural energy. It will also help you feel full longer, and reduce your craving for junk food.



*Included in the Brazil Butt Lift Deluxe kit.

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BASE KIT:	WHAT'S THE BENEFIT:
6 workouts on 3 DVDs	<ul style="list-style-type: none"> Works all three major gluteal muscles from every angle. Lifts, shapes, and tones your booty, tightens your abs, and burns fat all over.
Booty Makeover Guide, with 4 customized workout plans	<ul style="list-style-type: none"> Helps you choose the workout routine to improve your particular booty shape. Gauges your progress with the "pencil test."
Fat-Burning Foods Guide with recipes	<ul style="list-style-type: none"> An easy-to-follow healthy eating plan full of zesty, Brazilian-inspired recipes. Slims you down without sacrificing flavor.
6-Day Supermodel Slimdown Plan	<ul style="list-style-type: none"> A quickstart plan that helps you lose up to 6 pounds and 6 inches in 6 days.
TriAngle Training workout cards	<ul style="list-style-type: none"> Cards teach correct form for each move, so you get the most from every exercise. You can take them with you for a workout on the go.
Yellow, beginner Booty Band	<ul style="list-style-type: none"> Provides extra resistance. Tones and sculpts without bulking up.

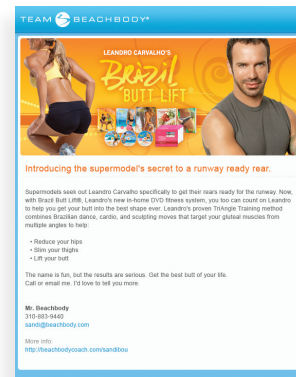
Product info

Retail price: \$59.58
 Club price: \$53.87
 Coach price: \$44.89
 Volume Points: 45
 SKU# BrazilButtLift

Coach tools

Beachbody provides all the tools you need to get your customers hooked on Brazil Butt Lift:

- Product announcement eCard
- Product training Webinar
- Promotional video



eCard

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