

## Product Training Guide

# get real

with Shaun T™



## What is it?

**Get Real with Shaun T** is an in-home fitness program that combines cardio and strength training geared toward young people ages 9 and up.

Trainer **Shaun T** partnered with the National Institutes of Health for this special collaboration, which was created as part of a study aimed at tweens. The goal is to get kids moving at an early age to ward off potential health problems and help maintain a healthy weight for life.

## Why is it effective?

The workouts in **Get Real** are designed to be fun for kids, to match their energy levels, and to show other real kids working out and having a good time. The group atmosphere makes exercising fun, and working out in the privacy of their home is less intimidating for many kids than working out in a gym or in classes.

After each workout, Shaun T and the kids in the video talk about why it's important to exercise and be strong, what they need to be healthy, and how much better they feel after exercising.

## Get Real and NIH

**Get Real** was developed in conjunction with a 2008 National Institutes of Health study of 6,000 young people, ages 11 to 14. Over 1 year, 1,000 tweens received a nutritional lunch program, while 5,000 received both the nutritional lunch program and 2 workout DVDs—copies of *Get Real*—for “homework.”



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### What makes Get Real unique?

Get Real features teenagers who are working out to feel good and have fun. It isn't gimmicky or silly, and Shaun T puts together drills that are easy to follow. The music is upbeat and motivating, and it's appropriate for everyone. Alternating between cardio and strength makes this a well-rounded, full-body program.

### — RETAILING TIPS —

Who to target:	Why Get Real with Shaun T?
Fitness beginners	The moves are easy to learn, and there's someone who shows how to simplify the exercises
Teens who want to lose weight and get toned	Get Real burns calories while sculpting lean muscles, in under 30 minutes
Teens who want to maintain their weight	The workouts are designed to keep your heart rate up, so you increase your fitness level every time you exercise
Teens who don't like sports	The workouts incorporate a variety of fun drills that keep you moving without having to be good at any sport
Teens who are embarrassed to go to exercise classes or the gym	The whole cast is friendly and motivating, and you get to work out in the privacy of your own home
Adults who want a shorter workout	Although the exercisers are younger people, adults will also see results from the well-designed and thorough workouts
Families	The workouts are a good way to help the entire family develop healthy habits together



### Cross-selling suggestions

Your customers doing Get Real with Shaun T may be interested in these other Beachbody products:

- Beachbody® shirt
- Beachbody backpack
- P90X® Peak Performance Protein Bars

If you enjoy working out with Shaun T, you may also like:

- Shaun T's Fit Kids® Club





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### What kind of results can people get with Get Real?

By alternating the cardio and strength workouts 5 to 6 days a week, Get Real can help you burn calories and lose weight while toning muscles for a lean, tight body. By incorporating good eating habits, you can maintain your strong body for life.

WHAT YOU GET	WHAT'S THE BENEFIT:
Cardio workout	<ul style="list-style-type: none"> <li>Shaun warms you up, then takes you through a series of drills to burn calories and maximize cardiovascular fitness. (approx. 23 minutes)</li> </ul>
Strength workout	<ul style="list-style-type: none"> <li>Tighten and tone your muscles and improve your strength, balance, and agility. (approx. 27 minutes)</li> </ul>
30-Day Fitness Calendar	<ul style="list-style-type: none"> <li>Wall calendar to help you keep track of your workouts and eating habits.</li> </ul>
Smart Snacking Guide	<ul style="list-style-type: none"> <li>Teaches smart eating and healthy snack ideas.</li> </ul>
Guide to Reading Nutrition Labels	<ul style="list-style-type: none"> <li>Tips on reading food labels.</li> </ul>

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### Product info

Retail price: \$19.95  
 Club price: \$17.95  
 Coach price: \$14.96  
 Volume points: 15  
 SKU# MDGRDVD2101

### Coach tools

Beachbody provides other tools to help connect your customers to Get Real:

- Product logos

Downloadable tools are available in your Coach Online Office.

