

## Product Training Guide



# Hip Hop ABS®

## What is it?

**Hip Hop Abs®** is a 30-day, dance-based in-home fitness program designed to help you burn fat and sculpt your abs without doing crunches or sit-ups. It's good for beginners as well as experienced exercisers.

Fitness trainer and professional dancer **Shaun T** teaches his easy-to-follow moves step by step, so you can do it even if you think you can't dance. If you're new to working out, you won't need to buy any extra equipment. All you need is a DVD player and room to move.

## Why is it effective?

Hip Hop Abs uses cardio to burn calories, with special focus on toning your abs. Shaun's **"Tilt, Tuck & Tighten"** technique helps you work your abs the whole time you're dancing, so every move has the impact of a crunch or sit-up without getting on the floor.

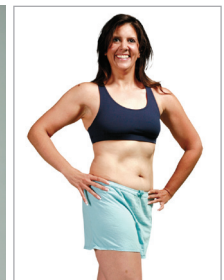
Shaun shows you how to activate your upper abs, lower abs, and obliques all at the same time you're burning fat. And the program has multiple workouts, so you'll never get bored.

Since exercise and healthy eating go hand in hand, Shaun's **Step-by-Step Nutrition Guide** helps you choose the right foods to support your weight loss goals.

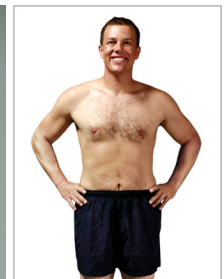
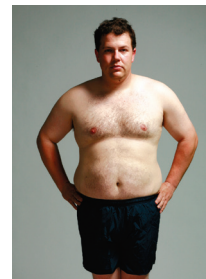
If you have to eat on the go, Shaun helps you make the best choices with his **Results on the Run** diet guide.

## What kind of results can people get with Hip Hop Abs?

We have hundreds of success stories from people who have lost weight with Hip Hop Abs. In our most recent test group, participants lost an average of nearly 3 inches off their waist in the first 6 days, and an average of over 4 inches off their waist in 60 days.\* That's about 2 jeans sizes—how happy would that make you?



**Basil M.**



**Dixon M.**

To see more inspiring Hip Hop Abs results, go to [TeamBeachbody.com/connect/success-stories](http://TeamBeachbody.com/connect/success-stories)

\*Results may vary. Exercise and proper diet are necessary to achieve and maintain weight loss and muscle definition.

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### What makes Hip Hop Abs® unique?

Hip Hop Abs is more like a dance party than a workout. Unlike typical gym routines, Shaun's workouts are fun, yet challenging. They're great for people who want a high-energy workout that doesn't feel like exercise.

Shaun puts you through a head-to-toe routine that combines cardio and total-body sculpting with an emphasis on defining your abs.



### — RETAILING TIPS —

Who to target:	Why Hip Hop Abs?
Fitness beginners	Hip Hop Abs is easy to follow and gets you moving, without any complicated equipment.
People who want to boost their metabolism	The program provides a great cardio workout that's proven to help burn calories and shed pounds.
People looking for a low-impact cardio workout	In every routine, dancer Tania Ante clearly demonstrates how to keep the moves low impact.
People who want to lose weight fast	The 6-Day Slimdown plan helps you jump-start your weight loss and lose up to 3 inches off your waist in the first week.
People who get bored working out on machines	Shaun keeps you working your own body, not a piece of machinery, so you're fully engaged and stay motivated.
<b>Spanish speakers</b>	<b>Hip Hop Abs is now available in Spanish.</b>

### Equipment needs

Hip Hop Abs requires no special equipment--just your DVD player and room to move.

### Cross-selling suggestions

Your Hip Hop Abs customers can up their intensity with these other Beachbody products:

- Weighted Gloves
- Beachbody® Plyometrics Mat

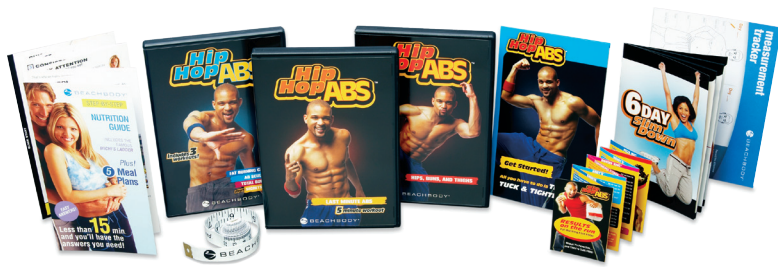


If you enjoy working out with Shaun T, follow up with these other programs:

- Rockin' Body®
- Hip Hop Abs® Ultimate Results, with 3 advanced workouts
- INSANITY®, an extreme cardio training program (not dance-based)



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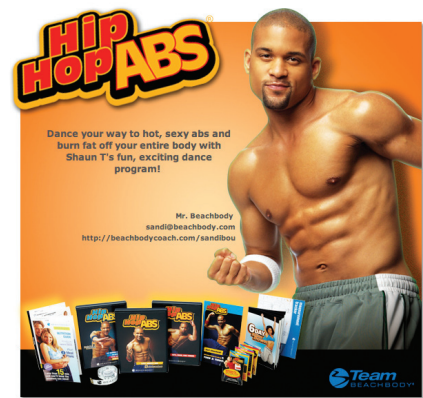


## Product info

Retail price: \$59.85  
 Club price: \$53.87  
 Coach price: \$44.89  
 Volume Points: 45  
 SKU# HipHopAbs

## Coach tools

- eCard
- Training Webinars



eCard

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

BASE KIT:	WHAT'S THE BENEFIT:
<b>Workouts</b>	
Secrets to Flat Abs (approx. 13 minutes)	<ul style="list-style-type: none"> <li>• Learn the Tilt, Tuck &amp; Tighten training technique so you can really work your abs in every workout</li> </ul>
Fat Burning Cardio (approx. 30 minutes)	<ul style="list-style-type: none"> <li>• Dance-based cardio that's set to hot music so you burn maximum calories</li> </ul>
Ab Sculpt (approx. 25 minutes)	<ul style="list-style-type: none"> <li>• A special workout that targets your abs without sit-ups or crunches</li> </ul>
Total Body Burn (approx. 45 minutes)	<ul style="list-style-type: none"> <li>• Cardio and total-body sculpting with more ab-defining moves</li> </ul>
Hips, Buns and Thighs (approx. 25 minutes)	<ul style="list-style-type: none"> <li>• Lift and firm your lower body, without squats and lunges</li> </ul>
Last Minute Abs (approx. 5 minutes)	<ul style="list-style-type: none"> <li>• A quick but effective ab routine for when you're short on time</li> </ul>
Last Minute Buns (approx. 5 minutes)	<ul style="list-style-type: none"> <li>• Another short workout that targets your lower body in only a few minutes</li> </ul>
<b>Resources</b>	
Step-by-Step Nutrition Guide	<ul style="list-style-type: none"> <li>• Helps you make the right food choices for healthy weight loss</li> </ul>
30-day workout calendar	<ul style="list-style-type: none"> <li>• Schedule and track your workouts every day</li> </ul>
6-Day SlimDown	<ul style="list-style-type: none"> <li>• Jump-start your weight loss by losing up to 3 inches from your waist in the first week</li> </ul>
Results on the Run diet guide	<ul style="list-style-type: none"> <li>• Teaches you what to order when you're on the go</li> </ul>



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