



KATHY SMITH'S project:YOU! TYPE 2®

What is it?

Kathy Smith's Project:YOU! Type 2® is the first and only all-in-one fitness, nutrition, and support program supported by the American Diabetes Association and developed in conjunction with the American Diabetes Association, doctors, and certified diabetes educators. It's a healthy approach to help fight type 2 diabetes.

Why is it effective?

Diabetes can lead to serious health complications, such as blindness, kidney damage, cardiovascular disease, and lower-limb amputations. Kathy Smith's Project:YOU! Type 2 provides a full range of tools to start you on the path to a healthy lifestyle.

10 diverse workouts gently introduce you to fitness while slimming and toning your whole body. With workouts including walking, fat burning, strength training, and flexibility exercises, there's plenty of variety to keep it interesting.

The COMBO food plan system makes eating right easy. The right meal plan is crucial for people living with diabetes, because it's the primary means of controlling blood sugar levels. This plan counts carbs for you, and is based on portion control and proper food combining.

The cookbook and meal cards take the guesswork out of your meals and make it simple to stick to the meal plan. In addition, they give you endless meal plan options so mealtime never gets boring.

Journaling tools help you track your moods, glucose levels, workouts, and meals. Using this data, you and your doctor can customize your treatment and better manage your diabetes or pre-diabetes.

What can exercise do for someone living with type 2 diabetes or pre-diabetes?

While exercise is an essential component of good health for everyone, it can provide especially significant benefits for people living with diabetes. Regular physical activity burns calories and makes your body more sensitive to the insulin you produce. Both actions can help improve blood glucose management.

People living with diabetes who exercise regularly may require less insulin or medication, since physical activity can lower blood glucose and weight.

In addition, when you're physically fit, you have the strength, flexibility, and endurance needed for your daily activities. Being active helps you feel better physically and mentally.



Product Training Guide

Why is Kathy Smith’s program unique?

By coordinating a basic, accessible workout with an easy-to-use meal plan, Kathy Smith has created a simple but effective all-in-one program to help people manage type 2 diabetes and pre-diabetes.

Studies have shown that people with pre-diabetes can prevent or delay the development of type 2 diabetes through changes to their lifestyle that include weight loss and regular physical activity. Project:YOU! Type 2 provides a comprehensive introduction to fitness and wholesome eating. It’s perfect for anyone who wants to reduce their chances of getting diabetes, or who wants a moderate approach to getting in shape and living a healthy lifestyle.

— RETAILING TIPS —

Who to target:	Why Kathy Smith’s Project:YOU! Type 2®?
People living with diabetes	The program has been specifically designed to help them manage the disease, and has been developed in conjunction with the American Diabetes Association.
Pre-diabetics	By helping to regulate the body’s metabolism, the program can help reduce the risk of pre-diabetes advancing to full-blown type 2 diabetes.
Women ages 35 to 55	Studies have shown that this group is most likely to identify with Kathy Smith; the exercises are also well suited to people in this age range.
People just starting a fitness program	The exercises can be done by people of a broad range of fitness levels, even those who have never done an exercise program.
People who want to lose weight	The meal planning tools are filled with delicious and low-calorie meals and snacks, plus many of the workouts are specifically designed for fat burning.
Who not to target:	People with joint or mobility issues, the elderly, and those who are severely obese. Some of the exercises, especially the advanced workouts, may prove too challenging for these groups.

Equipment needs

Customers doing Project:YOU! Type 2 may have the need for low-impact resistance equipment, such as:

- B-LINES® Resistance Bands
- Yoga Mats
- Yoga Blocks
- Beachbody® Balance Ball



Product Training Guide



WHAT'S IN THE BOX?	WHAT'S THE BENEFIT?
Wallet with 10 workouts on 3 DVDs	<ul style="list-style-type: none"> • These diverse workouts are appropriate for virtually all levels of fitness, and cover the core areas of fitness: fat burning, flexibility, and strength.
Audio CD with 2 walking workouts	<ul style="list-style-type: none"> • This audio CD emphasizes walking, one of the most widely recommended exercises for people living with diabetes.
Workout Guide	<ul style="list-style-type: none"> • A week by week explanation of the workout program, and how to get the most out of each component.
Workout Calendar	<ul style="list-style-type: none"> • A 12-week fold-out calendar that shows users exactly which workout to do each day, and includes a daily checklist to keep them on track.
Cookbook	<ul style="list-style-type: none"> • Cooking tips, a recommended 7-day meal plan, and 50+ breakfast, lunch, dinner, and snack recipes make meal planning easy and delicious.
Meal Cards	<ul style="list-style-type: none"> • Each card has a breakfast, lunch, dinner, or snack suggestion; users can pick one of each (2 to 3 for snacks) and get an instant daily meal plan.
Food & Fitness Journal	<ul style="list-style-type: none"> • This journal lets users track their daily meals, along with other measures such as their blood sugar, moods, and water intake.

Product info

Retail Price: \$119.85
 Club Price: \$89.96
 Coach Price: \$74.96
 Volume Points: 75
 SKU# KSPYT2

Coach tools

Beachbody provides all the tools you need to connect your customers to Kathy Smith's Project:YOU! Type 2:

- Retail flyer
- eCard
- Banner ads
- Training Webinar
- Product promotional videos
- Radio interview with Kathy Smith
- Product information card



Flyer



eCard

Banner

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