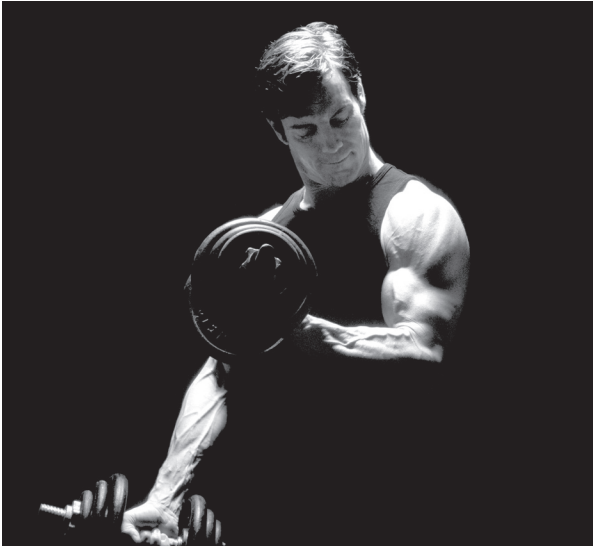


Product Training Guide



P90X®

EXTREME HOME FITNESS™

What is it?

P90X® is a comprehensive in-home fitness and nutrition program proven to burn fat and reshape your body with lean muscle in just 90 days. In fact, if P90X doesn't get you absolutely ripped in 90 days, you'll get your money back.

12 different workouts target every area of your body, incorporating moves used by elite athletes, gymnasts, weightlifters, and martial artists. In addition to cardio, strength training, and stretching, you'll develop extreme overall fitness with bodyweight exercises such as pull-ups and push-ups, as well as plyometrics (jump training), yoga, and Kenpo.

Your personal trainer **Tony Horton** demonstrates each move, showing a modified version for those still building strength and flexibility. Most important, he'll keep you engaged, motivated, and even amused every step of the way.

Over 2 million people, including numerous professional athletes and celebrities, have bought P90X and used it to get in the best shape of their lives. P90X is the #1 selling home fitness program in the world, with over 8,000 videos posted by satisfied customers on YouTube and over 100,000 Facebook fans.

Why is it effective?

Many people get frustrated when they're working out day after day but not seeing faster progress—that's what's known as the plateau effect. Trainer **Tony Horton** invented the science of **Muscle Confusion™** for P90X, specifically to shatter these plateaus.

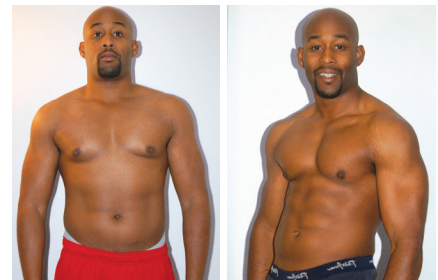
In P90X Tony continually switches up your routine, constantly adding new exercises during the program's 3 phases. This variety challenges your muscles and keeps them from getting accustomed to the workouts over time. Instead of leveling off, your body keeps improving—without you getting stuck or bored.

And because you're working different muscles in different ways with each workout, P90X makes it possible for you to "Bring It" hard every day, without the pain or injury that often comes from repetitive motion.

What kind of results can I get with P90X?

Here are actual, unretouched "before" and "after" photos submitted by satisfied P90X users.*

P90X allows you to achieve in 90 days at home what would otherwise take a year in the gym—without fancy, expensive equipment, and for less than the cost of a gym membership.



Rob S.



Demi B.

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

Product Training Guide

What makes P90X® unique?

Most in-home workout programs offer only one kind of fitness training. But the 12 DVDs in P90X give you intense cross-training with 5 hard-core resistance routines, 3 fat-scorching cardio routines, and 2 ab-ripping routines, as well as extreme yoga and advanced flexibility. You work all your muscles, from every possible angle, using many different techniques. Whether you want to lean out, bulk up, or get ripped, there are endless ways to mix and match the routines to keep you motivated for the full 90 days and beyond.

The other thing that makes P90X unique is Tony Horton himself. Not only is he an experienced trainer who's devised the most efficient ways to get your body into peak shape, he's incredibly engaging and inspiring, constantly encouraging you to "do your best and forget the rest." He's also been known to crack the odd—and we do mean odd—joke from time to time. Imagine a cross between a demanding drill sergeant and a standup comic. You're pretty close.

— RETAILING TIPS —

Who to target:	Why P90X?
People who want to lose weight	Tony's rigorous training and customized nutrition plan will help you burn fat and shape a lean body.
People who want big, sculpted muscles	In 5 focused resistance routines, Tony targets every muscle group you want to build, chisel, and show off.
Athletes looking to improve performance	P90X provides intense cross-training to develop strength, cardio capacity, and reaction times .
Former athletes wanting to get back in shape	P90X offers fierce challenges that will bring back your competitive spirit and muscular physique.
Women who want to get stronger without bulking up	P90X offers a "Lean" option that helps you get strong and toned while staying sleek and lean.

Equipment needs:

- All you need to do P90X is a couple of dumbbells or resistance bands, a place to do pull-ups, and about an hour a day.

Cross-selling suggestions

Your customers working out with P90X may be interested in these other Beachbody products.

Accessories:

- B-LINES® Resistance Bands
- P90X® Chin-up Bar
- Beachbody® Plyometrics Mat
- Push-up Stands



Nutritionals:

- Shakeology®
- P90X® Results and Recovery Formula
- P90X Peak Health Formula
- P90X Peak Performance Protein Bars



Product Training Guide

BASE KIT:	WHAT'S THE BENEFIT:
Workouts	
Disc 1: Chest & Back	<ul style="list-style-type: none"> Targeted strength and definition workout emphasizes two classic upper-body exercises
Disc 2: Plyometrics	<ul style="list-style-type: none"> Explosive jumping cardio routine proven to dramatically improve athletic performance
Disc 3: Shoulders & Arms	<ul style="list-style-type: none"> Potent combination of pressing, curling, and fly movements to strengthen you
Disc 4: Yoga X	<ul style="list-style-type: none"> Combines strength, balance, flexibility, and breath work to enhance your physique and calm your mind
Disc 5: Legs & Back	<ul style="list-style-type: none"> Forge a solid foundation of strength with this tough total-body workout full of squats, lunges, and pulls
Disc 6: Kenpo X	<ul style="list-style-type: none"> Intense cardiovascular workout with punching and kicking for endurance, balance, and coordination
Disc 7: X Stretch	<ul style="list-style-type: none"> Achieve a higher level of athleticism over a longer period of time, plus prevent injuries and avoid plateaus
Disc 8: Core Synergistics	<ul style="list-style-type: none"> Build deep core strength while conditioning your body, to create central support for all of your muscle groups
Disc 9: Chest, Shoulders, & Triceps	<ul style="list-style-type: none"> Develop all of your upper body muscles, both large and small, to sculpt your arms, shoulders, and chest
Disc 10: Back & Biceps	<ul style="list-style-type: none"> Build power in your back and upper arms, to achieve upright posture and visibly toned arm muscles
Disc 11: Cardio X	<ul style="list-style-type: none"> Low-impact cardio for a fun, fat-burning workout that will leave you feeling lean and mean
Disc 12: Ab Ripper X	<ul style="list-style-type: none"> Tighten and tone your midsection to sculpt strong, well-defined six-pack abs
Resources	
P90X Fitness Guide	<ul style="list-style-type: none"> Valuable fitness information to help you get the most out of your program
P90X Nutrition Guide	<ul style="list-style-type: none"> A comprehensive 3-phase nutrition plan designed to help you lose fat while maintaining high energy levels
How To Bring It video	<ul style="list-style-type: none"> A quick overview of the complete P90X Extreme Home Fitness training system
90-day workout calendar	<ul style="list-style-type: none"> Track your workouts and your progress



Product info

Retail price: \$119.85
 Club price: \$107.87
 Coach price: \$89.89
 Volume Points: 90
 SKU# P90X

Coach tools

- Posters
- Postcard
- Promotional product video
- eCard
- Web banners, buttons, and icons



Posters



Postcard

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

© 2010 Beachbody. All rights reserved. Distributed by Product Partners, LLC, Santa Monica, CA 90404
 Product Partners, LLC, is the owner of P90X, B-LINES, Shakeology, P90X Results and Recovery Formula, P90X Peak Health Formula, Beachbody, Team Beachbody, and all related designs, trademarks, and other intellectual property.