

INSANITY

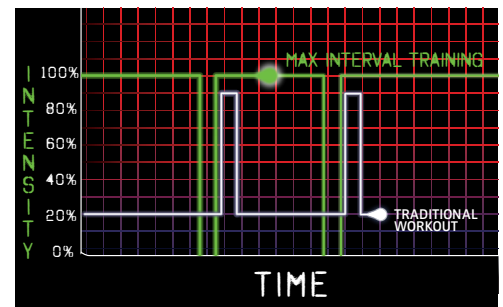
THE ASYLUM™

INSANITY: THE ASYLUM™ Volume 1: Sports Performance



What is INSANITY: THE ASYLUM™?

INSANITY: THE ASYLUM is the first in-home sports-specific training program based on drills used by pro athletes. During this intense 30-day program, you'll practice moving like a football running back, serve aces like a tennis pro, score points like an all-star guard, and more. Your instructor, Shaun T, creator of successful programs like INSANITY® and Hip Hop Abs®, will help you spike your speed, coordination, agility, strength, and power to an elite athlete level.



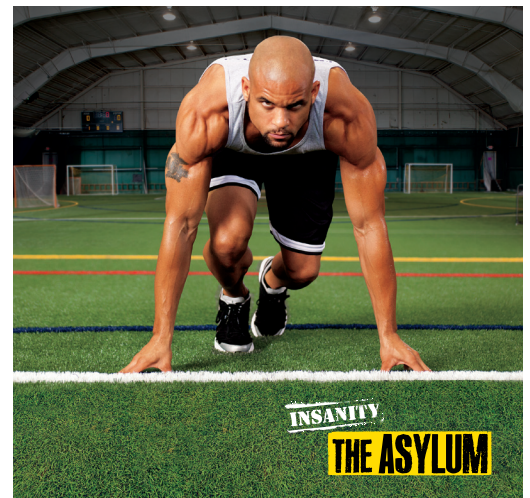
MAX vs. Traditional:
INSANITY: THE ASYLUM turns conventional interval training upside down.

Why is it effective?

Shaun T built INSANITY: THE ASYLUM on three cross-training cycles. During Cycle 1, he'll push you to master a series of core sports exercises. Once you've gotten those under control, the real fun begins. As you step up to Cycle 2 and Cycle 3, Shaun T challenges you to dig even deeper with more complicated sports moves and progressively tougher drills. This combination pushes you to use more muscles and develop skills that give you a measurable competitive edge.

What makes INSANITY: THE ASYLUM unique?

Elite athletes use proven sports training drills to sharpen their game-day skills and get into astonishing shape. Now with INSANITY: THE ASYLUM, you can too. With its included Agility Ladder and Speed Rope, you'll train with more focus, concentration, and skill—just like an elite pro athlete. After 30 days, you'll get faster, stronger, and more agile than you ever imagined—enabling you to perform any sport or activity with eye-popping speed and skill.



Product Training Guide



How does it work?

INSANITY: THE ASYLUM combines MAX Interval Training with progressive sports drills to push you to Dig Deeper® than ever. Shaun T will lead you through sports-based exercises that get progressively harder. So you'll burn calories, build muscle, and unleash your inner world-class athlete. In just 30 days, you'll be ready to compete, with dramatic, measurable improvements in your athletic ability.

Shaun T is your fitness expert.

Former collegiate track-and-field star Shaun T collaborated with Beachbody® to create INSANITY®, one of the most intense workouts ever put on DVD. Now he's helped create INSANITY: THE ASYLUM, the first in-home sports-specific training program based on drills used by pro athletes. Commit to working out with Shaun T and you'll be working to achieve elite athlete status just like him—in just 30 days.

— RETAILING TIPS —

Who to target:	Why INSANITY: THE ASYLUM?
People in top physical shape who want to take their results to the next level	INSANITY: THE ASYLUM combines the MAX Interval Training principles of INSANITY with exciting and challenging new sports training drills.
Graduates of INSANITY, P90X®, and other advanced fitness programs	If you loved the intense cardio, strength training, and plyometrics of these programs, and you're looking for something new, THE ASYLUM is the answer.
Athletes and former athletes who want to improve or recapture their performance, no matter their sport or game	It's the first in-home sports-specific training program based on drills used by pro athletes. Commit to it and you'll improve your strength, game skills, and abilities.
People who are tired of traditional cardio and aren't seeing results anymore	THE ASYLUM incorporates the same drills used by pro athletes that will enable you to play at your highest levels. So you can Dig Deeper than ever, while improving your game-day skills.
Cardio lovers like runners, spinners, or cyclists	THE ASYLUM offers intense cardio conditioning, the proven results of MAX Interval Training, and the challenge of progressively tougher drills.
People who want to achieve rapid, dramatic improvement in their fitness	THE ASYLUM is a 30-day program that will help you determine your current level of fitness and then gain measurable improvements.
Who INSANITY: THE ASYLUM is NOT for	Beginners; pregnant women; children; people who aren't willing to work hard; people with back, neck, joint, or other injuries; or people who don't consistently do high-impact exercise.

Included equipment

The INSANITY: THE ASYLUM base kit comes with our Speed Rope and Agility Ladder.



Cross-selling suggestions

Your customers can get faster and more dramatic results from THE ASYLUM by working out with these Beachbody® products.

Accessories:

- Plyometrics Mat
- Dumbbell Set (strength workout requires dumbbells or Strength Band)
- Strength Band
- Chin-Up Bar
- Chin-Up Assist



Nutritionals:

- Shakeology® helps provide customers with the nutrition they need to achieve their fitness goals with THE ASYLUM.
- Results and Recovery Formula®.
- ActiVit® Multivitamins.



Product Training Guide



Product info

Base Kit Retail price: \$89.85

Club price: \$80.87

Coach price: \$67.69

Volume Points: 67

GSKU# Asylum

Deluxe Kit Retail price: \$89.85

Club price: \$80.87

Coach price: \$67.39

Volume Points: 67

GSKU# Asylum Deluxe

Coach tools

Beachbody provides all the tools you need to get your customers committed to INSANITY: THE ASYLUM.

- Product Reference Guide
- Product eCard
- Product Tri-Fold Brochure
- Product Poster
- Product Training Webinar
- Promotional Video



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BASE KIT: WHAT'S THE BENEFIT?:

Workouts

6 featured workouts plus 2 bonus workouts on 6 DVDs. (Approx. 45 minutes a day)

- These workouts will help you look and feel like an elite athlete in just 30 days.

Resources

Agility Ladder	<ul style="list-style-type: none"> • Sharpen your focus and form with this portable ladder and you'll get faster and more agile.
Speed Rope	<ul style="list-style-type: none"> • Improve your foot speed and endurance with this ultimate training secret.
Asylum Workout Calendar	<ul style="list-style-type: none"> • Follow the pure THE ASYLUM calendar, and it will help you cross-train like a pro athlete. Not only that, it will show you how to mix THE ASYLUM workouts with workouts from other programs like INSANITY and P90X®, empowering you to create additional 30-day workout schedules.
Guide Playbook	<ul style="list-style-type: none"> • Map out your 30-day transformation with this smart step-by-step guide.
Eat to Win Nutrition Plan	<ul style="list-style-type: none"> • Follow meals and tips used by Shaun T and you'll be ready for game day—every day.
Bonus Sports Performance Assessment	<ul style="list-style-type: none"> • Discover the improvements you've made in your fitness and skills with this performance measurement tool. (25 minutes)
Bonus Overtime Workout	<ul style="list-style-type: none"> • Add this 15-minute monster to any THE ASYLUM workout to see if you've still got game.

DELUXE KIT: Includes a Chin-Up Bar with Chin-Up Assist and 3 Strength Bands (red, green, and yellow)