

# LES MILLS



## What is LES MILLS PUMP?

It's the at-home version of BODYPUMP®, the extremely popular gym classes created by Les Mills International and taught in 80 countries around the world. This barbell-based rapid weight loss and accelerated strength-training program helps you reshape your entire body using light-to-moderate weights with higher repetitions. Now, for the first time ever, LES MILLS PUMP is available for home use.

Beachbody® and Les Mills International have teamed up to bring you the best trainers, the best chart-topping music, and the best body-changing PUMP moves, so you can get the same results at home that millions of people have been getting in gyms. With three barbell workouts per week, LES MILLS PUMP can help anyone burn fat and calories and get lean, strong, and toned without bulking up.

## Why is LES MILLS PUMP effective?

It's all about THE REP EFFECT™. Unlike traditional strength workouts that feature heavy weights that bulk you up, LES MILLS PUMP uses light-to-moderate weights at a higher rate of repetition. THE REP EFFECT pushes your muscles to fatigue by changing the tempo, position, and speed of your movements. Working out this way also helps boost your heart rate so you burn more calories. The result? You get lean and strong instead of big and bulky.

## The Les Mills International Pro Trainers

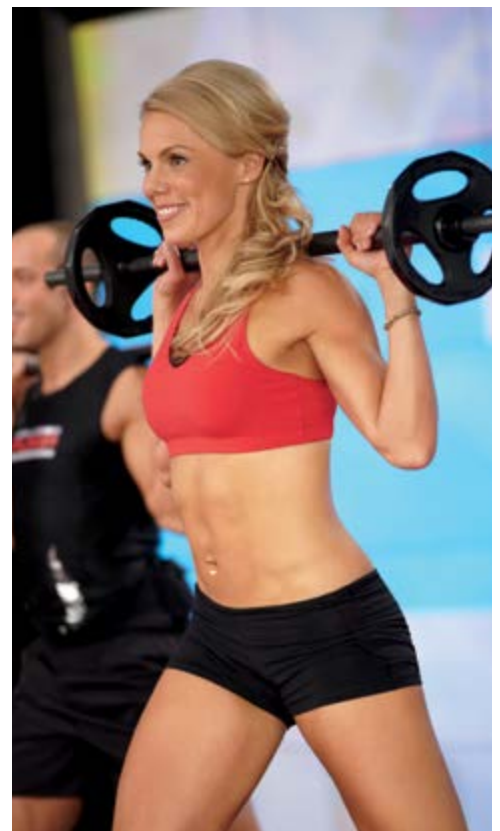
Beachbody and Les Mills® chose the best BODYPUMP® instructors from around the world to lead the LES MILLS PUMP workouts. These special trainers spent hundreds of hours educating themselves on the mechanics of the human body, as well as teaching PUMP technique to thousands of people. Their impressive motivational skills push you to take your body to the limit, beyond what you think it can handle.

## How does it work?

In a typical **LES MILLS PUMP** workout, you fatigue your muscles by doing 70 to 100 repetitions per body part. That's about 4 times more reps than in a standard gym workout.

## Training with THE REP EFFECT™ helps you:

- Break down more fat reserves
- Target more muscle fibers
- Burn more calories than you would with traditional weight training, so you can achieve meaningful fat loss
- Build strength without building bulk



## Product Training Guide

### What makes LES MILLS PUMP unique?

It's a barbell-based workout set to chart-topping music and taught by 14 inspiring Les Mills–certified instructors. Every move is carefully choreographed to the music to help you turn up the energy and know when to push hard for maximum results. The workouts can be modified for beginners and intensified for advanced fitness levels by adjusting the amount of weight on the barbells. LES MILLS PUMP is designed to be done 3 times a week, and can be supplemented with other forms of exercise that don't involve strength training (such as cardio). Finally, this is an already-proven global workout program with the same mission as Beachbody's: to End the Trend® of obesity.

### — RETAILING TIPS —

Who to target:	Why LES MILLS PUMP?
Men and women who want to lose weight and get fit	LES MILLS PUMP helps boost your heart rate so you burn a lot more calories than with traditional weightlifting.
Men and women who want to build lean, strong muscle	Each workout challenges all of your major muscle groups by using the best weight-room exercises such as squats, presses, lifts, and curls. You'll develop strength and endurance as you shape and tone your entire body.
Women who are concerned that lifting weights will make them bulk up	THE REP EFFECT™ fatigues your muscles without using heavy weights, so you burn off the fat and tone your muscles without adding bulk.
People who are new to working out	LES MILLS PUMP works for all fitness levels. Start off with little to no weight, and as you get stronger, increase your weight load to keep challenging yourself.
Fans of LES MILLS BODYPUMP® gym classes who want to complement their gym workout and work out at home	People who live BODYPUMP® love it, so they might like to add LES MILLS PUMP to their gym workout. Now you can get the same results at home that you'd get at the gym. Everything you need to get a great LES MILLS PUMP workout is in your living room. The biggest opportunity, however, is the millions of people who haven't yet discovered BODYPUMP®.
People who are bored with other workouts and want to try something new	You've probably never done a full-body workout that's as interesting and fun as LES MILLS PUMP. From the high-energy music to the motivational instructors, it doesn't feel like a workout.
Weightlifters who want to improve their muscular endurance	LES MILLS PUMP is a great way to boost muscular efficiency and endurance. Mixing up your training will help you perform better during heavy weight workouts.

### Equipment:

- The LES MILLS PUMP base kit comes with a barbell, two 5-lb. and two 10-lb. weight plates, and speed safety clips for the barbell.



### Deluxe Equipment:

- Ultimate Cross-Training Deluxe Package: Includes 3 complete cardio workouts, a Step platform and 4 risers, and 2 more 5-lb. weight plates.



### Cross-selling suggestions

Your customers can fuel their results with these Beachbody products:

#### Nutritionals:

- Shakeology®—Feed your muscles and fuel your hard workouts with the nutrition you need to perform your best.
- ActiVit® Multivitamins
- Results and Recovery Formula®



## Product Training Guide

BASE KIT:	WHAT'S THE BENEFIT?
<b>Workouts</b>	
7 WORKOUTS on 7 DVDs (approx. 20 to 55 minutes per day)	Burn fat and get lean, strong, and toned with a variety of workouts that'll help you rev up your metabolism and lose weight fast.
<b>Resources</b>	
Lean, Strong & Unstoppable Fitness Guide	Includes a workout calendar to map out your 90-day transformation, a chart to track your weights, and training guidelines.
LES MILLS PUMP Basics DVD	Shows you how to assemble your barbell, adjust your weights, and use proper technique for best results.
Ultimate Cross Training Deluxe Package: Includes 3 complete cardio workouts, a Step platform and 4 risers, and 2 more 5-lb. weight plates.	



### Burn even more fat with the Deluxe upgrade.

Your customers can get even better results with the Ultimate Cross Training Deluxe package:

- **3 cardio workouts**—Designed to integrate seamlessly with the LES MILLS PUMP strength workouts for better fat burning.
- **Step plus 4 risers:** A 3-in-1 tool to use in both your PUMP and Deluxe kit workouts. Use as a weight bench, a lower-body toning tool, or a high-intensity cardio platform.
- **Two additional 5-lb. weight plates**—Increase the weight as you get stronger to keep the results coming.

### COACH EXCLUSIVE



This is a complete 360-degree bonus workout that targets all of the muscles of the abs—upper, lower, and obliques. Plus it strengthens and sculpts your back from all angles. Designed to get you a flatter belly faster, LES MILLS CORE can help you carve your very own six-pack.

### Product info – INTRODUCTORY PRICE

Retail price: \$99.99 USD

Club price: \$89.99 USD

Coach price: \$74.99 USD

Volume Points: 75

SKU# MDLMPDVD2106

### ULTIMATE CROSS TRAINING DELUXE KIT

Retail price: \$305.85 USD

Club price: \$275.27 USD

Coach price: \$229.39 USD

Volume Points: 200

SKU# MDLMPDVD2107

### Coach tools:

Beachbody provides all the tools you'll need to help your customers get lean, strong, and unstoppable with LES MILLS PUMP. You'll find these in your Coach Online Office:

- Product announcement eCards
- Product training Webinar
- Promotional video
- Website banner
- Ecard
- Sample social media post
- Talking points
- FAQ

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