

### What is The Master's Hammer and Chisel®?

For the very first time, trainers Sagi Kalev and Autumn Calabrese have teamed up to create an expert program designed to help you craft a powerful, perfectly defined body. The Master's Hammer and Chisel is an innovative resistance-training system that incorporates three muscle-sculpting phases—Stabilization, Strength, and Power—or SSP Training. This is how Sagi and Autumn help you efficiently build, chisel, and refine a masterpiece physique in just 60 days.

### About your Trainers

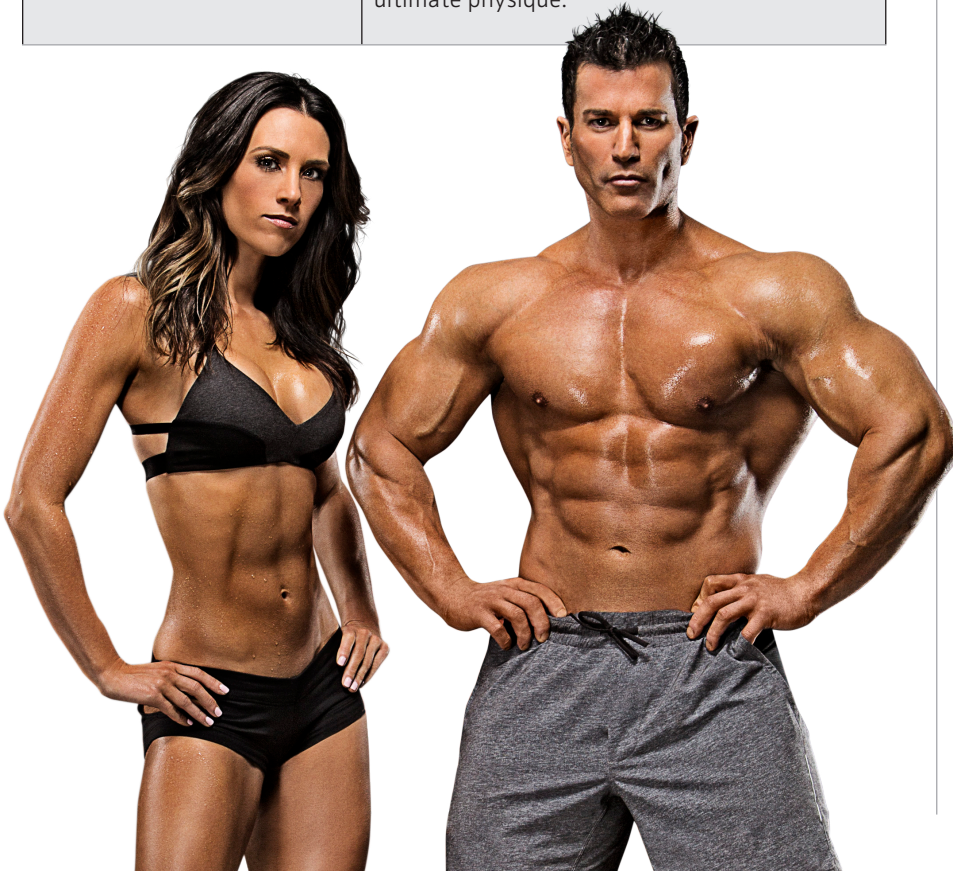
Co-creators Sagi Kalev and Autumn Calabrese are experts when it comes to incredible physical transformations. Sagi has been crowned Mr. Israel—twice—and is a Master Professional Personal Trainer, IFBB Pro, member of the IFBB Propta Hall of Fame, Certified Nutrition Specialist, and Functional Diagnostic Nutritionist. Autumn Calabrese is a celebrity trainer, best-selling author, and working mom who has held certifications from the National Academy of Sports Medicine (NASM) and the American Fitness Professionals & Associates (AFPA), and has competed at the national level in various bikini competitions.

### What makes The Master's Hammer and Chisel incredibly effective and unique?

- The Master's Hammer and Chisel is built on the three phases of SSP Training—**Stabilization, Strength, and Power**. Other workouts only focus on one or two phases, which *might* give you decent results. But The Master's Hammer and Chisel program incorporates all three methods to help you relentlessly chip away fat and carve every muscle for a strong, visually stunning body in 60 days.
- 12 brand-new, 30- to 40-minute workouts that combine Sagi and Autumn's proven techniques for 60 days of hardcore resistance training.
- Sagi and Autumn make eating for your goals simple. That's why they included their easy-to-follow and completely customizable nutrition plan, along with 7 portion-control containers that show you how to portion out the right amount of food to help you reach your unique fitness goals.
- Flexible nutrition that allows you to lean out, sculpt and maintain, or build muscle.
- Includes options to adapt certain exercises if you have limited access to equipment.
- Includes a modifier who demonstrates some moves at a lower intensity.

Product Training Guide

— RETAILING TIPS —	
Who to target	Why The Master's Hammer and Chisel?
People looking for a comprehensive resistance-training or muscle-sculpting program	Create a body that's a true work of art with 30- to 40-minute resistance-training workouts that incorporate SSP Training's three phases of sculpting— <b>Stabilization</b> , <b>Strength</b> , and <b>Power</b> —to help you rapidly build, chisel, and refine your body to reveal incredible definition in just 60 days.
Those who liked Body Beast® or 21 Day Fix EXTREME® <b>or</b> Trainers Sagi Kalev and Autumn Calabrese	For the very first time, fitness competitors and personal trainers Sagi Kalev and Autumn Calabrese have teamed up to bring you a total-body transformation program, one that combines their motivating styles with their proven training methods and nutrition plan.
People who crave a simple, flexible nutrition plan to help them reach their unique goals	Sagi and Autumn recognize that everyone has different fitness goals and their easy-to-follow nutrition system lets you customize your eating plan to reach them. So whether you want to carve a lean, toned body, sculpt and maintain what you've got, or build more muscle, you'll eat the right portions to sculpt <b>your</b> ultimate physique.



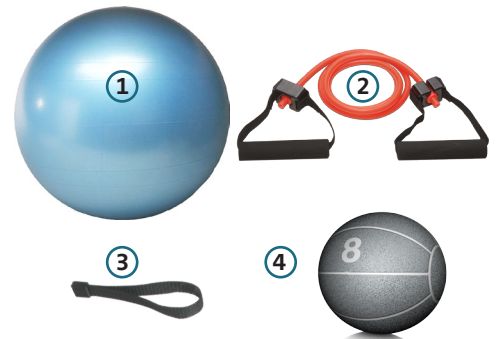
**Equipment needed**

A few dumbbells, a bench **or** stability ball, and a chin-up bar **or** resistance band with a door attachment kit.

**Cross-selling suggestions\***

Help your customers get better results with The Master's Hammer and Chisel by recommending these additional products:

1. Stability Ball
2. Red Resistance Band
3. Door Attachment
4. 8-lb. Medicine Ball



Resistance band and medicine ball contain natural rubber latex, which may cause severe allergic reactions.

**Nutritional supplements\***

- Shakeology® is an important part of The Master's Hammer and Chisel nutrition plan
- Beachbody Performance™ products provide additional support with scientifically backed ergogenic ingredients and phytonutrients



\*All products, flavors, and configurations may not be available in your market.

## Product Training Guide

### What's in The Master's Hammer and Chisel Base Kit?



WHAT'S INCLUDED:*	WHAT'S THE BENEFIT?
<b>Portion-control containers + workouts</b>	
12 hardcore workouts	Efficient 30- to 40-minute resistance-training workouts that will help you build muscle, sculpt incredible definition, and lose weight for a strong, visually stunning physique.
7 color-coded, portion-control containers	Whether you want to lean out, sculpt and maintain what you have, or build more muscle, you don't need complicated meal plans to reach your goals. With 7 color-coded, portion-control containers, this is one nutrition plan that's easy to follow.
<b>Resources</b>	
The Master's Hammer and Chisel Program and Nutrition Guide	A comprehensive guide that shows you how to use your portion-control containers and nutrition plan. Also includes easy-to-make recipes and expert tips from Sagi and Autumn on how to get the most out of your workouts.
Quick-Start Guide	Your simple 3-step blueprint for building the body you've always wanted.
60-Day Workout Calendar	For efficient and effective training, the order of your workouts matters. With this calendar, Sagi and Autumn have you covered for the next 60 days. Also includes your Nutrition Plan "cheat sheet" and Food Lists on the back!
<b>Deluxe Kit*</b>	
In addition to everything featured in the Base Kit, you get an 8-lb. medicine ball along with 4 advanced workouts designed around this piece of equipment. You'll also receive an extra set of 7 color-coded containers for more convenient meal planning and cleanup.	

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†Challenge Packs and Beachbody On Demand memberships contain subscriptions and memberships which automatically renew. Please consult your country-specific price list in the Coach Office for full details.

### CHALLENGE PACKS\*

Challenge Packs are the all-in-one solution that can help you achieve the best possible transformation.

#### Annual Beachbody On Demand & Shakeology Challenge Pack:†

- Annual Membership to Beachbody On Demand includes streaming access to The Master's Hammer and Chisel. Your membership also includes access to Beachbody's cooking show—FIXATE®.
- Downloadable digital copies of program materials.
- Your first 30-day supply of Shakeology—the most delicious, nutrient-dense superfood protein supplement shake on the planet—so whether you drink it to help support your fitness program or just to support your health, Shakeology is Your Daily Dose of Dense Nutrition®. Combine your favorite fitness program with the power of Shakeology's ultra-premium nutrition—delivered on our monthly subscription program which you can cancel at any time.
- Portion Fix®—an easy-to-follow system with seven color-coded containers, a Shakeology shaker cup, and nutrition guide that tells you how much to eat to lose weight.

#### The Master's Hammer and Chisel & Shakeology Challenge Pack:†

- The Master's Hammer and Chisel Base Kit—DVDs and printed materials.
- Your first 30-day supply of Shakeology.
- 30-day free trial membership to Beachbody On Demand.