

## Product Training Guide

**What is 21 Day Fix®?**

**21 Day Fix** is a nutrition and fitness program that makes losing weight so simple, anyone can do it. Easy-to-follow portion control and 30-minute workouts take the guesswork out of losing weight to help you see results fast—up to 15 pounds in just 21 days!†

Whether you want to lose a few pounds before your next vacation or jump-start a bigger weight-loss goal, 21 Day Fix is the program for you. It's simple, it's fast, and it works. If you're ready to get serious, 21 Day Fix can help you lose the weight.

**Why is 21 Day Fix effective?**

Because it's so simple! You don't have to count calories, points, or log your food into diet software. With 21 Day Fix, everything is laid out for you. All you have to do is use the specially designed portion-control containers and do one 30-minute workout per day. Commit to it for 21 days, and you're going to love your results.

**What makes 21 Day Fix unique?**

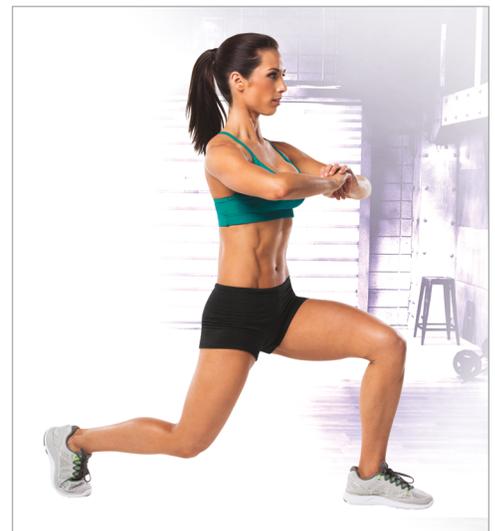
It's the only fitness and nutrition program that combines portion-control containers and world-class workouts. By placing equal emphasis on fitness and healthy portion control, 21 Day Fix can help anyone lose weight—and keep it off—in a way that's simple and sustainable. Whether you want to lose 10 pounds or 100 pounds, you can do it with this program.

**How does 21 Day Fix work?**

With the 21 Day Fix container system, you'll learn how to create healthy portions simply and intuitively. It shows you how to eat whatever you want, in the right amounts, so you can reach your goals fast. No guesswork, and no calorie counting!



The 21 Day Fix workouts are designed to burn a lot of calories in only 30 minutes. Any fitness level can do them. If you're a beginner, follow the on-screen modifier. And if you're an advanced exerciser looking to shed those last few pounds, dial up the intensity and challenge yourself to push harder.



† Results vary based on starting point and effort.

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### Autumn Calabrese is your personal trainer

Autumn Calabrese is a celebrity fitness trainer, busy mom, and national-level bikini competitor. She came up with the idea of a portion-control container system after watching a client eat an entire 1,300-calorie salad in one sitting because it was “healthy.” Autumn realized that supersized portions were hurting her clients’ weight-loss success because they were eating too much without knowing it. So she developed portion-control containers to help people see how simple it is to eat the right amounts and lose weight easily. And as a single mother, Autumn understands how hard it can be to fit exercise and healthy eating into a jam-packed schedule. So she created short but effective workouts that take only 30 minutes a day, along with a simple eating plan that doesn’t require you to spend hours in the kitchen.

### — RETAILING TIPS —

Who to target:	Why 21 Day Fix?
People who have a weight-loss deadline, such as an upcoming vacation, wedding, or reunion	21 Day Fix can help you lose weight fast. If you commit to this program, you can look and feel amazing in time for your big event.
People who want a flexible eating plan	21 Day Fix does not require you to follow specific recipes or buy strange ingredients. You can keep eating the foods you love, and you can still cook for the family—just use the containers to portion out your servings.
Fitness beginners	The program is so simple, any fitness level can follow it. All the workouts have a modifier who shows easier moves, so you don’t feel intimidated.
Those who have tried and failed at complicated diet programs	21 Day Fix was designed to make weight loss simple. You’ll never have to count calories, carbs, or points. Just follow the simple Eating Plan, and you’ll see results.
People who have a lot of weight to lose	21 Day Fix can help you see dramatic results in just 21 days, which will motivate you to keep going. You can repeat the program as many times as you want until you reach your goal.
Busy people	21 Day Fix takes out the guesswork so you don’t have to spend all day in the kitchen or the gym. Just follow the Eating Plan and do one 30-minute workout per day. That’s it.
People who want a lifestyle change but aren’t sure where to begin	21 Day Fix shows you exactly what to do in order to lose weight. You’ll learn how to incorporate your favorite foods into a healthy, sustainable lifestyle that you actually enjoy.

### Equipment needed\*\*

Dumbbells or resistance bands (sold separately)

### Cross-selling suggestions

Help your customers get better results with 21 Day Fix by recommending these additional products.

### 21 Day Fix Ultimate Upgrade Package:\*\*



They’ll get two additional workouts, a large light blue container for meals on-the-go, an extra set of portion-control containers, and a FREE insulated tote bag.

### Tools:\*\*

- B-LINES® Resistance Bands
- Yoga Mat
- Beachbody® Core Comfort Mat
- Additional sets of containers



Beachbody Core Comfort Mat, B-LINES Resistance Bands, and Yoga Mat contain natural rubber latex, which may cause severe allergic reactions

### Nutritional Supplements:\*\*

- Shakeology® is an important part of the 21 Day Fix Eating Plan
- 3 Day Refresh® Program to help kick-start healthier eating habits and weight loss\*



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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

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## What do you get with 21 Day Fix?

WHAT'S INCLUDED:**	WHAT'S THE BENEFIT?
<b>Portion-control containers + workouts</b>	
7 color-coded portion-control containers plus Shakeology shaker cup	• No more guessing about how much you should eat. Fill up the containers with your choice of food—if it fits, you can eat it!
6 workouts plus 1 bonus workout	• These boot camp-style workouts burn calories and can reshape your body in just 30 minutes a day.
<b>Resources</b>	
21 Day Fix Start Here	• Start seeing results right away. This quickstart guide and workout calendar shows you how simple losing weight can be.
21 Day Fix Eating Plan	• This simple plan guides you step-by-step and makes portion control so easy, you can lose weight without counting calories.
3 Day Quick Fix	• Autumn's secret weapon for losing weight fast before a big event. Do it during the last 3 days of 21 Day Fix for mind-blowing results.
<b>FREE TRACKING APP:**</b>	
21 Day Fix & 21 Day Fix EXTREME app for iPhone	• A free iPhone app that allows you to track your containers and workouts on-the-go.
<b>ULTIMATE UPGRADE PACKAGE:**</b>	
Includes two additional workouts, a large light blue container for meals on-the-go, an extra set of portion-control containers, and a FREE insulated tote bag.	
<b>BEACHBODY ON DEMAND:</b>	
If you are a Beachbody On Demand member, you can stream 21 Day Fix and hundreds of Beachbody workouts. Access Beachbody On Demand via any TV, desktop, laptop, tablet, or mobile device—wherever you have an internet connection.	

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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.

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## 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 21 Day Fix, plus dozens of other world-class Beachbody programs. 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.

### 21 Day Fix & Shakeology Challenge Pack:†

- 21 Day Fix Base Kit—DVDs and printed materials.
- Your first 30-day supply of Shakeology.
- 30-day free trial membership to Beachbody On Demand.