



What is 21 Day Fix EXTREME®?

The original 21 Day Fix® was designed to make losing weight so simple . . . you never had to diet again. That's why it became America's #1 home fitness and nutrition program.

Now, Autumn Calabrese has created 21 Day Fix EXTREME, to get you seriously shredded in the shortest time possible. This breakthrough 21-day fitness and nutrition program combines simple portion control, clean eating, and extreme 30-minute workouts to help you finally get the lean, defined hardbody you've always wanted.

What makes 21 Day Fix EXTREME incredibly effective and unique?

- You get seven EXTREME 30-minute workouts, one for each day of the week—so your mind never gets bored, and your body never adapts. The workouts feature a unique blend of steady-state aerobics, resistance training, and explosive power moves that target every muscle in the body—to help you get shredded fast.



- For your nutrition, you'll not only be practicing portion control—you'll be eating ONLY clean foods. No treats. No cheats. No excuses. Plus, you'll get Autumn's all-new 21 Day Fix EXTREME recipes to help you achieve your very best results.



- No other program has you eating this well and working this hard. But if you want a lean six-pack, cut arms, ripped shoulders, and toned legs . . . you have to take it up a notch. It's going to take guts, intensity, and drive. But, it's only 21 days. You can do this.

Product Training Guide

Autumn Calabrese is your personal trainer

Autumn Calabrese is a Super Trainer, best-selling author, and working mom who revolutionized the Beachbody® fitness model with her simple approach to portion control. Her breakthrough hit workout, 21 Day Fix, and follow-up 21 Day Fix EXTREME, have been Beachbody's top-selling franchise for the past two years, while her cookbook FIXATE® has sold more than 350,000 copies. In December 2015, she revealed The Master's Hammer and Chisel®, an innovative resistance-training system she crafted with seasoned trainer Sagi Kalev. She has held certifications from the National Academy of Sports Medicine (NASM) and the American Fitness Professionals & Associates (AFPA), and has taken home top-10 titles at national-level bikini competitions.

— RETAILING TIPS —

Who to target:	Why 21 Day Fix EXTREME?
Anyone looking for a challenge, who's ready to push themselves, and dial in their nutrition to see amazing results in just 3 weeks.	21 Day Fix EXTREME uses simple portion control, clean eating, and extreme workouts to help you lose weight fast! It's the best way to look slim and toned.
21 Day Fix graduates who are ready for the next step. And graduates of other extreme programs like P90X®, INSANITY®, and FOCUS T25®.	You've prepped for this and you're ready to take on your next challenge. 21 Day Fix EXTREME is that challenge. No other program combines eating this well with working this hard, to help you take your fitness to the next level.
People without much weight to lose, but who want to shred up and see their abs. These people tend to have a "No BS" attitude toward workouts and nutrition.	For the workouts, Autumn ramps up the calorie-scorching, muscle-carving intensity to help you shred up and shed off those final pounds fast. For the nutrition, you'll not only be practicing portion control—you'll be eating ONLY clean foods. No treats. No cheats. No excuses. This is how you get the hardbody you've always wanted in just 21 days.
People who don't want to count calories, weigh their food, or follow complicated recipes.	21 Day Fix EXTREME was designed to make losing weight and getting shredded simple. You'll never have to count calories, carbs, or points. Just follow the EXTREME Eating Plan, and get ready to see serious results.

Equipment needed

Free weights and/or resistance bands (sold separately)

Cross-selling suggestions**

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

Accessories:**

- Pink 15-pound B-LINES® Resistance Band
- Beachbody Core Comfort Mat
- Additional set of containers

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



Nutritional Supplements:

- Shakeology® is an important part of the 21 Day Fix EXTREME Eating Plan
- 3-Day Refresh® Program
- Beachbody Performance™ Energize and Recover to help you push harder and build lean muscle mass from your EXTREME workouts**



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

*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.

‡High in protein.

Product Training Guide



What do you get with 21 Day Fix EXTREME?

WHAT'S INCLUDED:**	WHAT'S THE BENEFIT?
Portion-control containers + workouts	
7 color-coded portion-control containers plus Shakeology shaker cup	<ul style="list-style-type: none"> No more counting calories or guessing how much you can eat. These simple containers do the work for you!
6 workouts plus 1 bonus workout	<ul style="list-style-type: none"> These extreme routines help you shred up and shed off those final pounds from working out just 30 minutes a day.
Resources	
21 Day Fix EXTREME Start Here Guide	<ul style="list-style-type: none"> This simple quickstart guide and workout calendar tell you all you need to start getting shredded from the <i>very first day</i>.
21 Day Fix EXTREME Eating Plan	<ul style="list-style-type: none"> The 21 Day Fix EXTREME Eating Plan is just as hardcore as the workouts! 100% clean eating—no cheats, no treats, no excuses.
Countdown to Competition	<ul style="list-style-type: none"> When Autumn has a big competition or photo shoot coming up, she turns to her own secret meal plan to achieve next-level body-shredding results.
FREE TRACKING APP:**	
21 Day Fix & 21 Day Fix EXTREME tracker app for iPhone	<ul style="list-style-type: none"> A free iPhone app that allows you to track your containers and workouts on-the-go.
BEACHBODY ON DEMAND:	
If you are a Beachbody On Demand member, you can stream 21 Day Fix EXTREME and hundreds of Beachbody workouts. Access Beachbody On Demand via any TV, desktop, laptop, tablet, or mobile device—wherever you have an internet connection.	
ULTIMATE PACKAGE:**	
In addition to everything featured in the Essential Package, you get a large portion-control container for convenient meals on-the-go, an extra set of 7 color-coded containers for more flexibility and ease of use, 2 additional EXTREME workouts for better results, and a resistance band designed to help you shred up and shed off those final pounds even faster.	

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 EXTREME, 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 EXTREME & Shakeology Challenge Pack:†

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

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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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