

Product Training Guide



What is Body Beast®?

Body Beast is a new, innovative, comprehensive bodybuilding system proven to add up to 10 pounds of muscle in just 90 days. Created by Sagi Kalev, world-renowned trainer and former two-time Mr. Israel, Body Beast combines extreme workouts, groundbreaking nutrition, and scientifically advanced supplementation. Whether you're new to lifting weights or are a certified gym rat, Body Beast will deliver results beyond what you imagined possible.

- Body Beast includes 12 different cutting-edge workouts that fuse the best of old-school resistance training with a new breakthrough in sports science called Dynamic Set Training®.
- Increases in resistance, power, tempo, and volume lead to greater muscle gain and fast results.
- The Body Beast Eating Plan helps you increase in size, maintain new muscle growth, and cut up to be in competition shape.
- Four new extreme supplements specifically designed to enhance growth and performance.

Body Beast is the first training regimen designed to get BIG results in the comfort of your home. You don't need to join a gym, hire a spotter, or have an Olympic weight lifting set. With dumbbells, the correct nutrition, and the desire to work hard, Body Beast will help you pack on lean muscle, without the complications and risks of steroids or growth hormones. And the best part is, Sagi Kalev will motivate and inspire you, as he has done for countless professional bodybuilders over the last few decades.

Why is Body Beast so effective?

One word: Testosterone.

It's the primary hormone your body calls upon to develop muscle mass, and Dynamic Set Training is designed around enhancing your production of it. The more testosterone your body makes, the faster you get big. With Body Beast, different training strategies are employed—from Prefatigue Sets to Drop, Force, and Tempo Sets—creating greater time under tension and a faster and more effective workout.

What makes Body Beast unique?

The three phases. Body Beast has three specially designed phases, with corresponding nutrition phases, to help you Build, Bulk, and become a Beast. Build, the first phase, focuses on creating a strong foundation physically and nutritionally, while getting your head in the game for Phase 2. Bulk, the second phase, is where size begins to show and your body really begins to change. And Beast, the final phase, is where you cut up, get chiseled, and get ready for competition. In just 90 days, you truly can become a Beast.

PRODUCT INFO	DVD
Retail Price	\$39.90
Club Price	\$35.91
Coach Price	\$29.93
Personal Volume Points	30

Product Training Guide



Why Body Beast instead of a gym for you and your customers?

- You'll get huge at a fraction of the cost of a gym membership.
- You're not just working your muscles, you get an in-depth bodybuilding education that you can use long after you've completed the program.
- The Body Beast Eating Plan shows you a healthy, delicious way to eat that will help you build muscle fast—and maintain that muscle for the long haul.
- The plan also shows you how to supplement the safe, effective, and legal way.
- You have access to your Team Beachbody® Coach's expert advice, as well as that of Sagi and the rest of Beachbody's educated fitness and nutrition staff, via chats, the Message Boards, and newsletters. It's a vastly better way to get your questions answered than asking some random loudmouthed gym rat that'll just quote some blog post.

— RETAILING TIPS —

Who to target?	Why Body Beast?
Gym rats lacking results	If you're working out hard regularly, but just aren't seeing results, try Body Beast workouts along with its special nutrition and supplement plan and watch your muscles explode.
Graduates of other Beachbody® programs who want to focus on mass-building	You've already seen great results, but you're looking to build some serious muscle. Look no further. Here's a breakthrough mass-building program that'll take your physique to the next level.
Scrawny types looking to bulk up	Body Beast takes the guesswork out of gaining weight. It gives you growth-inducing workouts, an easy-to-master mass-building nutrition plan, and a proven, all-natural muscle growth supplement schedule.
Weight lifting enthusiasts looking for an at-home program	If you like to stay on the cutting edge of weight training, welcome to your program. Body Beast uses the latest research to bring your workouts into the home without costing you thousands of dollars in weights and equipment or pushing you to experiment with questionable supplements.

Equipment needs

- Bench or Premium Stability Ball
- EZ Curl Bar with weight plates
- Dumbbells
- Chin-Up Bar or resistance bands w/ door attachment

Cross-selling suggestions

Your customers working out with Body Beast may be interested in these other Beachbody products:

Accessories:

- B-LINES® Resistance Band/Door Attachment Kit (an alternative to Chin-Up Bar)
- Gloves
- Chin-Up Max
- PowerStands®
- Beachbody Jump Mat
- Premium Stability Ball (55 cm or 65 cm)

Resources:

- The Book of Beast Program Guide
- Beast Basics video
- Body Beast Training Schedules



PowerStands is a registered trademark of Tony Horton.

Product Training Guide

BASE KIT:	WHAT ARE THE BENEFITS:
Workouts	
1. Build: Chest/Tris	<ul style="list-style-type: none"> Focused on the muscles of your chest and triceps, a combination of Super, Giant, and Single Sets will create strength and definition.
2. Build: Back/Bis	<ul style="list-style-type: none"> Creating that V shape, bigger lats, traps, rhomboids, and biceps are the results of Build: Back/Bis. Get ready to pull and curl.
3. Build: Legs	<ul style="list-style-type: none"> Say goodbye to skinny legs. Build: Legs focuses on powerful quads, hamstrings, calves, and glutes.
4. Build: Shoulders	<ul style="list-style-type: none"> Shoulders create the tone of your entire physique. Create perfect deltoids with Build: Shoulders.
5. Bulk: Chest	<ul style="list-style-type: none"> Uses Super Sets, Force Sets, Progressive Sets, Combo Sets, and Multi-Sets, with an increase in resistance to help bulk your pecs. Different angles and exercises hit different fibers of the fan-shaped muscle. The addition of Progressive Sets really focuses on muscular hypertrophy.
6. Bulk: Back	<ul style="list-style-type: none"> Uses Super Sets and Force Sets with an increase in resistance to create a massive back. The addition of Force Sets creates focus on hypertrophy.
7. Bulk: Shoulders	<ul style="list-style-type: none"> Super Sets and Progressive Sets that focus more on the posterior delt (or back of the shoulder) creating an even more 3D appearance. Added weight and lower reps pronounce the hypertrophy effect.
8. Bulk: Arms	<ul style="list-style-type: none"> Focused training with Progressive Sets, Force Sets, and Super Sets to create huge biceps and triceps.
9. Bulk: Legs	<ul style="list-style-type: none"> Progressive Sets, Force Sets, and Super Sets to help you transform chicken legs into tree trunks.
10. Beast: Abs	<ul style="list-style-type: none"> Ab work is here for more than looks. A strong core helps you lift heavier weight safely and helps you improve your posture.
11. Beast: Cardio	<ul style="list-style-type: none"> You didn't see this workout in <i>Pumping Iron</i>. A highly new-school performance-oriented cardio workout to not only help you get cut, but also increase your ability to get bigger.
12. Beast: Total Body	<ul style="list-style-type: none"> A circuit routine for your entire body. Good to have when reality sets in and you need to (*gulp*) miss a workout day or two.
Optional Body Beast Workouts	
Tempo: Chest/Tris	<ul style="list-style-type: none"> Nothing creates hypertrophy quite like Tempo Sets, where you actually feel your muscles grow.
Tempo: Back/Bis	<ul style="list-style-type: none"> Same drill as above; different muscle groups.
Lucky 7	<ul style="list-style-type: none"> Seven exercises, seven pyramids, seven times bigger muscles. Like Total Body, this can be done anytime the schedule calls for a full-body workout, or to make up for missed workouts.



Your Network exclusive
**Body Beast bonus: One FREE
 Body Beast optional workout.**

Lucky 7

Got a busy day but still need to feel the pump? Here's 23 minutes of muscle-blasting that you can fit into the tightest of schedules. Use it in place of any full-body workout and get on with your day, big fella.



If you are a member of the Team Beachbody community, contact your Coach for information and support, or log in at TeamBeachbody.com.

Product Training Guide



Recommended Supplements:

The Beachbody Extreme Nutritional family of supplements was created with a single focus: to maximize muscle growth fast. These are not steroids; they're a safe, natural way to boost your results.

Beachbody® Hardcore Base Shake

Simply put, Beachbody Hardcore Base Shake is a protein formulation that maximizes muscle growth while reducing muscle breakdown. Each serving contains 18 grams of protein and is free of added flavoring, colorants, or artificial sweeteners. This way, you can customize it to meet your needs, stacking your calories and nutrients without a bunch of weird, conflicting flavors. Any bodybuilder who's ever tried adding a scoop of chocolate protein powder to a glass of orange juice understands why this is important.

The foods you can add to Hardcore Base Shake are almost limitless, from your favorite fruit to nut butter. Got something you like? Throw it in the blender and see what happens.

It's designed to work by itself or with Beachbody Fuel Shot, our additive-free energy and recovery drink.

Beachbody® Fuel Shot

Beachbody Fuel Shot is a dextrose- and maltodextrin-based energy drink designed to maximize your pre-, during-, and post-workout performance, while replenishing the glycogen and electrolytes lost during workouts. It's free of added flavoring, colorants, or artificial sweeteners. This way, you can customize it to meet your needs, staying hydrated and energized without having to drink something that looks like it arrived in your sports bottle via a nuclear power plant cooling station.

It's also a simple addition to any meal or snack when you need additional carbohydrates.

It's designed to work by itself or with our other supplements. It can be used with Beachbody M.A.X. Creatine, to transport that creatine to muscles at lightning speed. It also works great with Beachbody Hardcore Base Shake, our additive-free whey protein isolate formulation. Like M.A.X. Creatine, Fuel Shot and Base Shake are designed to help you build massive muscle—but that's not their only benefit. They make a great addition to any serious athlete's nutrition protocol.



Product Training Guide

Beachbody® M.A.X. Creatine

Don't get this safe, effective supplement confused with steroids. The two are entirely different. Beachbody M.A.X. Creatine is a safe, proven, and legal way to get seriously buff.

Creatine naturally occurs in our bodies and can be found in meat, poultry, and seafood. However, you'd need to eat pounds and pounds of meat to get the same amount of creatine you'll find in one serving of this supplement. Our pure creatine monohydrate contains no fillers, preservatives, wheat, corn, sucrose, starch, salt, yeast, or added flavor, making it perfect to use as part of your Body Beast training plan, or any other intense workout program you're doing.

When you exercise, your body metabolically breaks down some foods into adenosine triphosphate, or ATP. ATP provides the energy that makes your muscles work. Your muscles generate ATP in a variety of ways. One of these ways uses a compound generated called phosphocreatine (aka creatine phosphate). However, you can only create so much of it at a time, and once you run out, your access to ATP is diminished and things get difficult. When you supplement with creatine, you're basically helping your body supply a little more phosphocreatine to the ATP cause, thus allowing your muscles to crank out a few extra reps—reps that mean the difference between big and HUGE.

Beachbody® Super Suma

Suma root, also known as Brazilian ginseng or para toda (which means “for all things”), has been used by the indigenous peoples of the Amazon region for generations as a general cure-all, as well as a tonic for helping with strength, energy, rejuvenation, and sexual prowess.

In the 1970s, suma root became known as “the Russian secret,” as it was purportedly taken by Russian Olympic athletes to help with muscle-building and endurance without the side effects associated with anabolic androgenic steroids.

Beachbody Super Suma contains no risky or untested ingredients, sugars, starches, synthetic material, yeast, grains, or excipients. Here are a few of its benefits:

- Supports protein synthesis for faster muscle repair*
- Powerful adaptogen that strengthens the body*
- Helps enhance testosterone production*

Beachbody's exclusive plant-based enzyme system for enhanced benefits. Use daily to help amp up muscle strength, size, and endurance.

Athletes who are tested for compounds banned by the World Anti-Doping Association (WADA) should not use Super Suma. Current analytical testing procedure cannot distinguish between the natural herb (Super Suma) and synthetic performance-enhancing steroids.

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Shakeology®

Working out at a Body Beast level requires serious nutrition, especially when it comes to antioxidants, vitamins, minerals, and phytonutrients. This makes Shakeology a perfect choice. Unlike any other shake out there, Shakeology contains the most potent superfoods and essential nutrients available. Its key ingredients are derived from whole-food sources—all-natural food your body can easily absorb and utilize.

Each nutritious serving is packed with antioxidants; energy-providing carbohydrates; a full spectrum of vitamins and minerals, prebiotics and enzymes for better digestive health; and at least 15 grams of muscle-feedin' protein. Even eating the recommended servings of fruits and vegetables every day won't give you this much nutrition.

Drinking this ultra-premium nutritional shake at breakfast gives you energy all day long, and drinking it an hour before exercise will fuel your workout. It'll also simplify your meal plan, reduce junk food cravings, and accelerate your results!*

Now available in 6 delicious flavors:

- Vanilla • Chocolate • Strawberry
- Greenberry • Chocolate Vegan
- Tropical Strawberry Vegan



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