

## Product Training Guide



# P90X®

## EXTREME HOME FITNESS

### What is P90X?®

**P90X** is a comprehensive in-home fitness and nutrition program proven to burn fat and reshape your body in just 90 days.

Twelve different workouts target every area of your body, incorporating moves used by elite athletes, gymnasts, weightlifters, and martial artists. In addition to doing cardio, strength training, and stretching, you'll develop extreme overall fitness with bodyweight exercises like pull-ups and push-ups, as well as plyometrics (jump training), yoga, and kenpo.

Your personal trainer **Tony Horton** demonstrates each move, showing a modified version for those just getting started. Most important, he'll keep you engaged, motivated, and even amused every step of the way.

### Why is P90X effective?

The secret behind the P90X system is an advanced training technique called **Muscle Confusion™**, which accelerates the results process by constantly introducing new moves and routines, so your body keeps adapting and changing throughout the 90 days.

This variety challenges your muscles and keeps them from getting accustomed to the workouts over time, so you don't plateau.

And because you're working different muscles in different ways with each workout, P90X makes it possible for you to Bring It!® hard every day, without the pain or injury that often comes from repetitive motion.

### What kind of results can I get with P90X?

P90X allows you to achieve in 90 days at home what would otherwise take as much as a year in the gym—without fancy, expensive equipment, and for less than the cost of a gym membership.

### Can I stream P90X?

Yes! If you are a Beachbody On Demand member, you can stream P90X 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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### What makes P90X unique?

Most in-home workout programs offer only one kind of fitness training. But P90X gives you intense cross-training with 5 hard-core resistance routines, 3 fat-scorching cardio routines, and 2 ab-ripping routines, as well as extreme yoga and advanced flexibility. You work all your muscles from every possible angle, using many different techniques. Whether you want to lean out, bulk up, or get ripped, there are endless ways to mix and match the routines to keep you motivated for the full 90 days and beyond.

The other thing that makes P90X unique is Tony Horton himself. Not only is he an experienced trainer who's devised the most efficient ways to get your body into peak shape, he's incredibly engaging and inspiring, constantly encouraging you to "do your best and forget the rest." He's also been known to crack the odd—and we do mean odd—joke from time to time. Imagine a cross between an upbeat motivator and a standup comic, and you're pretty close.

### — RETAILING TIPS —

Who to target:	Why P90X?
Anyone who wants to lose weight	Tony's rigorous training and customized nutrition plan can help you burn fat and build lean, hard muscle.
Men who want big, sculpted muscles	In five focused resistance routines, Tony targets every muscle group you want to build, chisel, and show off.
Women who want to get stronger without bulking up	P90X offers a "Lean" option that can help you get strong and toned while getting sleek and lean.
Athletes looking to improve performance	P90X provides intense cross-training to develop strength, cardio capacity, and reaction times.
Former athletes wanting to get back in shape	P90X offers fierce challenges that can help bring back your competitive spirit and muscular physique.

### Equipment needs

- All you need to do P90X is a couple of dumbbells or resistance bands, a place to do pull-ups, and about an hour a day.

### Cross-selling suggestions\*\*

Your customers working out with P90X may be interested in these other Beachbody® products.

#### Accessories:

- B-LINES® Resistance Bands
- P90X Chin-Up Bar
- P90X Chin-Up Max
- Beachbody Jump Mat
- Tony Horton's PowerStands®



Resistance bands, jump mat, and Chin-Up Max contain natural rubber latex, which may cause severe allergic reactions. PowerStands is a registered trademark of Tony Horton.

### Nutritional Supplements:

- Shakeology® helps provide your customers with the nutrition they need to help them get their best results with P90X3.\*
- Beachbody Performance™, a performance-enhancing supplement system specifically designed to meet the demands of Beachbody's world-class workouts.



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

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WHAT'S INCLUDED:	WHAT'S THE BENEFIT?
<b>Workouts</b>	
<b>Chest &amp; Back</b>	<ul style="list-style-type: none"> <li>Targeted strength and definition workout emphasizes two classic upper-body exercises.</li> </ul>
<b>Plyometrics</b>	<ul style="list-style-type: none"> <li>Explosive jumping cardio routine proven to dramatically improve athletic performance.</li> </ul>
<b>Shoulders &amp; Arms</b>	<ul style="list-style-type: none"> <li>A potent combination of pressing, curling, and fly movements to strengthen your upper body.</li> </ul>
<b>Yoga X</b>	<ul style="list-style-type: none"> <li>Combines strength, balance, flexibility, and breath work to enhance your physique and calm your mind.</li> </ul>
<b>Legs &amp; Back</b>	<ul style="list-style-type: none"> <li>Get ready to squat, lunge, and pull for a total-body workout like no other.</li> </ul>
<b>Kenpo X</b>	<ul style="list-style-type: none"> <li>Intense cardiovascular workout with punching and kicking for endurance, balance, and coordination.</li> </ul>
<b>X Stretch</b>	<ul style="list-style-type: none"> <li>Achieve a higher level of athleticism over a longer period of time, plus help prevent injuries and avoid plateaus.</li> </ul>
<b>Core Synergistics</b>	<ul style="list-style-type: none"> <li>Build and support multiple muscle groups while conditioning your body.</li> </ul>
<b>Chest, Shoulders &amp; Triceps</b>	<ul style="list-style-type: none"> <li>Target both large and small upper-body muscles to push you to the brink.</li> </ul>
<b>Back &amp; Biceps</b>	<ul style="list-style-type: none"> <li>Flex your powerful biceps and focus on toning and tightening those showcase arm muscles.</li> </ul>
<b>Cardio X</b>	<ul style="list-style-type: none"> <li>A fun, low-impact cardio routine that will leave you feeling lean and mean.</li> </ul>
<b>Ab Ripper X</b>	<ul style="list-style-type: none"> <li>Sculpt the six-pack abs of your dreams and benefit your health and physical performance.</li> </ul>
<b>Resources</b>	
<b>P90X Fitness Guide</b>	<ul style="list-style-type: none"> <li>Valuable fitness information to help you get the most out of your program.</li> </ul>
<b>P90X Nutrition Guide</b>	<ul style="list-style-type: none"> <li>A comprehensive 3-phase nutrition plan designed to help you lose fat while maintaining high energy levels.</li> </ul>
<b>How to Bring It! video</b>	<ul style="list-style-type: none"> <li>A quick overview of the complete P90X Extreme Home Fitness training system.</li> </ul>
<b>90-day workout calendar</b>	<ul style="list-style-type: none"> <li>Track your workouts and your progress.</li> </ul>

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

†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 All-Access Beachbody On Demand & Shakeology Challenge Pack:†

- Annual Membership to Beachbody On Demand includes streaming access to P90X, plus unlimited access to every available Beachbody program even all deluxe and Beachbody On Demand exclusive workouts, and all future releases. 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.

### Annual All-Access Beachbody On Demand Kickstart & Shakeology Challenge Pack:†

- Includes everything in the Annual All-Access Beachbody On Demand & Shakeology Challenge Pack (above).
- 3-Day Refresh® program to help you break the cycle of unhealthy eating and kickstart your weight-loss program with this simple, clean eating program.

### P90X3 & Shakeology Challenge Pack:†

- P90X Base Kit—DVDs and printed materials.
- Your first 30-day supply of Shakeology.
- 30-day free trial membership to Beachbody On Demand.