



What is P90X3®?

P90X3 is a 90-day extreme fitness program designed to get you ripped in just 30 minutes a day. Each one of these accelerated 30-minute workouts has been uniquely developed to produce the greatest physical change in your body, in the most efficient way. Whether you're too busy to do longer workouts, or you simply want to maximize your time and your results, P90X3 is the perfect program for you.

Why is P90X3 effective?

Study after study shows that the most dramatic body transformations happen . . . in the first 30 minutes of exercise. Tony Horton took everything he'd already proven with the Muscle Confusion™ of P90X®, added in the Muscle Integration of P90X2®, and tailored new routines to take advantage of this science of shorter workouts. The result was Muscle Acceleration. And when a test group was put through the program, the results were mind-blowing. On average, participants in the group lost over a third of their body fat. Those would be great results even doing hour-long P90X workouts, but these folks got to those numbers in just 30 minutes a day.

GET RIPPED IN 30 MINUTES A DAY

What makes P90X3 unique?

P90X3 combines a highly structured, plateau-busting schedule with an unprecedented variety of moves that keep every muscle challenged every day for 30 minutes of full-throttle intensity that leaves any other workout in the dust. It's a whole workout in half the time.



Product Training Guide

Tony Horton is your personal trainer

Trainer Tony Horton has created some of America’s best-selling fitness programs—P90X, P90X2, 10-Minute Trainer®, Power 90®, and now P90X3—all in collaboration with Beachbody®. And as your personal P90X3 trainer, Tony will be right with you every step of the way. Encouraging you, guiding you, and challenging you to make the most of every 30-minute workout, so you truly end up in the best shape of your life.

— RETAILING TIPS —	
Who to target:	Why P90X3?
Busy people, including working parents	Each P90X3 workout is only 30 minutes, so now you’ll always have time to work out. This is the ultimate excuse-buster.
Tony Horton fans	You know what Tony Horton and his extreme fitness programs are all about. Now check out his latest breakthrough.
Fans of other extreme fitness programs such as INSANITY®	How would you like an extreme fitness program that can get you ripped in only 30 minutes a day?
People who love P90X but can’t always dedicate a full hour to it	P90X is an amazing program. But if you don’t always have an hour a day to work out, P90X3 is your solution.
People who are looking for passion, excitement, enthusiasm, and humor in their workouts	Tony Horton not only gets you in the best shape of your life with P90X3—he keeps it fun.
People looking to significantly boost their levels of health and fitness	If you want exceptional results and aren’t afraid of a challenging workout, P90X3 is the perfect program.

Cross-selling suggestions**

Help your P90X3 customers get ripped *faster* by recommending these additional products.

Accessories:

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



PowerStands is a registered trademark of Tony Horton. Bands, Chin-Up Max, and Jump Mat contain natural rubber latex, which may cause severe allergic reactions.

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.

Product Training Guide



WHAT'S INCLUDED:	WHAT'S THE BENEFIT?
Workouts	
16 extreme 30-minute workouts	• These explosive, high-intensity workouts are designed to get you ripped in 30 minutes a day.
Tools	
Fitness Guide	• Your step-by-step guide to getting the most out of Tony's accelerated extreme fitness program. He breaks down every move so you know exactly what to do each day to achieve amazing results.
Nutrition Guide	• A simplified approach to healthy eating designed to get you ripped—and help you stay that way.
P90X3 Workout Calendars	• Tony gives you each day's workout, so all you have to do is get in—and crush it.
"How to Accelerate" video	• This easy-to-follow P90X3 intro shows you how to achieve your best results in the fastest time.
DELUXE KIT:**	
Includes everything in the base kit, plus Complex Upper Workout, Complex Lower Workout, X3 Ab Ripper Workout, Elite Calendar, Beachbody Performance Energize (1-Month Supply), 2 additional Pro-Grade Resistance Bands	
ULTIMATE KIT:**	
Includes everything in the base kit, plus Complex Upper Workout, Complex Lower Workout, X3 Ab Ripper Workout, Elite Calendar, Beachbody Performance Energize (1-Month Supply), 2 additional Pro-Grade Resistance Bands, Premium Beachbody Jump Mat, Beachbody Performance Recover (1-Month Supply), Gym-Quality P90X Chin-Up Bar, P90X Chin-Up Max	

What's next?

The P90X3 Elite Block, included in the Deluxe and Ultimate Kits, takes you to the edge of your limits and beyond. These jaw-dropping extreme workouts are designed to enhance your speed, power, and performance—taking the way your body looks and feels to an elite level.

Also, the P90X and P90X2 workouts are an awesome way to follow up P90X3. Each of these programs is completely stand-alone, giving you the opportunity to train in a variety of ways, so your body is always challenged, and your level of fitness is always improving.

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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 P90X3. 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.

P90X3 & Shakeology Challenge Pack:†

- P90X3 Base Kit—DVDs and printed materials.
- Your first 30-day supply of Shakeology.
- 30-day free trial membership to Beachbody On Demand.