



### Why Is T25 Effective?

A breakthrough major-university study proved that those working out a half-hour burned the same amount of fat as those working out a full hour. Shaun realized, for you to get in the best shape of your life, all you need is 25 minutes a day of pure intensity, 100% focus, and his fast-paced workouts designed for maximum efficiency and effectiveness.

FOCUS T25 . . . It's about time.

### What Makes T25 Unique?

Each T25 workout is only 25 minutes, so you'll always have time to GET IT DONE. Whether you're looking to get started and want a workout that fits your busy schedule, or you're simply tired of workouts taking up 1.5 to 2 hours of your day, FOCUS T25 is the answer for you. But it won't be easy. And that's why you'll get the best results of your life.

### Can I stream my FOCUS T25 workouts?

Yes! If you purchase FOCUS T25 and become a Premium Team Beachbody Club member, you'll get unlimited access to Beachbody On Demand, where you can instantly stream FOCUS T25 and hundreds of proven Beachbody workouts via any desktop, laptop, tablet, or mobile device—wherever you have an Internet connection. Just look for "Purchased Programs" in Beachbody On Demand to stream your FOCUS T25 workouts.

## GET IT DONE IN JUST 25 MINUTES A DAY!

### What Is FOCUS T25?

The only thing standing between you and the results you want is TIME. That's why Shaun T experimented for the last year to design a program that delivers the same kind of results you'd expect from an hour-long workout, in under 30 minutes. He's pulled out the rest, so you get everything you need, nothing you don't. The result is FOCUS T25—and the name implies the intent: If you focus your intensity for 25 minutes, and you do it 5 days a week, you WILL get results.



## Product Training Guide



### Shaun T Is Your Personal Trainer

Former collegiate track-and-field star Shaun T collaborated with Beachbody® to create the #1 fitness program in America, INSANITY®. Now he's helped create FOCUS T25—a revolutionary workout designed to get you an hour's worth of results in just 25 minutes a day. And as your personal trainer, Shaun'll be right with you every step of the way. Pushing you, guiding you, challenging you. All he asks is that you give it everything you have for only 25 minutes, to get you in the best shape of your life.

### Network Exclusive DVD: Core Speed

Grab a towel and try to keep up! Shaun T's sweat-dripping, core-focused 25-minute speed workout doesn't waste a second. It'll have you pushing hard, burning fat, and getting shredded in record time.

#### — RETAILING TIPS —

Who to target:	Why FOCUS T25?
People who generally want great results in less time.	Why do hour-long workouts when you can get the same results in less than half the time with T25?
Busy people who can never find time to work out.	Each workout is only 25 minutes, so you'll always have time to get in and GET IT DONE.
Graduates of other Beachbody programs.	If you've loved other Beachbody programs, check out this latest one from celebrity trainer, Shaun T.
People who are tired of traditional workouts and are no longer seeing results.	With T25, if you focus your intensity for 25 minutes, and do it 5 days a week, you WILL get results.
Cardio lovers who live active lifestyles.	These fast-paced workouts are jam-packed with dynamic, hi-intensity moves designed for maximum efficiency and effectiveness.
People who want to achieve a rapid, dramatic improvement in their fitness	It's 25 minutes of pure intensity and 100% focus. No REST! And that's why you'll get the best results of your life.
Who FOCUS T25 is NOT for.	People who don't want to work out—even for 25 minutes. Pregnant women. Anyone who has lots of free time to spend all day in the gym.

### Equipment Included

The FOCUS T25 Base kit comes with our lightweight pro-grade resistance band.



### Cross-selling suggestions

Help your customers get it done better and faster with FOCUS T25 by recommending these additional products.

#### Accessories

- Beachbody miniMAT
- B-LINES® Resistance Bands
- Chin-Up Bar
- Chin-Up Max



#### Nutritional Supplements:

- Shakeology® helps provide customers with the nutrition they need to achieve their fitness goals with THE ASYLUM
- Results and Recovery Formula® Post-Workout Drink (30-day supply)
- E&E Energy and Endurance™ Formula
- ActiVit® Multivitamins





**Product information**

**Base Kit Retail price: \$119.85**

Club price: \$107.87

Coach price: \$89.89

Volume Points: 90

**Deluxe Kit Retail price: \$239.70**

Club price: \$215.73

Coach price: \$179.78

Volume Points: 180

**Coach tools**

Beachbody provides all the tools you need to get your customers committed to **FOCUS T25**:

- Product eCards
- Product Tri-Fold Brochure
- Product Poster
- Product Training Webinar
- Promotional Video
- Sample Social Media Posts
- Sample Emails
- FAQs
- Talking Points
- Web Banners

**What's next?**

After you finish the Alpha and Beta Cycles, you won't want to miss out on the Gamma Cycle in our Deluxe package. It's the next 4 weeks of FOCUS T25 workouts designed to help you burn more fat and carve lean, strong muscles, fast. Then, what's after that? You guessed it. Delta Cycle is right around the corner!

\*Bands contain natural rubber latex, which may cause severe allergic reactions.

†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.

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BASE KIT:	WHAT'S THE BENEFIT?:
<b>Workouts</b>	
10 featured workouts plus 1 bonus workout on 9 DVDs.	These workouts are designed to give you an hour's results in just 25 minutes a day.
<b>Resources</b>	
Quick-Start Guide	Hit the ground running with this step-by-step guide for how to achieve your best results.
Get It Done Nutrition Guide	We make eating simple too! 5 meals a day, 5 ingredients, 5 minutes to prep. It's that simple.
Alpha-Beta Workout Calendars	Shaun gives you each day's workout so there's no guesswork. All you have to do is nail it!
Stretch Workout	After 5 days of hard work, stretch it out—and enjoy this one! You deserve it.
5-Day Fast Track	Get a jump start on your weight loss with this 5-day meal plan. It's not easy but it works!
B-Lines® Resistance Band (15 lb.)	Burn fat and carve lean muscle faster with our lightweight pro-grade resistance band.
<b>DELUXE KIT:</b> Includes the Beachbody miniMAT and 2 Resistance Bands (20 lb.) and (30 lb.)	