

# clean week™

**YOU REALLY CAN LIVE A HEALTHIER LIFESTYLE.  
TRY IT FOR 7 DAYS.**



## What is Clean Week™?

It's a 7-day nutrition and fitness program designed to introduce your customers to a healthy lifestyle and Beachbody's proven system of fitness, nutrition, and support. In just one week of clean eating, daily Shakeology®, and simple workouts on BeachbodyOnDemand.com, your customers can begin to create new healthy habits and routines. As they start to feel better—and maybe even lose a few pounds—you'll be able to show them the value of committing to the total solution...a Challenge Pack.

## Why did we create Clean Week?

We wanted to give you an easy solution for customers who aren't ready to commit to a Challenge Pack. Clean Week lets them "try on" a week of healthy eating, drinking Shakeology, and working out on BeachbodyOnDemand.com. Then, by using their Clean Week success as an example, they'll begin to understand how a Challenge Pack can help them reach their health and fitness goals and why it's the next logical step.

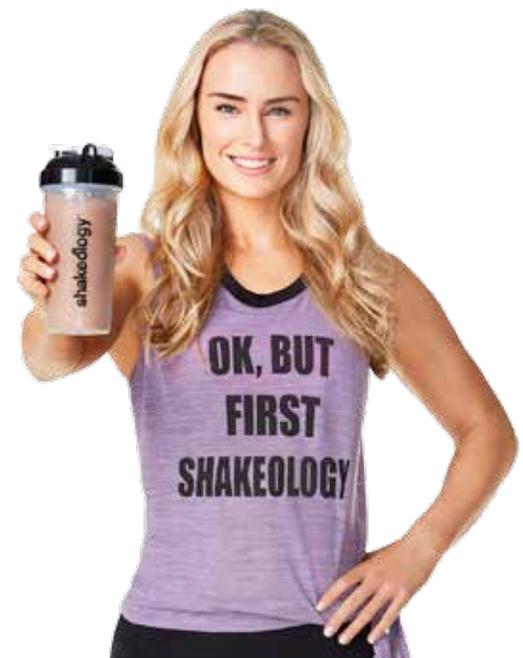
## What makes Clean Week so effective?

It's only 7 days, so it doesn't feel like a huge commitment. But in that week your customers will learn how to plan meals, prep food, stick to a daily exercise routine using Beachbody® On Demand, and drink Shakeology to start losing weight and creating better habits. Best of all, they'll have you as their Coach to give them the support, motivation, and accountability they need to be successful.

That's what makes Beachbody so unique—a strong support system. And you can make that happen by inviting them to your Challenge Groups using the My Challenge Tracker app and connecting them with other customers for peer support and an intro to the Beachbody community.

## Why is Shakeology so important to this program?

Shakeology provides the "missing link" to healthy nutrition that most people don't get in their everyday diets. Not only is it a delicious and convenient shake, it can help your customers lose weight, curb junk-food cravings, and provide healthy energy, making it an essential new habit to help them stay on track with the Clean Week program and beyond.\*



## Product Training Guide

### What makes Clean Week unique?

Clean Week makes a healthy lifestyle easy to follow. From menu planning to shopping tips, meal prepping to daily exercise and Shakeology, Clean Week gives your customers the confidence to create healthy habits and routines in just 7 days. And it's the only fitness program they can stream on BeachbodyOnDemand.com without a paid membership!

### Who is the Clean Week trainer, Megan Davies?

After winning Beachbody's reality show, THE 20s®, Megan Davies became Beachbody's newest Super Trainer. She's known for her simple work out style and motivating, upbeat personality. She's been a personal trainer since college and has spent years training clients in her own gym and expanding her skills, including earning her NSCA certification. Megan is passionate about health and fitness, and is ready to help your customers start living a healthy new lifestyle with Clean Week.



### Can I stream my Clean Week workouts?

Yes, you can stream the Clean Week workouts FREE on BeachbodyOnDemand.com. Customers who are not yet Beachbody On Demand members will need to register as a free member, then they can access the Clean Week workouts on a TV, laptop, or mobile device, as long as it has an internet connection. If your customers are already Beachbody On Demand members, they can stream the workouts on any device or via the Beachbody On Demand app.



### Why are the Clean Week workouts free on BeachbodyOnDemand.com?

We wanted to make it as easy as possible for your customers to start their health and fitness journey. By making the workouts free, your customers are one step closer to saying "yes." Once they sample the workouts, they'll realize they need to order the complete Clean Week kit, which includes the 7-Day Shakeology Sampler, to get the full benefits of the program. You can help them get started by inviting them to join your Clean Week group, and when they finish the program, you'll have demonstrated the value of Beachbody's total solution of Fitness + Nutrition + Support. That will make it easy for you to suggest the Annual All-Access Beachbody On Demand & Shakeology Challenge Pack as their next step to a healthy lifestyle.

# Product Training Guide

— RETAILING TIPS —	
Who to target:	Why Clean Week?
People who aren't ready to commit to an Annual All-Access Beachbody On Demand & Shakeology Challenge Pack or other Challenge Pack	Clean Week is the perfect introductory program. It gives your customers a chance to "try on" a week of healthy living and Coach support. Once they discover how effective this system is, they'll want to continue getting results. This is the best opportunity to show them the value of a Challenge Pack.
Fitness Beginners	Clean Week is a great starter program for anyone new to fitness. The easy-to-follow workouts give your customers a well-rounded fitness program that's perfect for all levels, so they can start building a strong fitness foundation in just 7 days. They'll also learn healthy eating habits and the benefits of Shakeology, for a complete healthy lifestyle.
People who find it difficult to commit to diet/exercise programs	If your prospects start diet or fitness programs but don't finish them, then Clean Week is for them. This easy-to-follow program only lasts 7 days! It gives your customers an introduction to healthy eating, Shakeology, and exercise, step-by-step. And with you as their Coach, they'll have the support they need to stick with it. So when they finish the week, they'll feel accomplished, confident, and ready to take the next step.
People who want to lose weight	When your customers commit to Clean Week's winning combination of eating clean, drinking Shakeology, and exercising daily, they can start losing weight—up to 5 pounds in just 7 days! And that can give them the motivation they need to keep up those healthy new habits and lose even more weight.*
People who want to lead a healthy lifestyle but don't know where to begin	Clean Week gives your customers a complete step-by-step nutrition and fitness program that's simple and fun with delicious, healthy food and shakes. And because it's just 7 days, it's enough to get them started on their journey to a healthy lifestyle.
People who want to improve their nutrition	Clean Week makes eating clean and drinking Shakeology easy-to-learn healthy habits. Your customers will learn how to plan and shop for meals and prep their food for the week. They'll enjoy quick-and-easy nutritious recipes for meals and Shakeology that taste amazing and are easy to make.
People who don't feel motivated to work out or eat healthy	Everything about Clean Week is simple, from the 30-minute workouts to the step-by-step Meal Planner to the convenient, delicious Shakeology recipes. Once your customers start to see results, they'll have the motivation to keep going.

## Cross-selling suggestion:\*\*

How do your customers keep up their new healthy habits after Clean Week? With an Annual All-Access Beachbody On Demand & Shakeology Challenge Pack!

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

This Challenge Pack provides everything your customers need to help them achieve the best possible transformation. It's the perfect next step on their journey to a healthy lifestyle. Here's what they get:



- **Annual Membership to Beachbody On Demand** includes unlimited streaming access to every single Beachbody program—even all Beachbody On Demand exclusive workouts and all future releases. Their membership also includes complete nutrition plans tailored to each program, and even access to Beachbody's cooking show FIXATE®. Plus, there's a free Beachbody On Demand app they can use for iOS and Android™.



- **First 30-day supply of Shakeology**—the superfood protein shake formulated with globally harvested and hard-to-come-by nutrients. Combined with a proven Beachbody fitness program, these delicious shakes can help them push harder, feel healthier, and get results. It's delivered via our monthly subscription program which they can cancel at any time.



- **Portion Fix®**—an easy-to-follow system with seven color-coded containers, Shakeology shaker cup, and nutrition guide that tells your customers how much to eat to lose weight. Portion Fix works with almost any Beachbody program.

\*\*All products, configurations, and flavors 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.

Product Training Guide



Available in Whey and Vegan\*\*

What comes with Clean Week?

CLEAN WEEK PROGRAM:	WHAT'S THE BENEFIT?
<b>Workouts</b>	
4 workouts	Your customers can stream the workouts FREE on BeachbodyOnDemand.com, which makes it even easier for them to start their journey to a healthy lifestyle. The 30-minute workouts focus on the foundations of fitness—Cardio, Strength, Core Function, and Flexibility—to create a well-rounded fitness program for any level.
<b>Fitness &amp; Nutrition Tools</b>	
7-Day Shakeology Sampler	7 days of Shakeology—the superfood protein shake formulated with antioxidants, phytonutrients, prebiotics, probiotics, digestive enzymes, and other key ingredients. It provides the “missing link” to healthy nutrition that customers don’t normally get from a typical diet, and can help them lose weight, support healthy energy, and benefit their overall health.*
Clean Week Meal Planner	The step-by-step guide to clean eating for the week—including delicious recipes for meals and Shakeology—with no deprivation! Your customers will learn how to plan their meals, shop for healthy food, and prep food in advance so they’ll be ready for every meal all week long.  <b>Please note:</b> The Clean Week Meal Planner is not available for free on BeachbodyOnDemand.com. A printed version is included in the Clean Week kit that your customers can purchase. It’s also available on Beachbody On Demand for paid members. In addition, you can access it in the Coach Office and share it upon request.
Clean Week Quick Start Guide	Customers can use this Quick Start Guide to find out everything they need to know to start their Clean Week as soon they receive their kit. The Quick Start Guide is available for free on BeachbodyOnDemand.com. A printed version is included in the Clean Week kit.
Shakeology Welcome Guide and Recipe Insert	This handy guide gives your customers all the facts about Shakeology, including details about its globally sourced ingredients and how those ingredients benefit your customers’ bodies. There’s also an at-a-glance recipe insert your customers can use for more delicious shake ideas.

\*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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