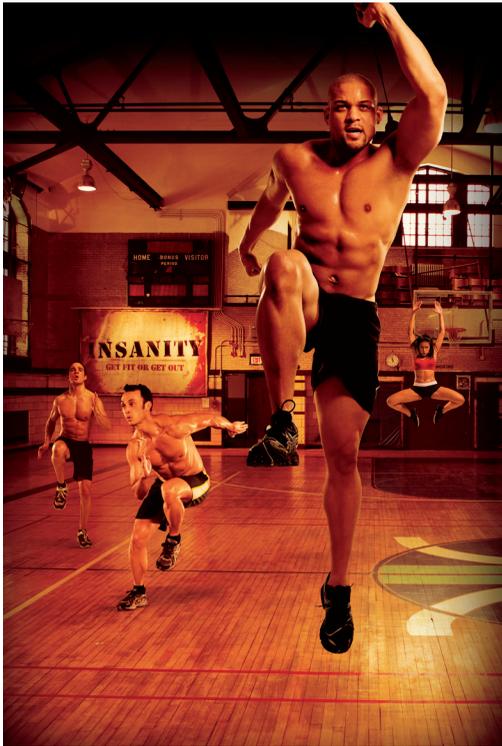


Product Training Guide



INSANITY®

60-DAY TOTAL-BODY CONDITIONING PROGRAM

What is it?

INSANITY® is a 60-day, cardio-based, total-body conditioning program that's the most intense workout ever. Fitness

expert Shaun T drew on his collegiate track-and-field training, plus his subsequent years of experience as an elite trainer, to create a program that takes total-body conditioning to an extreme level.

Just as P90X® is the height of resistance training, INSANITY is the pinnacle of cardio training.

Why is it effective?

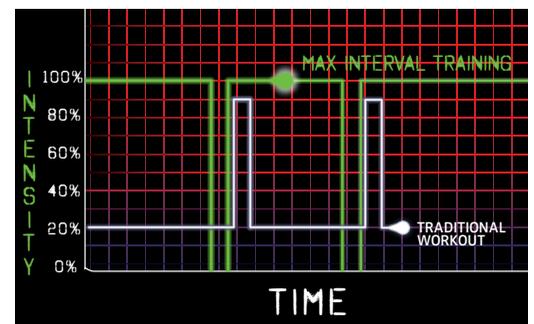
Interval training allows you to beat the "stress adaptation response," which is what happens when your body gets used to exercising at one level of exertion and stops improving. An interval workout includes a set where you perform at your maximum, followed by one of lower intensity, with the cycle repeated to achieve a cumulative effect.

INSANITY uses **MAX Interval Training**, which replaces your moderate-intensity exercise with maximum-intensity exercise, and your short intervals of intensity with short periods of rest. Adding high-intensity exercise, during which your heart rate increases to 80% or more of its maximum capacity, forces your body to use fast-twitch muscle fibers not normally engaged in cardio exercise. These fast-twitch fibers continue burning extra fuel even during lower-intensity exercise.

INSANITY's high-intensity activity is likely to have you working out at over 85% of your maximum capacity, instead of the lower rate recommended in other programs. As a result, you can experience faster increases in fitness and more efficient burning of carbohydrates and fat—**as much as 1,000 calories per hour.**

What can it do for you?

INSANITY pushes you beyond what you thought was possible with explosive cardio and plyometric drills and nonstop intervals of strength, power, and resistance. Additional ab and core training techniques will help you transform your body in just 60 days.



MAX vs. Traditional:
INSANITY turns conventional interval training upside down.

Instead of working out moderately with short bursts of intensity, INSANITY demands long periods of high-intensity exercise punctuated with short periods of rest.

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How does it compare?

Unlike Shaun T's earlier best-selling programs, Hip Hop Abs® and Rockin' Body®, INSANITY isn't dance-based. Instead, it turns to sports science and high-level conditioning techniques to create fast body-composition changes.

Other extreme programs, like ChaLEAN Extreme® and P90X, focus on building muscle and burning fat through weight training. They utilize weights to help ignite your metabolism.

INSANITY uses only the power and resistance of your own body to amp up your cardio, lower your body fat percentage, and sculpt your muscles. You won't need any gear other than water, a towel, and your own strength of purpose.

— RETAILING TIPS —	
Who to target:	Why INSANITY?
Men and women in top physical shape	Even people who regularly run marathons can find their performance improved by INSANITY's demanding cardio, strength, and resistance exercises.
Extreme athletes	INSANITY's combination of intense cardio, strength training, and plyometrics will keep them in peak condition year-round, ready for rock climbing, snowboarding, or any rugged adventure.
Graduates of other Beachbody® programs	They've already learned to exercise regularly and enjoy the results. Now they're ready to commit to a tougher program and unleash their inner athlete.
Cardio lovers like runners, spinners, or cyclists	If they thrive on the endorphin rush of intense cardio, they'll be challenged and exhilarated by MAX Interval Training. INSANITY's mix of aerobic and anaerobic exercise will increase both their endurance and their ability to pour on crucial bursts of speed.
Former high school/college athletes	Athletic drills even more intense than the ones they remember from their training days can get them back into youthful, competitive shape—fast.
Who INSANITY is not for:	Beginners, pregnant women, obese people, people who aren't willing to work hard, people who don't consistently do high-impact exercise.

Cross-selling opportunities*

INSANITY requires no equipment. These other Beachbody products can help support your customers' workouts:

- Beachbody Performance™
- Beachbody Plyometrics Mat
- Shakeology®



Dig Deeper**

After you transform your body in 60 days, try these products to take your results to the next level:

- Fast and Furious
- INSANITY Deluxe
- INSANITY: THE ASYLUM®



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

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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 INSANITY. 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.

INSANITY & Shakeology Challenge Pack:†

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

WHAT'S INCLUDED:*	WHAT'S THE BENEFIT?
Month 1: 5 workouts, about 30 minutes a day	<ul style="list-style-type: none"> • These 5 intense workouts will help you scorch fat all over, using extreme cardio, plyometrics, and MAX Interval Training. • Strength training and power moves will help you create lean, sculpted muscle and upper-body definition. An equally intense ab routine helps you build a rock-hard core, while the slightly easier Cardio Recovery workout refreshes you 1 day a week.
Month 2: 4 workouts, 45 to 60 minutes a day	<ul style="list-style-type: none"> • In the second month, the workouts get even sweatier and more intense. You'll maximize your cardio conditioning and get your legs crazy-strong with plyo intervals. Max Recovery gives you a much-needed rest 1 day a week.
Bonus Workout	<ul style="list-style-type: none"> • Core Cardio & Balance includes sports-specific drills to make you look and feel like a professional athlete.
INSANITY Resources	<ul style="list-style-type: none"> • Fitness Guide includes your Fit Test and gets you working out fast. • Elite Nutrition Plan provides tips and recipes to fuel your intense training. • Wall Calendar helps you track your workouts.
DELUXE KIT:*	<p>Upgrade with Mat and Bonus Workout: includes 2 advanced workouts, 1 BONUS workout, Jump Mat, Fat Calipers, and an extended money-back guarantee (60 days).</p>

*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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