

## Product Reference Guide

**WHAT IS IT?**

INSANITY is a 60-day cardio-based total-body conditioning program that's perhaps the most intense workout ever put on DVD. 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, so 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 is raised to 80 percent 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.

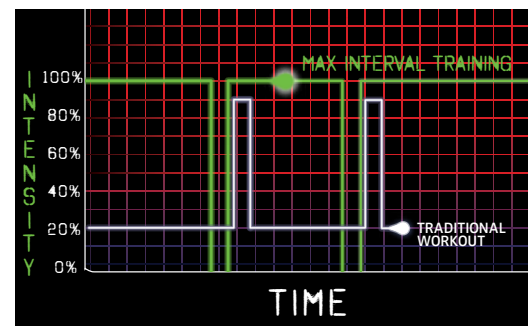
INSANITY's high-intensity activity is likely to have you working out at over 85% of your maximum, instead of the lower rate recommended in other programs. As a result, you'll experience faster increases in fitness and more efficient burning of carbohydrates and fat—as much as 1,000 calories per hour.

# INSANITY®

60-DAY TOTAL-BODY  
CONDITIONING PROGRAM

**WHAT CAN IT DO FOR YOU?**

INSANITY pushes you beyond what you thought was possible with explosive cardio and plyometric drills and non-stop intervals of strength, power and resistance. Additional ab and core training techniques will get you amazing results 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.

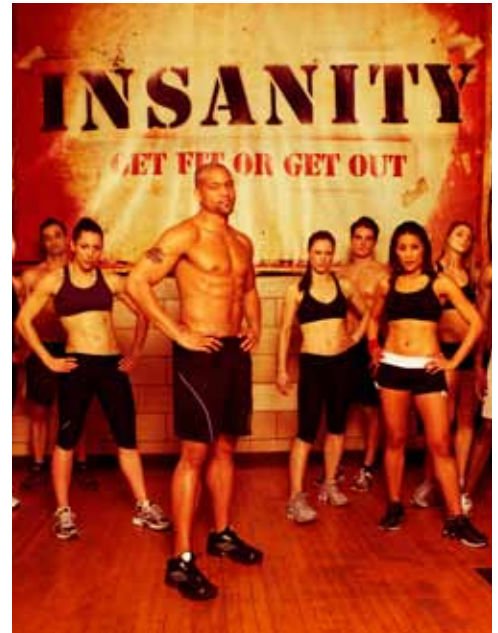
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### HOW DOES IT COMPARE?

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

Other extreme programs, such as 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.
<b>Who INSANITY is not for</b>	Beginners, pregnant women, obese people, people who aren't willing to work hard, people who don't consistently do high-impact exercise.

### Cross-selling suggestions

Your customers doing INSANITY may be interested in other Beachbody products, such as:

- P90X® Results and Recovery Formula
- Performance Formula
- Reebok® Heart Monitor
- Beachbody Plyometrics Mat



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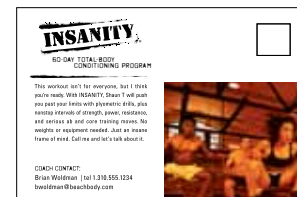
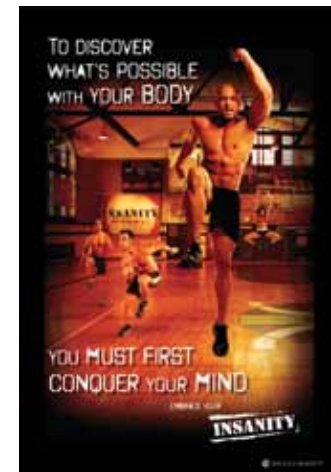
Retail price: \$119.85  
 Club price: \$107.87  
 Coach price: \$89.89  
 Volume Points: 90  
 SKU# MDSANDVD2101 BASE KIT

### Coach tools

Beachbody provides all the tools you need to connect your customers to INSANITY:

- eCards
- Banner Ads
- Webinars
- Product promotional videos
- Postcards

BASE KIT	WHAT'S THE BENEFIT
Month 1 DVD: 5 workouts, about 30 minutes a day	<ul style="list-style-type: none"> <li>- Plyometric Cardio Circuit. Intervals of fat-scorching cardio and intense lower body plyo.</li> <li>- Pure Cardio. Non-stop extreme cardio.</li> <li>- Cardio Power and Resistance. Intervals of strength training and power moves to create lean, sculpted muscle and upper body definition.</li> <li>- Cardio Abs. Explosive intervals of killer cardio and core moves for a rock-hard core and abs.</li> <li>- Cardio Recovery. Easier workout one day a week.</li> </ul>
Month 2 DVD: 4 workouts, 45-60 minutes a day	<ul style="list-style-type: none"> <li>- Max Interval Circuit. Dig deeper with this interval circuit that's sweeter and more intense than anything you've ever done before.</li> <li>- Max Interval Plyo. Push your legs until they beg for mercy with power and plyo, all at your MAX.</li> <li>- Max Cardio Conditioning. Get pushed to your limit with this extreme cardio workout.</li> <li>- Max Recovery. You deserve a rest, and you'll need it.</li> </ul>
Bonus Workout	<ul style="list-style-type: none"> <li>- Cardio Core &amp; Balance. Includes sports-specific drills to make you look and feel like a professional athlete.</li> </ul>
INSANITY Resources	<ul style="list-style-type: none"> <li>- Fitness Guide</li> <li>- Elite Nutrition Plan</li> <li>- Wall Calendar</li> <li>- Free Online Diet and Support Tools</li> </ul>



### Sample Poster & Postcard

Downloadable tools are available in your Coach Online Office. Customizable, high-quality print pieces are available for purchase in the Print Center.