

Product Training Guide

P90X® PEAK PERFORMANCE



What are they?

P90X® Peak Performance Protein Bars are formulated to provide a healthy balance of protein, carbohydrates, and nutrients to fuel your body through hard workouts and support your active lifestyle. They're portable, so they can be taken to work, school, or wherever you need a quick meal or healthy snack.

People doing P90X® or other Beachbody® workout programs understand the need to eat small, frequent meals to boost metabolism and energy and burn fat all day long. Sometimes it can be difficult to prepare enough food, or you may find yourself hungry between meals. P90X Peak Performance Protein Bars fill in the gaps in your healthy diet to support your fitness, muscle-building, and/or weight-loss goals.

Why are they so effective?

P90X Peak Performance Protein Bars now contain 20 grams of high-quality protein, which curbs your hunger and keeps you full longer. The protein supports lean muscle gains in people who are trying to build mass, and it also helps preserve muscle in people who are trying to lose weight. Carbohydrates give you energy to power through workouts and stay active during the day. P90X Peak Performance Protein Bars help maintain stable blood-sugar levels and prevent overeating at mealtimes, and they help reduce your cravings for sweets.

P90X Peak Performance Protein Bars contain no trans fat, and they're available in 4 delicious flavors—Café Mocha, Chocolate Peanut Butter, Wildberry Yogurt, and new Chocolate Fudge. The assortment will satisfy many tastes, which makes it easier to eat well and stick to your diet. You can purchase single-flavor boxes or variety packs that contain 3 bars in each of the 4 flavors.

What's new in the P90X Peak Performance Protein Bars?

Beachbody has reformulated P90X Peak Performance Protein Bars to include more protein and more natural ingredients. Plus they taste even better than before.

What's new?	How is it different?
20 grams of protein in every bar	More protein helps you stay full longer and preserves lean muscle mass.
Even better taste	Satisfying as a healthy snack or meal replacement.
New flavors	Wildberry is now Wildberry Yogurt, with a tasty white yogurt-flavored covering. Chocolate Fudge is our latest flavor.
Variety packs	You can purchase boxes that contain all 4 flavors.



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What will P90X Peak Performance Protein Bars do for me?

The bars have been specifically designed to give your body the nutritional support it needs to maintain an active lifestyle and complete high-intensity workouts such as P90X. They contain three kinds of protein that are absorbed by your body at different rates to ensure a steady stream of amino acids into your muscles. With more natural ingredients than many other bars on the market, they taste great, so you'll look forward to eating them every day.

P90X Peak Performance Protein Bars pack 20 grams of protein into a lower-calorie formula. This makes them a great snack or occasional meal replacement for people on the go. The bars help you stay full without slowing you down, and when you fuel your body with good nutrition you'll reach your fitness and weight-loss goals faster.

How do I incorporate the protein bars into my diet?

The bars can be used to supplement your healthy diet or as an occasional meal replacement. Use them for a pre-workout energy boost, a healthy snack, a mid-day pick-me-up, or an occasional meal replacement when there's no time to cook.

— RETAILING TIPS —

Who to target:	Why P90X Peak Performance Protein Bars?
People who are trying to lose weight	You can eat delicious food without sacrificing your weight-loss goals. Satisfy your cravings for sweets and stay full longer with 20 grams of protein.
People who are trying to build muscle	Quickly add 20 grams of protein to your diet without cooking. Bars make a perfect high-protein snack between meals to maintain a steady release of amino acids into your system.
Busy and/or active people with no time to cook	Use a bar as an occasional meal replacement, or eat one as a snack to tide you over until your next meal.
People who want to increase their protein intake without eating meat	Boost your protein intake without eating meat. The bars do contain milk and dairy products, but they are suitable for many vegetarians.
Who P90X Peak Performance Protein Bars are not for:	Vegans who consume no animal products and people who are sensitive to nuts, soy, and milk ingredients.

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Cross-selling suggestions

These other Beachbody® products offer different forms of nutritional support

Nutritionals:

- P90X® Results and Recovery Formula
- P90X® Peak Health Formula
- Shakeology®



Accessories:

- Beachbody® Plyometrics Mat
- Additional B-LINES® Resistance Bands
- Bowflex® SelectTech® Dumbbells



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CAFÉ MOCHA

SUGGESTED USE: Enjoy a P90X Peak Performance Bar as a midmorning or midday snack, or as an occasional meal replacement.

INGREDIENTS: Protein blend (soy protein isolate, calcium caseinate, soy protein crisps [soy protein isolate, tapioca starch, salt], whey protein isolate), milk chocolate coating (sugar, cocoa butter, unsweetened chocolate, whole milk powder, soy lecithin [an emulsifier], natural vanilla flavor), evaporated cane juice invert syrup, brown rice syrup, glycerine, instant coffee, unsweetened chocolate, cocoa powder (processed with alkali), nonfat dry milk, palm oil, natural flavor, sea salt.

VITAMINS AND MINERALS: Vitamin C, natural vitamin E (d-alpha-tocopheryl acetate), niacin, iron, zinc, pantothenic acid, vitamin B6, copper, riboflavin, vitamin A, thiamin, folic acid, biotin, iodine, and vitamin B12.

ALLERGY INFORMATION: Contains soy protein and milk products. Made in a facility that processes peanuts, tree nuts, soy, dairy, eggs, and wheat.

NUTRITION FACTS: Serv. Size: 1 Bar (65g) Amount Per Serving:

Calories 260, **Fat Cal.** 70, **Total Fat** 7g (11% DV), **Sat. Fat** 4g (20% DV), **Trans Fat** 0g, **Cholest.** 5mg (2% DV), **Sodium** 200mg (8% DV), **Total Carb.** 29g (10% DV), **Fiber** 1g (4% DV), **Sugars** 23g, **Protein** 20g (40% DV), **Vitamin A** (15% DV), **Vitamin C** (15% DV), **Calcium** (8% DV), **Iron** (30% DV), **Vitamin E** (15% DV), **Thiamin** (15% DV), **Riboflavin** (20% DV), **Niacin** (15% DV), **Vitamin B6** (15% DV), **Folate** (20% DV), **Vitamin B12** (15% DV), **Biotin** (15% DV), **Pantothenic Acid** (15% DV), **Phosphorus** (10% DV), **Iodine** (15% DV), **Magnesium** (4% DV), **Zinc** (20% DV), **Copper** (25% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

CHOCOLATE PEANUT BUTTER

SUGGESTED USE: Enjoy a P90X Peak Performance Bar as a midmorning or midday snack, or as an occasional meal replacement.

INGREDIENTS: Protein blend (soy protein isolate, calcium caseinate, whey protein isolate), evaporated cane juice invert syrup, milk chocolate coating (sugar, cocoa butter, unsweetened chocolate, whole milk powder, soy lecithin [an emulsifier], natural vanilla flavor), brown rice syrup, glycerine, natural peanut butter, natural flavor, and sea salt.

VITAMINS AND MINERALS: Vitamin C, natural vitamin E (d-alpha-tocopheryl acetate), niacin, iron, zinc, pantothenic acid, vitamin B6, copper, riboflavin, vitamin A, thiamin, folic acid, biotin, iodine, and vitamin B12.

ALLERGY INFORMATION: Contains peanuts, soy protein, and milk ingredients. Made in a facility that processes peanuts, tree nuts, soy, dairy, eggs, and wheat.

NUTRITION FACTS: Serv. Size: 1 Bar (65g) Amount Per Serving:

Calories 270, **Fat Cal.** 80, **Total Fat** 8g (12% DV), **Sat. Fat** 4g (20% DV), **Trans Fat** 0g, **Cholest.** 5mg (2% DV), **Sodium** 200mg (8% DV), **Total Carb.** 30g (10% DV), **Fiber** 1g (4% DV), **Sugars** 24g, **Protein** 20g (40% DV), **Vitamin A** (15% DV), **Vitamin C** (15% DV), **Calcium** (6% DV), **Iron** (25% DV), **Vitamin E** (15% DV), **Thiamin** (20% DV), **Riboflavin** (15% DV), **Niacin** (15% DV), **Vitamin B6** (15% DV), **Folate** (20% DV), **Vitamin B12** (15% DV), **Biotin** (15% DV), **Pantothenic Acid** (15% DV), **Phosphorus** (10% DV), **Iodine** (15% DV), **Magnesium** (4% DV), **Zinc** (20% DV), **Copper** (25% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

CHOCOLATE FUDGE

SUGGESTED USE: Enjoy a P90X Peak Performance Bar as a midmorning or midday snack, or as an occasional meal replacement.

INGREDIENTS: Protein blend (soy protein isolate, calcium caseinate, soy protein crisps [soy protein isolate, tapioca starch, salt] whey protein isolate), evaporated cane juice invert syrup, milk chocolate coating (sugar, cocoa butter, unsweetened chocolate, whole milk powder, soy lecithin [an emulsifier], natural vanilla flavor), brown rice syrup, glycerine, unsweetened chocolate, cocoa powder (processed with alkali), palm oil, natural flavor, and sea salt.

VITAMINS AND MINERALS: Vitamin C, natural vitamin E (d-alpha-tocopheryl acetate), niacin, iron, zinc, pantothenic acid, vitamin B6, copper, riboflavin, vitamin A, thiamin, folic acid, biotin, iodine, and vitamin B12.

ALLERGY INFORMATION: Contains soy protein and milk products. Made in a facility that processes peanuts, tree nuts, soy, dairy, eggs and wheat.

NUTRITION FACTS: Serv. Size: 1 Bar (65g) Amount Per Serving:

Calories 260, **Fat Cal.** 70, **Total Fat** 8g (12% DV), **Sat. Fat** 4.5g (23% DV), **Trans Fat** 0g, **Cholest.** 5mg (2% DV), **Sodium** 200mg (8% DV), **Total Carb.** 31g (10% DV), **Fiber** 1g (4% DV), **Sugars** 23g, **Protein** 20g (40% DV), **Vitamin A** (15% DV), **Vitamin C** (15% DV), **Calcium** (6% DV), **Iron** (30% DV), **Vitamin E** (15% DV), **Thiamin** (15% DV), **Riboflavin** (15% DV), **Niacin** (15% DV), **Vitamin B6** (15% DV), **Folate** (20% DV), **Vitamin B12** (15% DV), **Biotin** (15% DV), **Pantothenic Acid** (15% DV), **Phosphorus** (10% DV), **Iodine** (15% DV), **Magnesium** (4% DV), **Zinc** (20% DV), **Copper** (20% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

WILDBERRY YOGURT

SUGGESTED USE: Enjoy a P90X Peak Performance Bar as a midmorning or midday snack, or as an occasional meal replacement.

INGREDIENTS: Protein blend (soy protein isolate, calcium caseinate, soy protein crisps [soy protein isolate, tapioca starch, salt], whey protein isolate), evaporated cane juice invert syrup, yogurt flavored coating (sucrose, fractionated palm kernel oil, whey powder, nonfat dry milk powder, yogurt powder [cultured whey and nonfat milk], soy lecithin [an emulsifier], vanilla), brown rice syrup, glycerine, natural almond butter, palm oil, dried fruit blend (strawberries, raspberries), natural strawberry flavor, natural mixed berry flavor, citric acid, and sea salt.

VITAMINS AND MINERALS: Vitamin C, natural vitamin E (d-alpha-tocopheryl acetate), niacin, iron, zinc, pantothenic acid, vitamin B6, copper, riboflavin, vitamin A, thiamin, folic acid, biotin, iodine, and vitamin B12.

ALLERGY INFORMATION: Contains soy, milk, and almonds. Made in a facility that processes peanuts, tree nuts, soy, dairy, eggs, and wheat.

NUTRITION FACTS: Serv. Size: 1 Bar (65g) Amount Per Serving:

Calories 270, **Fat Cal.** 80, **Total Fat** 8g (12% DV), **Sat. Fat** 4g (20% DV), **Trans Fat** 0g, **Cholest.** 5mg (2% DV), **Sodium** 200mg (8% DV), **Total Carb.** 30g (10% DV), **Fiber** 1g (4% DV), **Sugars** 24g, **Protein** 20g (40% DV), **Vitamin A** (15% DV), **Vitamin C** (15% DV), **Calcium** (6% DV), **Iron** (25% DV), **Vitamin E** (15% DV), **Thiamin** (20% DV), **Riboflavin** (15% DV), **Niacin** (15% DV), **Vitamin B6** (15% DV), **Folate** (20% DV), **Vitamin B12** (15% DV), **Biotin** (15% DV), **Pantothenic Acid** (15% DV), **Phosphorus** (10% DV), **Iodine** (15% DV), **Magnesium** (4% DV), **Zinc** (20% DV), **Copper** (25% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

Product info

Café Mocha
1 Box (12 bars)

Choc. Peanut Butter
1 Box (12 bars)

Chocolate Fudge
1 Box (12 bars)

Wildberry Yougurt
1 Box (12 bars)

Variety Pack
1 Box (12 bars - 3 of each flavor)

Retail price \$23.95
Club price \$21.56
Coach price \$17.96
Volume Points 10
SKU# PROTEINBARS