

Product Training Guide

**What is it?**

A subscription to **P90X One on One™** gives you a brand-new P90X®-style workout DVD each and every month, delivered right to your doorstep, ready to play. All the workouts are the same extreme intensity as P90X, most between 40 and 60 minutes long. As with P90X, each workout targets a specific area or muscle group.

Having a choice of workouts that target a wide variety of muscle groups helps avoid repetitive stress and the potential for injury. And if you're hooked on P90X and are looking for your next challenge, One on One expands your repertoire. This lets you keep the Muscle Confusion™ going, helping you build on your P90X results and changing up your workouts to keep from getting bored or plateauing.

P90X One on One, Volume 3 offers something different from the previous volumes of One on One workouts. With this collection, you experience the yearlong development of P90X:MC2™, the next X. Just you and Tony, hammering out routines together.

How does this "one new workout every month" thing work?

One on One is a continuity program. Every month, you'll automatically get a new DVD that has a brand-new workout focus, delivered right to your door. When you subscribe, in your first shipment you'll receive your first DVD, plus a cool collector wallet that holds up to 12 DVDs. You'll keep receiving new workouts as long as you keep your subscription going, building your collection over time.

Once your collector wallet is filled with 12 DVDs, you'll automatically receive another collector wallet—with more challenging workouts to come every month.

**Ongoing promotion:**

- **Save 50% on P90X:MC2™**

Subscribe to all 12 discs of P90X One on One™, Volume 3. Get a 50% discount on P90X:MC2 when it comes out in Fall 2011.

A great way to give new subscribers an exciting reason to sign up.

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What makes P90X One on One™ unique?

Every month, Tony develops a new routine in his uniquely intense and crazy style, available exclusively to One on One subscribers.

You get Tony Horton all to yourself. It's just you and him, "bringing it" together, with Tony doing the entire workout with you from beginning to end. He's not walking around giving cues—he's pressing out each push-up with you. Each One on One DVD is like a private training session with Tony, right in your own living room.

P90X One on One is shot live, uncut, in Tony's home gym so you experience the intensity that Tony brings to his own workouts. This is the real behind-the-scenes deal. If the mail carrier comes to the door, or if Tony splits his pants during a workout (both of which have happened), you'll see it on the DVD.

And, as in his own personal workouts, the man doesn't quit until he's completely out of gas.



— RETAILING TIPS —

Who to target:	Why P90X One on One™?
P90X® grads	P90X One on One helps you maintain and build on your P90X results.
Those who ask, "What comes after P90X?"	These workouts are designed to keep the Muscle Confusion going.
P90Xers who want to mix up their routine	Supplies you with fresh workouts every month, so you'll never get bored and your muscles will stay "confused."
Extreme athletes	Focused, intense workouts allow you to target specific muscle groups to support your activity of choice.
10-Minute Trainer® grads	Longer, more focused workouts help you increase strength and endurance.

Hook "Xers" up with P90X One on One.

More than 1.5 million people in the U.S. are currently using or have completed P90X®, and are looking for a follow-up program to maintain and build on their results.

Other P90Xers are craving variety and new workouts, to keep challenging themselves and continue their progress.

If you're a true P90X fan, it's only natural for you to become part of P90X One on One.

Did you know?

More than 70% of One on One subscribers stay with the program for 7 months or longer, which makes it a great source of continuing income for Coaches.

Customers can select the Home Direct option and automatically receive a new DVD each month. Past DVDs are also available for individual purchase from the DVD archive link on the P90X One on One Web site.



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How can P90X One on One™ complement P90X® and other extreme programs?

You can blend or even swap out P90X One on One workouts with your P90X, INSANITY®, or ChaLEAN Extreme® routines; use them to get ready for your sport of choice; or target a specific area with focused, intense exercises.

For example, if you want an alternative to the P90X Yoga X workout DVD, replace it with the Fountain of Youth workout for a shorter but equally effective yoga workout. For specific training for your upcoming ski trip, try the Mammoth UML workout. And if you're ready for the mother of all upper-body workouts, get ultimate results with 30-15: The Upper Body Massacre.

The chart below highlights several P90X workouts and their One on One counterparts, suggesting some possible alternatives to your P90X routine.

— POSSIBLE ALTERNATIVE WORKOUTS —		
P90X workout	One on One alternative	Workout focus
Yoga X	Fountain of Youth	Yoga
Shoulders & Arms	Diamond Delts	Upper arms, shoulders
Plyometrics	Plyo Legs	Legs
Chest, Shoulders & Triceps	30-15: The Upper-Body Massacre	Upper body
Cardio X	Super Cardio	Cardio

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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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Product info

Retail price: \$19.95 (per DVD)

Club price: \$17.96 Coach price: \$14.96

Volume Points: 15

SKU# MDTHDVDSTARTG

Also available:

One on One – Volume 1, Full Edition

One on One – Volume 2, Full Edition

The complete first and second volumes, each with 12 DVDs plus a FREE bonus DVD, can both be ordered in Collector's Box Sets. DVDs include the classic Mammoth UML and Fountain of Youth workouts, as well as the notorious Upper Body Massacre workout.

Retail price: \$239.40 Club price: \$215.46

Coach price: \$179.55 Volume Points: 180

SKU# MDTHDVD1100 (Volume 1)

SKU# MDTHDVD1200A (Volume 2)



Nutritionals:

Shakeology® – Replacing one meal a day with Shakeology is an easy way to control calories while fueling your workouts with natural energy. It will also help you feel full longer, and reduce your craving for junk food.*



Coach tools

Beachbody provides all the tools you need to connect your customers to P90X One on One:

- eCards
- Training Webinar
- Postcards
- Promotional video
- T-shirts

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