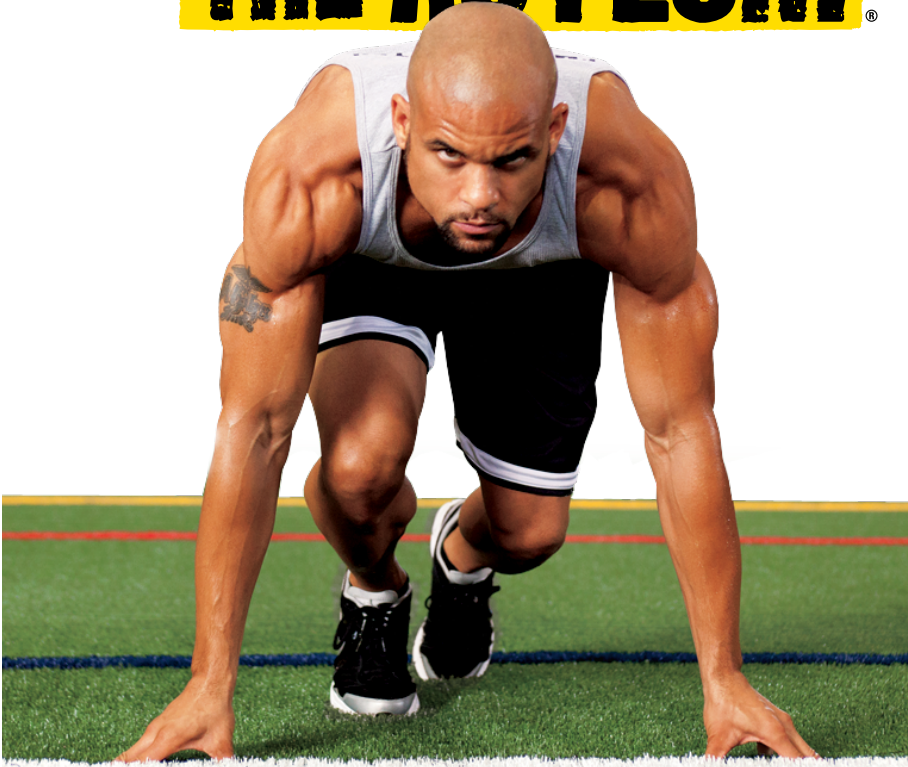


INSANITY**THE ASYLUM**®

Why is it effective?

Get jaw-dropping results in less time! The secret is Shaun T's breakthrough pro athlete training model, the **Athletic Matrix**, which uses dynamic multi-directional movements to activate multiple muscle groups at the same time. These innovative sports-performance moves work your muscles at angles and velocities you can't simulate with static exercises. That's why training inside the Athletic Matrix can get you the same results in 30 days that it can take years to achieve in the gym!

What makes INSANITY: THE ASYLUM unique?

Elite athletes use proven sports training drills to sharpen their game-day skills and get into astonishing shape. Now with INSANITY: THE ASYLUM you can too. With its included Agility Ladder and Speed Rope, you'll train with more focus, concentration, and skill—just like an elite pro athlete. After 30 days, you'll get faster, stronger, and more agile than you ever imagined—enabling you to perform any sport or activity with eye-popping speed and skill.

LOOK AND FEEL LIKE A PRO ATHLETE IN 30 DAYS.

What is INSANITY: THE ASYLUM®?

INSANITY: THE ASYLUM® is the first in-home sports-specific training program based on drills used by pro athletes. During this intense 30-day program, you'll practice moving like a football running back, serve aces like a tennis pro, score points like an all-star guard, and more. Your instructor, Shaun T, creator of successful programs like INSANITY® and Hip Hop Abs®, will help you spike your speed, coordination, agility, strength, and power to an elite athlete level.



Product Training Guide



Shaun T is your fitness expert.

Former collegiate track-and-field star Shaun T collaborated with Beachbody® to create INSANITY®, one of the most intense workouts ever put on DVD. Now he's helped create INSANITY: THE ASYLUM, the first in-home sports-specific training program based on drills used by pro athletes. Commit to working out with Shaun T and you can achieve elite athlete status just like him—in just 30 days.

Network Exclusive! Pure Contact DVD

Crush your competition from the ground up! Shaun T improves your running, jumping, and agility skills by perfecting your form and control when you contact the ground. This 20-minute pro athlete workout helps you prevent injury, and makes your moves quicker, sharper, and more explosive than ever. Experience Pure Contact now.

— RETAILING TIPS —

Who to target:	Why INSANITY: THE ASYLUM?
People who want to get lean and fit and want to take their results to the next level	THE ASYLUM uses the Athletic Matrix—Shaun T's breakthrough pro athlete training model—to get you leaner, faster, and stronger than ever.
Graduates of INSANITY, P90X®, and other advanced fitness programs	If you loved the intense cardio, strength training, and plyometrics of these programs, and you're looking for something new, THE ASYLUM is the answer.
Athletes and former athletes who want to improve or recapture their performance, no matter their sport or game	Get back your competitive spirit with the first in-home sports-specific training program based on drills used by pro athletes. Commit to it and you'll improve your strength, game skills, and abilities.
People who are tired of traditional cardio and aren't seeing results anymore	THE ASYLUM incorporates the same drills used by pro athletes that will enable you to play at an elite level. So you can Dig Deeper® than ever, while improving your game-day skills.
Cardio lovers like runners, spinners, or cyclists	THE ASYLUM offers intense cardio conditioning, the proven results of the Athletic Matrix, and the challenge of progressively tougher drills.
People who want to achieve a rapid, dramatic improvement in their fitness	THE ASYLUM is a 30-days program that will help you determine your current level of fitness and then gain measurable improvements.
Who INSANITY: THE ASYLUM is NOT for	Beginners, pregnant women, people who aren't willing to work hard, or people who don't consistently do high-impact exercise.

Included Equipment

THE INSANITY: THE ASYLUM base kit comes with our Speed Jump Rope and Agility Ladder.



Cross-selling suggestions

Your customers can get faster and more dramatic results from THE ASYLUM by working out with these products.

Supplements:

- Shakeology® helps provide your customers with superfood nutrition to help them get their best results from INSANITY: THE ASYLUM.*
- Beachbody Performance™ includes products to help support endurance, stamina, focus, and recovery.*
- ActiVit® Multivitamins to help support energy metabolism, a healthy immune system and overall health and wellness.*



Product Training Guide



BASE KIT: WHAT'S THE BENEFIT?:

Workouts	
6 featured workouts plus 2 bonus workouts on 6 DVDs. (Approximately 45 minutes a day)	<ul style="list-style-type: none"> • These workouts will help you look and feel like an elite athlete in just 30 days.
Resources	
Agility Ladder	<ul style="list-style-type: none"> • Sharpen your focus and form with this portable ladder and you'll get faster and more agile.
Speed Rope	<ul style="list-style-type: none"> • Improve your foot speed and endurance with this ultimate training secret.
Asylum Workout Calendar	<ul style="list-style-type: none"> • Follow the pure Asylum calendar, and it will help you cross-train like a pro athlete. Not only that, it will show you how to mix THE ASYLUM workouts with workouts from other programs like INSANITY and P90X, empowering you to create additional 30-day workout schedules.
Guide Playbook	<ul style="list-style-type: none"> • Map out your 30-day transformation with this smart step-by-step guide.
Get Shredded Nutrition Plan	<ul style="list-style-type: none"> • Follow meals and tips used by Shaun T and you'll be ready for game-day—every day.
Bonus Athletic Performance Assessment	<ul style="list-style-type: none"> • Discover the improvements you've made in your fitness and skills with this performance measurement tool. (25 minutes)
Bonus Overtime Workout	<ul style="list-style-type: none"> • Add this 15-minute monster to any Asylum workout to see if you've still got game.

DELUXE KIT: Includes a Chin-Up Bar with Chin-Up Max and 3 Resistance Bands (red, green, and yellow)

© 2016 Beachbody, LLC. All rights reserved. Distributed by Beachbody, LLC, Santa Monica, CA 90404. Beachbody, LLC, is the owner of INSANITY: THE ASYLUM, INSANITY, Beachbody, P90X, TurboFire, and all related designs, trademarks, and other intellectual property.