

Product Training Guide

EXTREME NUTRITION SUPPORT FOR MEN AND WOMEN

E & E
ENERGY AND ENDURANCE™



What is E&E Energy and Endurance™?

Beachbody E&E Energy and Endurance is a powerful preworkout supplement scientifically formulated **to improve your energy, endurance, strength, and focus, helping you maximize every minute of your Beachbody® workout.*** Whether early in the morning or in the evening after work, E&E Energy and Endurance will help you be ready to Push Play and realize your best results more quickly.*

Why drink a preworkout formula?

Fatigue or lack of energy during exercise is a common complaint among athletes. To make the most of your workout, you want to be energized and focused so you can successfully tackle your planned fitness program.

A preworkout formula can help you:

- Power up with energy and sharpen your focus to succeed at your workout.*
- Fuel your body to tackle the most challenging workout programs.*

What are the benefits of E&E Energy and Endurance?

E&E Energy and Endurance can help you:

- Burn more calories and fat to get ripped faster.*
- Maximize muscle performance to build muscle faster.*

User Testimonials

"It's hard getting to the gym early in the morning, but if I have E&E Energy and Endurance, I'm able to get up, get going, and do a full workout without stress."

—Jon C.

"E&E helped me plow through a P90X® Kenpo X workout with no trouble at all. And it felt good, even to the end. E&E definitely helps me meet my fitness goals."

—John J.

"I noticed an immediate improvement. E&E helped me stay more focused through my entire workout. And when I got to the end, I didn't feel exhausted."

—Erin K.



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

Product Training Guide

What are the key ingredients in E&E Energy and Endurance?

NUTRIENT GROUP	INGREDIENTS	BENEFIT
Advanced nitric oxide boosters	L-Arginine, L-Arginine AKG, L-Arginine HCl	Enhance blood flow, helping speed more nutrients and oxygen to your muscles for better performance.*
Natural energizers	Guarana Extract, Yerba Mate Extract, Green Tea Extract	Help increase energy production and focus to maximize your workout.*
Amino acids	Beta-Alanine, L-Glutamine, L-Tyrosine, L-Arginine, L-Arginine AKG, L-Arginine HCl	Help promote muscular energy and overall workout performance.*
Electrolytes	Magnesium, Potassium, Himalayan Salt, Calcium	Help fight dehydration to support optimal muscle function.*
Essential B vitamins	Niacin, B6, B12, Folic Acid	Promote strong metabolism to provide energy so you can burn fat.*
Natural sweetener	Stevia	A natural zero-calorie sweetener.

Energy and Endurance includes other preworkout ingredients to help maximize your workout:

- Beta alanine: Amino acid that may enhance muscular endurance.*
- L-Glutamine: Amino acid that is known to aid recovery from hard training.*
- Quercetin: Bioflavonoid that may promote mental clarity and focus during a workout.*
- Bromelain and Papaya Extract: Ingredients known to help increase absorption of nutrients.*
- Phosphatidylserine: May help promote mental clarity and focus.*
- Rhodiola Extract: Root extract known to help support energy and endurance.*
- D-Ribose: Known to help provide energy to the body.*

What's the difference between E&E Energy and Endurance and other preworkout formulas?

E&E Energy and Endurance contains:

- No artificial flavors, sweeteners, or preservatives
- No high-risk or untested ingredients

Cross-selling suggestions

E&E Energy and Endurance is specially formulated by the Beachbody Nutrition Science team to work with your Beachbody fitness program, including:



E&E Energy and Endurance works well with Results and Recovery Formula® postworkout, which helps provide vital nutrients that help you bounce back after your workout.*

Results and Recovery Formula provides:

- A dextrose-based formula for optimum glycogen replenishment*
- A high Protein Efficiency Ratio (PER) blend to supply critical building blocks for rapid muscle resynthesis*
- Vitamins, including antioxidants, to help reduce muscle soreness and assist in repair and growth*



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

Product Training Guide

COMPETITIVE COMPARISON					
	Beachbody E&E Energy and Endurance™	USPlabs Jack3d®	BPI 1.M.R®	BSN® No-Xplode	Gatorade Prime®
Nitric oxide boosters	x	x	x	x	
Natural energizers	x		x		
Amino acids	x	x	x	x	x
Electrolytes	x			x	x
Essential B vitamins	x		x	x	x
No artificial flavors, sweeteners, or preservatives	x				
No high-risk ingredients	x				x
Stevia	x				

RETAILING TIPS	
Who to Target:	Why E&E and Energy Endurance?
People who want more energy to maximize their workouts.	Combat workout fatigue with a quick, convenient dose of natural energizers, nitric oxide boosters, and B vitamins*.
People who are trying to burn fat and get ripped faster.	Take as a preworkout drink so you can work out harder and boost your metabolism to burn fat faster*.
People who are trying to gain muscle.	Improve your energy, endurance, strength, and focus to help you maximize every minute of your workout and build muscle faster*.

Product information

Cost for a 30-day supply (does not include shipping and handling):

- Regular price: \$29.95
- Club price: \$26.96
- Coach price: \$22.46
- PV/CV: 15

Usage directions

Drink 15 to 30 minutes before your workout.

For intense workouts: Mix 2 scoops with 4 to 8 ounces cold water.

For moderate workouts: Mix 1 scoop with 2 to 4 ounces cold water.

- For programs like P90X®, P90X2®, INSANITY®, and INSANITY: THE ASYLUM®, use the full serving as recommended.
- For workouts like TurboFire®, Turbo Jam®, ChaLEAN Extreme®, Hip Hop Abs®, and RevAbs®, use a half-serving to start. Increase amount as tolerated.

USE ON TRAINING DAYS ONLY.

NOTE: If sensitive to caffeine or other stimulants, start with 1 scoop. Do not exceed 4 scoops at any given time. To avoid sleeplessness, do not take within 4 hours of bedtime. Consult with a healthcare professional if pregnant, breast feeding, or if you have any medical conditions. Keep out of reach of children.

Storage instructions

Keep tightly closed in a cool, dry place.

Product Training Guide

SUPPLEMENT FACTS					
Serving Size: 11 g Servings per Container: 25					
	Amount Per Serving	% Daily Value**		Amount Per Serving	% Daily Value**
Calories	20		Vitamin B12 (as Methylcobalamin)	200 mcg	3333%
Calories from Fat	0		Calcium (as Citrate and Lactate)	150 mg	15%
Total Fat	0 g	0%	Magnesium (as Oxide and Citrate)	125 mg	31%
Saturated Fat	0 g	0%	Sodium (as Himalayan Salt)	125 mg	8%
Trans Fat	0 g		Potassium (as Phosphate and Citrate)	60 mg	2%
Cholesterol	0 mg	0%	Proprietary Amino Blend	1,800 mg	**
Total Carbohydrate	5 g	2%	Arginine (as L-Arginine, L-Arginine AKG, L-Arginine HCl),		
Dietary Fiber	0 g		Beta-Alanine, L-Glutamine, L-Tyrosine.		
Sugar	4 g		Proprietary Energy Activating Blend	455 mg	**
Protein	0 g	0%	Caffeine (as Caffeine Anhydrous, Guarana Extract, Yerba Mate		
Vitamin C (as Ascorbic Acid)	100 mg	167%	Extract, Green Tea Extract), L-Citrulline Malate, Papaya Extract,		
Niacin (as Niacinamide)	40 mg	200%	Bromelain, Rhodiola Extract, D-Ribose, Quercetin,		
Vitamin B6 (as Pyridoxine Hydrochloride)	10 mg	500%	Phosphatidylserine.		
Folic Acid	200 mcg	50%	Percent Daily Values are based on a 2,000-calorie diet.		
			** % Daily Value (DV) not established.		

OTHER INGREDIENTS: Dextrose, Natural Flavors, Citric Acid, Malic Acid, Stevia Extract, and Silicon Dioxide.

ALLERGEN INFORMATION: Made in a facility that processes milk, eggs, fish, crustacean shellfish, tree nuts, wheat, peanuts, and soy.

All trademarks are the property of their respective owners.

© 2012 Beachbody, LLC. All rights reserved. Distributed by Beachbody, LLC, Santa Monica, CA 90404. Beachbody, LLC, is the owner of the E&E Energy and Endurance, P90X2, P90X, INSANITY, INSANITY: THE ASYLUM, TurboFire, RevAbs, ChaLEAN Extreme, Hip Hop Abs, Results and Recovery Formula, Beachbody, and Team Beachbody trademarks, and all related designs, trademarks, copyrights, and other intellectual property.