

# MAXIM

WHAT GUYS WANT

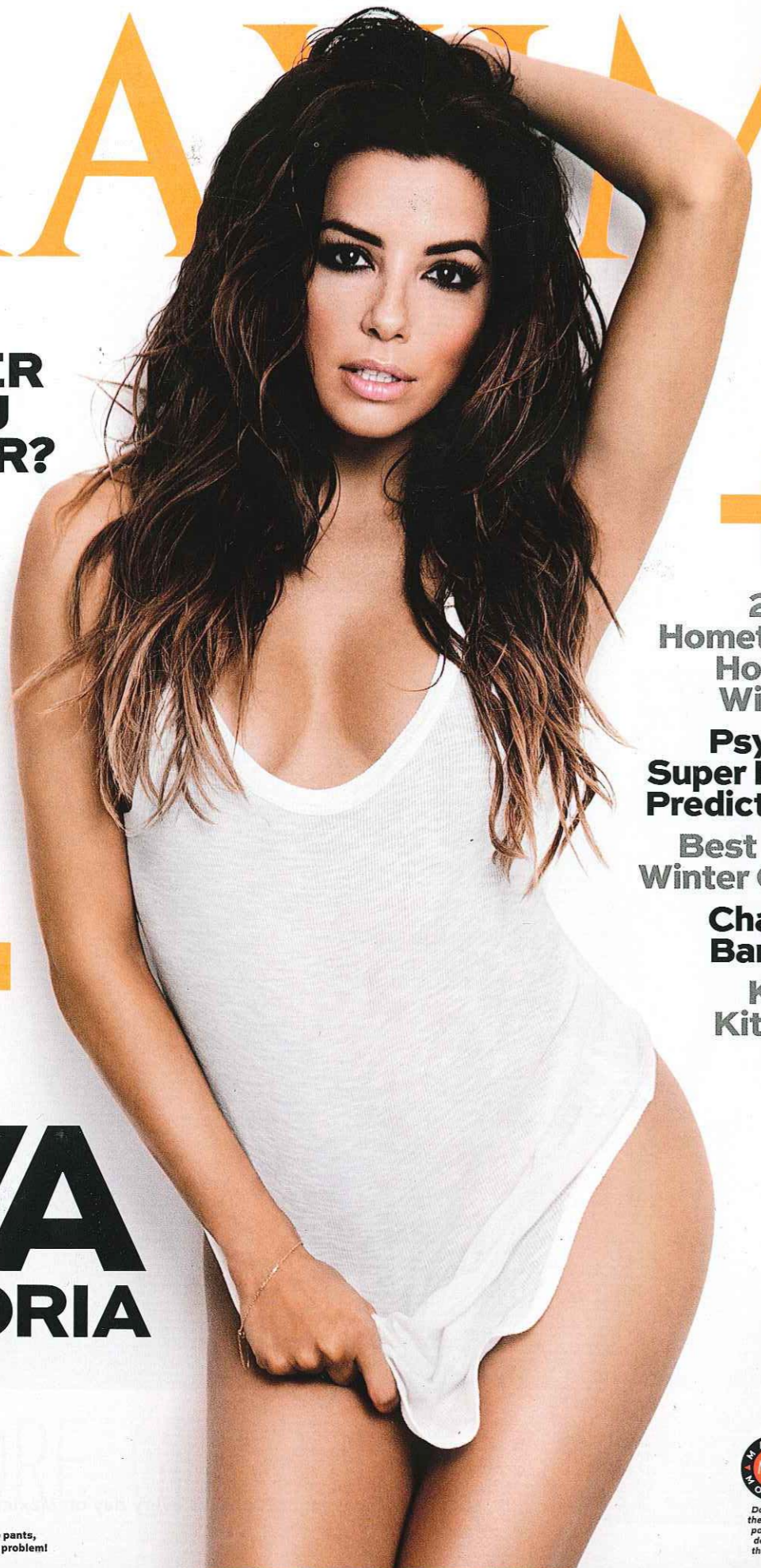
**DOES BEER MAKE YOU STRONGER?**

Take the Maxim Fitness Challenge

**IT'S SEX O'CLOCK**  
Hands Off the Snooze Button!

**WOMAN OF THE YEAR**

**EVA LONGORIA**



**2014 Hometown Hotties Winner**  
**Psychic Super Bowl Predictions**  
**Best New Winter Gear**  
**Charles Barkley**  
**Killer Kittens**



Download the app and point your device at the cover!

JAN/FEB 2014 MAXIM.COM

\$5.99US



No pants, no problem!

Seven men.  
Two months.  
Seven workout regimens.  
Who would come out alive?

by DAVID SWANSON  
photographs by JOHN LOOMIS

# THE SLOB'S GUIDE TO FITNESS



University of Pennsylvania research shows that working out with a loved one boosts weight loss.

DAN BOVA | Chief Content Officer

**FOCUS T25**  
\$120, beachbody.com

**WHAT IT IS:** You know Insanity? Those DVD commercials with Shaun T promising you sweat, pain, results, and some more pain? This is a quickie version. Who doesn't love a quickie?

**FREQUENCY:** 25 minutes five days a week, with the option for double sessions on Fridays (an option I never elected).

**CONVENIENCE:** It's fast and can be done in your living room, so it's convenient for loved ones to mock you from the couch.

**INTENSITY:** Fierce! Cardio! Strength! Flexibility! Prepare

for a full-scale Shaun-tervention on your flab!

**X-FACTOR:** The program recommended drinking Shakeology meal-replacement supplements, but I did that one time only because, frankly, it made me shit my brains out.

**RESULTS:** Very good! My clothes fit better, and I had more energy for snacking.

**BUT CAN YOU DO IT DRUNK?** Definitely! Having a little bit of whiskey swirling around in your brain makes for some interesting head rushes while doing burpees.\*

One 8.75 oz. bag of Cheetos Mix-Ups contains 1,329 calories.

Poor technique is a top cause of running injuries. To avoid tendinitis and shin splints, go for minimalist kicks, like the Minimus 20V3 Cross-Trainers. \$100, newbalance.com

**300-400**

Calories burned in one Focus T25 session. (So it'll take four workouts to burn off those Cheetos.)

\* Dan is an idiot. Do not drink and exercise. You will get hurt and barf on your rock-hard abs.