

What is Country Heat™?

Country Heat is a high-energy, low-impact dance workout that's so simple and so fun, you'll love it from the very first step. Each 30-minute routine is packed with easy-to-follow dance moves set to the hottest country music around. All you have to do is follow along and before you know it, you're scorching calories, burning fat, and melting away the pounds as you reshape your entire body—all in just 30 days.

What makes Country Heat effective?

Because it's the workout you'll actually stick with! Country Heat makes it fun and easy to get fit.

- 5 high-energy dance workouts and 1 Dance Conditioning workout give you all the calorie-burning benefits of a great cardio workout while using every muscle in your body to fire up your metabolism.
- No complicated moves, no weights or equipment—just follow along for 30 minutes.
- Dancing to country music is such a blast, it barely feels like a workout!
- Autumn's foolproof portion-control container system and Eating Plan let you lose weight by eating what you want in just the right amounts.

What makes Country Heat unique?

Country Heat features the hottest country music—once you hear it, you have to start moving! There's no choreography to remember, just follow along for a cardio workout that will keep you burning calories for 30 minutes. And when you add Autumn's strength-building Dance Conditioning workout and portion-control nutrition plan, you'll see why even people who think they don't like exercise will love dancing to Country Heat.

Autumn Calabrese is your personal trainer.

Autumn Calabrese is a celebrity fitness trainer, professionally trained dancer, nationally ranked bikini competitor, and working mom. Her breakthrough hit workout 21 Day Fix® and follow-up 21 Day Fix EXTREME® have been Beachbody's topselling programs for the past two years, and her FIXATE® cookbook has sold more than 350,000 copies. She is also co-creator of the recently launched The Master's Hammer and Chisel™ workout program.

She has held certifications from the National Academy of Sports Medicine (NASM) and the American Fitness Professionals & Associates (AFPA).



Team Beachbody® Exclusive Workout: Country Heat Dance Mash-Up (a \$19.95 USD value)

Get ready to kick up your heels and let loose for a calorie-scorching good time! This 20-minute workout includes an exciting mash-up of moves that'll rev up your heart rate and work your body from top to bottom.

— RETAILING TIPS —	
Who to target	Why Country Heat?
Fitness beginners and 21 Day Fix graduates	Country Heat is designed so people of all ages, sizes, and fitness levels can jump right in and begin. You don't need to know how to dance; you just need to follow along and move your body to get results. It's a great follow-up program for 21 Day Fix customers who want to continue to lose weight with a low-impact cardio program.
Those who have tried and failed at complicated diet/exercise programs	Looking for an easy-to-follow fitness program? Country Heat has no complicated moves, no weights, and no equipment. Just follow along, two simple steps at a time, while you move to the hottest country hits. And the easy portion-control nutrition system helps you eat the right amount of food so you reach your goals faster.
People who want to lose weight	This cardio-centric fitness program, combined with a simple portion-control nutrition plan, effectively burns major calories so you lose weight in just 30 days. And you can repeat the program as many times as you want until you reach your goal!
Zumba fans	If you want to dance and follow along to high-energy music without the complicated choreography or memorization, then Country Heat is the perfect fitness program for you.
Country music fans	Listen to all your favorite country hits, previously recorded by the biggest stars in country music, as you dance off the pounds and have a blast!
People who don't like to work out	Even people who think they hate exercise love Country Heat. Just follow Autumn's moves and get into the music. You'll be so focused on having fun you'll barely notice you're getting a great workout. And you'll see results.
People who like to dance but are intimidated by choreography	If you like to dance, you'll love Country Heat! Its super-simple moves set to the hottest country music make working out a blast while giving you a solid total-body, low-impact cardio workout.

Cross-selling suggestions

Help your customers get better results with Country Heat by recommending these additional products:

Country Heat Deluxe Kit

They'll get a fourth DVD with 2 Deluxe workouts, 2 move breakdowns, and 1 bonus line dance, plus an additional set of portion-control containers, a large blue container, and a 30-day Deluxe Calendar.

Tools

- An extra set of 7 portion-control containers for added convenience
- Autumn's FIXATE cookbook with 101 delicious, container-approved recipes
- The Core Comfort Mat to use during the Dance Conditioning workout







Supplements

- Shakeology helps provide your customers with the nutrition they need to get their best results from Country Heat.*
- 3-Day Refresh® to kick-start healthier eating habits and weight loss.*
- ActiVit® Multivitamins to help support physical energy, immune health, a healthy metabolism, muscle recovery, and more.*

^{*}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.



What's in the Country Heat Base Kit?



BASE KIT	WHAT'S THE BENEFIT?	
Portion-control containers + workouts		
6 blazing-hot workouts on 3 DVDs	These high-energy, low-impact workouts are designed to scorch calories and incinerate fat in 30 minutes max.	
7 color-coded, portion-control containers	Efficient and easy-to-use, these color-coded containers help you portion out your favorite foods so you can reach your weight-loss goals.	
Resources		
Country Heat Eating Plan	This easy-to-follow Eating Plan lets you eat what you want in just the right portions. No calorie counting. No pre-packaged foods. And we included new Country Heat Healthy Comfort Food recipes. You'll eat healthy foods while you stay on track with your weight-loss goals.	
Quickstart Guide	Want to get up to speed fast? This simple 3-step guide preps you for your fitness journey by helping you jump into your first routine and get started with the Eating Plan.	
30-Day Calendar	The Country Heat 30-Day Calendar keeps you dancing, sweating, and melting off the pounds six days a week. All the workouts are in just the right order to help you stay motivated and get great results.	

Product information

Base Kit:

Retail price: \$59.85 Club price: \$53.87 Coach price: \$44.89 Volume Points: 45 SKU: MDCHDVD2109NF

Deluxe Kit (includes Base Kit):

Retail price: \$119.70 Club price: \$107.73 Coach price: \$89.78 Volume Points: 90 SKU: MDCHDVD2109NF

All prices in USD. International pricing may vary.

Beachbody® On Demand

When you purchase Country Heat and become a Beachbody On Demand member, you'll get unlimited access to stream Country Heat and hundreds of proven Beachbody workouts, as well as exclusive new content from Autumn Calabrese and other Super Trainers via any desktop, laptop, tablet, TV, or mobile device. Just look for "Purchased Programs" in Beachbody On Demand to stream Country Heat.











Also available for iPhone and iPad



Product Training Guide

Challenge Packs

Before you dance off the pounds with Country Heat, you'll want to fire up your nutrition to help you get the best results from every workout. In addition, you'll want the support you need to achieve your health and fitness goals. That's where the Country Heat Challenge Pack comes in. Start your fitness journey with these all-in-one packages:

Country Heat and Shakeology Challenge Pack



- Country Heat Base Kit
- Your first 30-day supply of Shakeology*
- FREE 30-day premium trial membership in the Team Beachbody Club, so you can stream your workouts with Beachbody On Demand.

Challenge Pack price: \$160

Country Heat Kickstart and Shakeology Challenge Pack



- Country Heat Base Kit
- 3-Day Refresh Kit
- Your first 30-day supply of Shakeology*
- FREE 30-day premium trial membership in the Team Beachbody Club, so you can stream your workouts with Beachbody On Demand.[†]

Kickstart Challenge Pack price: \$205

*With Shakeology on Home Direct, your customer will receive this item every 30 days, shipped directly to their door and billed to the credit card your customer uses today in the amount of \$129.95 a month, plus a Super Discount s&h fee of only \$2.00 per item. Your customer may cancel at any time to avoid future charges by calling Customer Service at 1 (800) 427-3809.

†After their first 30 days, your customer will be automatically billed to continue the Team Beachbody Premium Club membership at a cost of \$2.99 a week, billed \$38.87 per quarter in advance to the credit card your customer uses. Your customer can cancel at any time to avoid future charges by calling Customer Service at 1 (800) 427-3809.



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