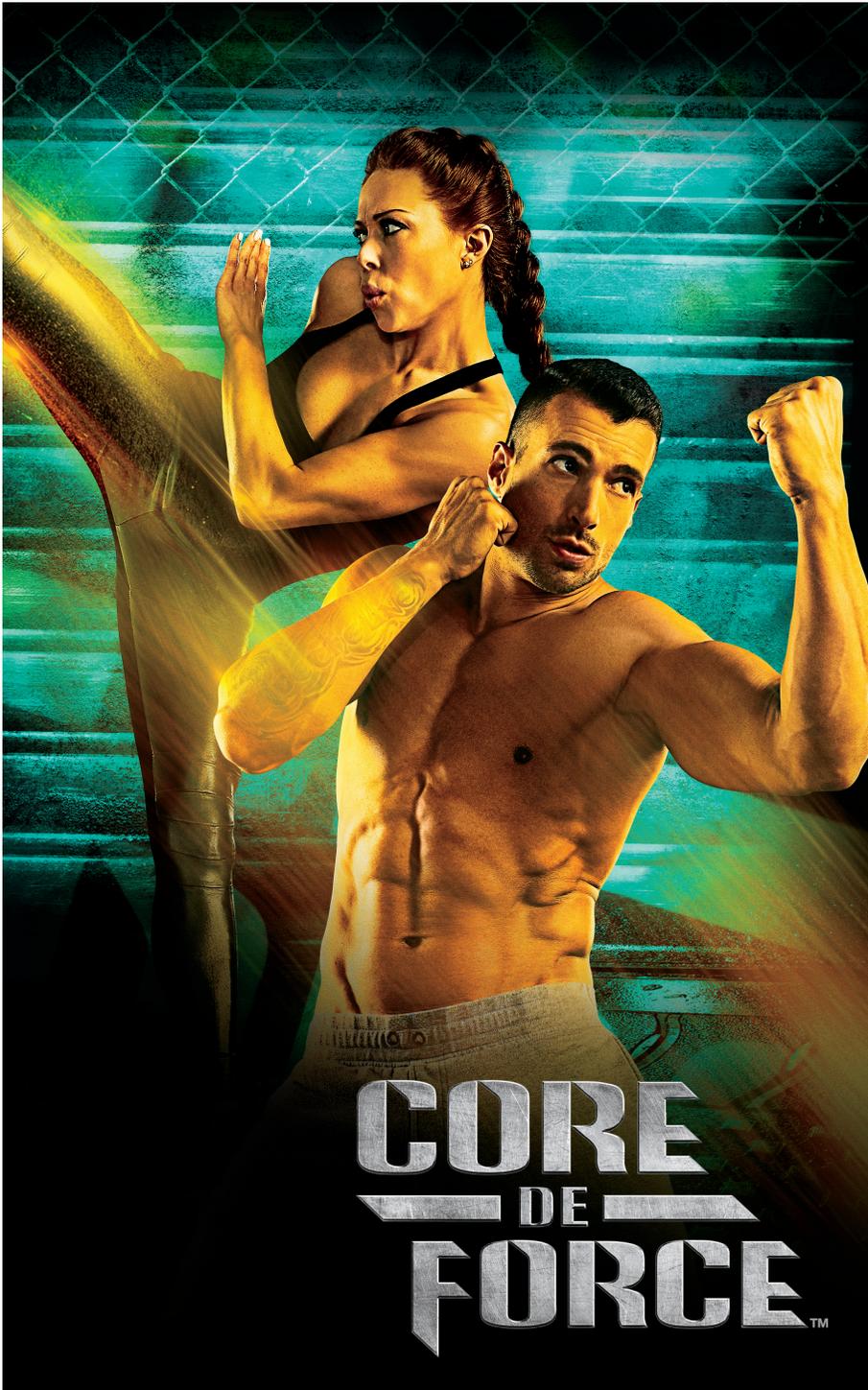


Product Training Guide

**What is CORE DE FORCE™?**

CORE DE FORCE is your 30-day countdown to a knockout body. Created by Joel Freeman and Jericho McMatthews, it's the ultimate mixed martial arts-inspired workout designed to knock out the belly fat, help slash inches off your waist, and carve total-body definition—no equipment required.

What makes CORE DE FORCE so effective?

CORE DE FORCE isn't your run-of-the-mill Kickboxing workout. Each move, whether it's a jab, a kick, or an uppercut, works your core from every angle. Joel and Jericho call this **360-Degree Core Training**—and it's more effective than traditional abdominal training to help you tighten up your entire midsection and carve a more defined waist.

What makes CORE DE FORCE unique?

CORE DE FORCE is packed with the best of MMA-inspired training. In 3-minute "rounds" you'll get Boxing, Kickboxing, and Muay Thai knee-elbow combinations, bodyweight training, and cardio spikes—all designed to help you lose the belly and shred body fat. Just hit it hard for 3 minutes at a time and before you know it, you'll be done!

Can I stream my CORE DE FORCE workouts?

Yes! If you purchase CORE DE FORCE and become a Beachbody® On Demand member, you'll get unlimited access to stream CORE DE FORCE and hundreds of proven Beachbody workouts via any TV, desktop, tablet, or mobile device. Just look for "Purchased Programs" on the Beachbody On Demand homepage to stream your CORE DE FORCE workouts.

Is there a Team Beachbody® Exclusive?

Yes! Your customers will receive MMA Mashup (a \$19.95 value) when they order CORE DE FORCE through you.

From Boxing and Muay Thai combos to resistance and plyo burners, this challenging workout will leave you drenched—and wanting more!

Where can my customers get more CORE DE FORCE information?

In addition to the FAQ and Talking Points within the Coach Office, there is also a CORE DE FORCE Training Room packed with videos, blog articles, and more. Just send them to [CDFTrainingRoom.com].

Product Training Guide

Joel Freeman and Jericho McMatthews are in your corner!

CORE DE FORCE is the first program from Super Trainers Joel and Jericho. From strength training to cardio, they've helped thousands get fit with all kinds of workouts. And they'll be the first to tell you...if you want to transform your entire body and shred the belly fat, nothing beats CORE DE FORCE's mixed martial arts-inspired training.

— RETAILING TIPS —

Who to target:	Why CORE DE FORCE?
Intermediate to advanced exercisers	Those with a base level of fitness will enjoy the challenge these high-intensity workouts offer. Not only will they help blast away the fat and carve total-body definition, but they'll also help improve your cardiovascular endurance, speed, and strength.
Beginners looking to kick their fitness up a notch	Each MMA-inspired workout includes an optional move-by-move breakdown to help you get familiar with the punches, kicks, and combinations. Also, every workout includes a modifier who demonstrates the moves at a lower intensity. Additionally, you can also follow the "Modifier Track" exclusively on Beachbody On Demand. That way you can follow the modifier the entire time in split-screen view while you build strength and get up to speed!
People who want to lose belly fat and zone in on their midsections	Unlike run-of-the-mill abdominal training, CORE DE FORCE moves are "rotational." That means you'll work your core from 360 degrees every time you hit play. The result? You can get a visibly tighter, firmer midsection and a more defined waistline in 30 days.
Graduates or fans of intense cardio and strength-training workouts like INSANITY MAX:30™, TurboFire®, and P90X®	In addition to the MMA-style combinations, CORE DE FORCE packs cardio and zero-equipment bodyweight training into workouts 30-45 minutes long. So not only can this help you carve a tighter core, but you can spike your heart rate to help burn calories and shred fat for a complete total-body transformation.
People looking for an MMA-inspired workout	Joel and Jericho designed these workouts to include the best of MMA with Boxing, Kickboxing, and Muay Thai-inspired moves for an effective body-shredding workout that will leave you feeling strong and empowered!
People who want to see results fast	The CORE DE FORCE workouts and the Eating Plan included with the program are designed to help you get results quickly. The Eating Plan even includes a simple strategy that helps your metabolism fight off plateaus so you can get your best possible 30-day transformation. The Eating Plan also includes the option to incorporate Beachbody's Portion Fix® container system into your nutrition. It is designed to work seamlessly with the containers, but you do not need them to get great results with CORE DE FORCE.

Cross-selling suggestions

Help your customers get better results with CORE DE FORCE by recommending these additional products:

Accessories:

- 7 portion-control containers and a Shakeology® Shaker Cup.
- An agility ladder—essential for the CORE DE FORCE Deluxe Kit.



Supplements:

Shakeology

- Enjoying this superfood supplement shake with CORE DE FORCE is a winning routine that can help your customers lose weight and maintain healthy energy.* Available in seven delicious flavors.



3-Day Refresh®

- Kick-start your CORE DE FORCE results with 3 days of specially formulated shakes and easy-to-prepare clean meals.*

Beachbody Performance™

- Adding Beachbody Performance Energize and Recover supplements can help you push through the toughest CORE DE FORCE workouts and boost your recovery for an even better 30-day transformation.*

ActiVit® Multivitamins

- Your customers can incorporate this multivitamin into their routine 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.

Product Training Guide

What's in the CORE DE FORCE Base Kit?



BASE KIT:	WHAT'S THE BENEFIT?
Workouts	
8 total-body workouts	<ul style="list-style-type: none"> Each workout is broken into 3-minute “rounds” that alternate Boxing, Kickboxing, and Muay Thai combinations, cardio spikes, and bodyweight training designed to slash inches off your waist, blast away the fat, and carve total-body definition.
Bonus workout 5 Min. Core on the Floor	<ul style="list-style-type: none"> The ultimate core finisher—5 challenging plank movements to help burn the belly and define, flatten, and tone the tummy.
Bonus workout Core Kinetics	<ul style="list-style-type: none"> Strengthen your powerhouse with fat-blasting moves that help carve flat abs and tight obliques.
Fitness Tools	
Eating Plan	<ul style="list-style-type: none"> This Eating Plan keeps things simple with grocery lists and recipes so figuring out what to eat is never a battle. There’s even a nutrition strategy that lets you eat more—to fire up your metabolism—for your best possible 30-day transformation.
Quick-Start Guide	<ul style="list-style-type: none"> The simple 3-step guide for starting CORE DE FORCE strong.
30-Day Calendar	<ul style="list-style-type: none"> Count down to incredible results with this wall calendar that includes your daily workout schedule.

Product info

Base Kit:

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

Deluxe Kit (includes the Base Kit):

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



CHALLENGE PACKS

Challenge Packs are the all-in-one solution that can help your customers achieve the best possible 30-day transformation. We recommend the following for the CORE DE FORCE program.

CORE DE FORCE and Shakeology Challenge Pack (\$160)

- CORE DE FORCE BASE KIT—DVD
- Your first 30-day supply of Shakeology*
- 7-Piece Portion-Control Container Set
- Shakeology Shaker Cup
- 30-day membership to the Team Beachbody Club, featuring Beachbody On Demand.†

Digital CORE DE FORCE and Shakeology Challenge Pack (\$160)

- CORE DE FORCE Base Kit—Digital Unlock
- Your first 30-day supply of Shakeology*
- 7-Piece Portion-Control Container Set
- Portion Fix® Recipe Book and Large Blue Container
- Shakeology Shaker Cup
- 90-day premium membership to the Team Beachbody Club, featuring Beachbody On Demand.†

CORE DE FORCE Kickstart and Shakeology Challenge Pack (\$205)

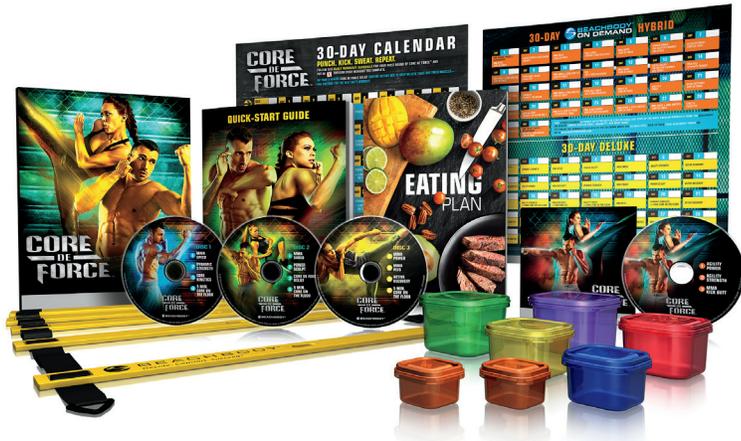
- CORE DE FORCE Base Kit—DVD
- 3-Day Refresh
- Your first 30-day supply of Shakeology**
- 7-Piece Portion-Control Container Set
- Shakeology Shaker Cup
- 30-day membership to the Team Beachbody Club, featuring Beachbody On Demand.†

CORE DE FORCE Performance Pack (\$160)

- CORE DE FORCE BASE KIT
- Your first 30-day supply of Beachbody Performance Energize and Beachbody Performance Recover**
- 7-Piece Portion-Control Container Set
- Beachbody Performance Shaker Cup
- 30-day membership to the Team Beachbody Club, featuring Beachbody On Demand.†

All prices in USD. International pricing may vary.

Product Training Guide



DELUXE KIT:

On top of everything in the Base Kit, the Deluxe Kit includes 3 additional workouts and extra fitness and nutrition tools to help you build killer glutes, thighs, and calves.

DELUXE KIT:	WHAT'S THE BENEFIT?
Workouts	
Agility Strength	<ul style="list-style-type: none"> Combine fast footwork drills with bodyweight resistance to help improve coordination and blast major calories. (9 rounds – 37 mins)
Agility Power	<ul style="list-style-type: none"> Grab your agility ladder and rip through multifunctional training that ignites every muscle and helps shred fat for serious definition. (6 rounds – 27 mins)
MMA Kick Butt	<ul style="list-style-type: none"> Carve lean legs and sculpted glutes with a nonstop mix of powerful kicks and calorie-scorching conditioning spikes. (9 rounds – 37 mins)
ADDITIONAL FITNESS AND NUTRITION TOOLS:	
A Set of Portion-Control Containers	<ul style="list-style-type: none"> These color-coded portion-control containers are designed to work with your CORE DE FORCE Eating Plan to make meal prep even simpler.
Agility Ladder	<ul style="list-style-type: none"> An essential piece of equipment for CORE DE FORCE training! Fine-tune your coordination, develop speed and precision, and burn tons of calories when you combine this agility ladder with your 3 deluxe workouts.
30-Day Deluxe Calendar	<ul style="list-style-type: none"> Ready for Round 2? This schedule incorporates your three deluxe CORE DE FORCE workouts into 30 more days of body-shredding sweat.
Beachbody On Demand Hybrid Calendar	<ul style="list-style-type: none"> This hybrid calendar combines the best of CORE DE FORCE with some of the most popular workouts from proven programs in the Beachbody On Demand library—like P90X, INSANITY®, FOCUS T25®, and more—to add variety to your routine and take your results to the next level!

Beachbody On Demand

When you purchase CORE DE FORCE and become a Beachbody On Demand member, you'll get unlimited access to stream CORE DE FORCE and hundreds of proven Beachbody workouts. Just look for "Purchased Programs" on the Beachbody On Demand homepage to stream CORE DE FORCE.

Plus, your Beachbody On Demand membership will give you exclusive access to **additional CORE DE FORCE workouts, the Modifier Track, and additional content from Joel and Jericho** via any desktop, laptop, tablet, TV, or mobile device.

Stream on your TV with:






Beachbody On Demand works with iPhone®, iPad®, iPod touch®, or Apple TV®

*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 per month, plus a Super Discount s&h 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 (or 90 days for Digital Challenge Pack), your customer will be automatically billed to continue the Team Beachbody Premium Club membership, including Beachbody On Demand streaming access, at a cost of \$2.99 a week, billed \$38.87 per quarter in advance to the credit card they use. Your customer can cancel at any time to avoid future charges by calling Customer Service at 1 (800) 427-3809.

**With Beachbody Performance on Home Direct, your customer will receive a new supply of Beachbody Performance every 30 days, shipped directly to their door and billed to the credit card they use today in the amount of \$109.95 a month, plus a Super Discount s&h fee of only \$2.00 per unit. Your customer may cancel at any time to avoid future charges by contacting Customer Service at 1 (800) 427-3809.

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