

## Product Training Guide



### What is it?

**RevAbs™** is an innovative new home workout program that combines cardio and strength training with a unique form of ab work. It's specifically designed to burn off the fat and give you a six-pack in just 90 days.

With RevAbs, you work the abdominal muscles from six different angles for a smaller waist and toned midsection. Added interval-training techniques burn fat at the highest rate possible.

### Why is it effective?

With creator Brett Hoebel's **Abcentrics** method, you do full-body cardio and strength training in addition to ab work, but you "fire" your abs during every movement. That means you're toning and tightening your abs the whole time. You get faster and more balanced results than you could from crunches alone, or from any "ab machine" on the market.

RevAbs includes plenty of strength training and cardio intervals to boost your metabolism and scorch calories. You define your abs and get rid of fat to reveal a great-looking midsection.

### Celebrity Trainer Brett Hoebel

Known to fans as "El Capitan" and "The Dues Collector," Brett Hoebel is a sought-after fitness, strength, and nutrition expert in New York and Los Angeles, with a background in biomedical science and extensive training in martial arts.

Brett has trained celebrities ranging from athletes to actresses and Victoria's Secret models, as well as everyday people looking for weight loss and fitness. He was the co-host of *Fit Family* on the Discovery Health Channel, and has appeared on such shows as *The View* and *Good Morning America*. He also provides fitness advice to magazines, including *Vogue*, *Allure*, *Elle*, *Shape*, and *Self*.



## Your 90-Day Ab Solution

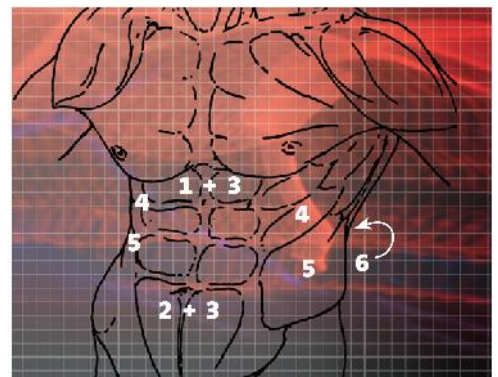
### How does Abcentrics work?

Abcentrics teaches you a simple yet powerful breathing technique that allows you to "fire" your abs during every movement. You're strengthening your abs even while doing total-body exercises, so every workout is an ab workout.

If you want a smaller waist and flat, well-defined abs, you need to develop your entire midsection. That's why RevAbs works your abdominals from six directions:

- |                   |                 |
|-------------------|-----------------|
| 1. Upper flexion  | 4. Side flexion |
| 2. Lower flexion  | 5. Twist        |
| 3. Double flexion | 6. Extension    |

With this 360-degree approach, you can work every angle to achieve balanced core strength and incredible-looking abs.



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### What makes RevAbs unique?

Unlike other ab programs, RevAbs works the abdominal muscles from every angle, which helps create a strong, tight core. And it teaches you to keep your abs activated during strength training and cardio exercises, so you can continue building your six-pack while burning off the fat that keeps it from showing through.

The program is partly based on capoeira, a dance-like Afro-Brazilian martial art that includes aspects of acrobatics and kickboxing. Its fluid full-body movements make it a refreshing change from old-fashioned ab workouts.



### — RETAILING TIPS —

Who to target:	Why RevAbs?
People who want flat or 6-pack abs	Unlike ab gadgets or plain crunches, RevAbs develops your ab muscles from every angle, and melts away the excess fat that keeps them from showing through.
People who are interested in losing weight while toning up	RevAbs is specifically designed to help you burn off fat while developing a lean, hard body.
People who are bored with other workouts and want something new	RevAbs is a challenging yet playful new program that features great music and fluid, dance-like movements.
People who want a short, efficient workout	The interval-training techniques and full-body workouts allow you to raise your metabolism and burn fat faster, so each session takes only 30-45 minutes.
People who need motivation to work out and get fit	Brett Hoebel is an energetic, inspiring instructor who puts a unique spin on his inventive workouts. Participants can start seeing results quickly, which helps keep them motivated to continue.
People who are interested in martial arts or capoeira	RevAbs includes moves based on capoeira, the dance-like Afro-Brazilian martial art that helps increase flexibility, coordination, strength, and balance.
People who want a workout that incorporates strength training	RevAbs includes resistance training to build lean muscle and create a harder, stronger body.
People who want to develop "functional fitness"	RevAbs incorporates a wide variety of movements, and helps develop the strength, stamina, and flexibility that are useful both in sports and in everyday life.

### Equipment needs

These other Beachbody products can help your customers with RevAbs workouts:

- Beachbody® Plyometrics Mat
- B-LINES® Resistance Bands
- Shakeology® - As a meal replacement or a snack, Shakeology will fuel your workouts with natural energy and feed your muscles the nutrition they need for a healthy recovery.

