

Product Training Guide



What is LES MILLS COMBAT?

LES MILLS COMBAT is an explosive mixed martial arts–inspired body transformation program that will help rip, shred, and lean you out for unparalleled results. Blending dynamic martial arts–inspired training with High Intensity Interval Training (HIIT), LES MILLS COMBAT pushes your body far beyond where it’s ever been before. You’ll punch, kick, and strike your way to the biggest adrenaline rush—and your best body ever—in just 60 days!

Beachbody® and Les Mills International have teamed up once again to bring you a high-octane workout program based on the immensely popular BODYCOMBAT® gym classes taught in 80 countries around the world, with expert trainers, chart-topping music—and muscle-shredding results. Now for the first time, LES MILLS COMBAT is available for home use.

The Les Mills International Pro Trainers

Your LES MILLS COMBAT workouts are led by two mixed martial arts (MMA) experts, Dan Cohen and Rachael Newsham. Dan has black belts in kickboxing and Lau Gar Chinese boxing and won the 1996 British Masters kickboxing competition. Rachael is a master trainer with exclusive education from a Wing Chun Kung Fu school, as well as muay thai training in Thailand.

Why is LES MILLS COMBAT so effective?

The secret is Fast Twitch Integration Training—a blend of the most dynamic moves from karate, tae kwon do, boxing, muay thai/kickboxing, capoeira, and jiu-jitsu combined in explosive, escalating patterns. This works your fast-twitch muscle fibers—they’re the ones with the greatest capacity for change—like crazy! You’ll be burning massive amounts of calories during your workouts and continue burning calories even after your workouts, so you’ll amp up strength and maximize lean muscle definition.

What can training with LES MILLS COMBAT do for you?

- Build lean muscle mass, increase endurance, condition—and incinerate fat—all at the same time
- Develop the coordination, agility, and muscle speed of a mixed martial arts warrior
- Maximize calorie burn during and after your workout
- Improve posture, core strength, and stability
- Build self-confidence, strength, and power

LES MILLS COMBAT KIT PRODUCT INFO	DVD
Retail Price	\$59.85
Club Price	\$53.87
Coach Price	\$44.89
Personal Volume Points	45

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What makes LES MILLS COMBAT unique?

This mixed martial arts–inspired body transformation system delivers real results—fast. Moves from 6 different disciplines were carefully selected for the physical response demand they place on the body as they blast your fast-twitch muscle fibers. This type of training is one of the most effective ways to help stimulate rapid body composition changes. But you don't have to be a mixed martial arts expert to have the lean and athletic body of one! LES MILLS COMBAT brings you the benefits of a proven global program that will help get you lean and ripped like no other workout on the market. All you need to do is keep it real . . . and stay with the fight!

— RETAILING TIPS —

Who to target?	Why LES MILLS COMBAT?
Extremely fit – e.g., P90X®, INSANITY®, TurboFire®	LES MILLS COMBAT is Beachbody's first home-based mixed martial arts–inspired workout package that combines the optimal blend of 6 different disciplines, their best and most effective techniques, and hard-hitting cardio and conditioning moves for extreme transformation. In 60 days, you'll not only feel like an elite martial arts expert, you'll look like the ultimate lean fighting machine.
Moderately fit – who are ready to step up their fitness game – e.g., Brazil Butt Lift®, 10-Minute Trainer®	
Beginners – to build lean muscle mass and cardio endurance	

Cross-selling suggestions

Your customers working out with LES MILLS COMBAT can ramp up their results with these Beachbody products:

Nutritionals:

- Shakeology® – Feed your muscles and fuel your hard workouts with the nutrition you need to perform your best.
- ActiVit® Multivitamins
- Results and Recovery Formula®



Resources:

Stay With the Fight Fitness Guide

Get inspired and map out your plan for success with this easy-to-follow guide. It includes workout calendars and training tips to maximize results.

Eat Right for the Fight Nutrition Guide

A detailed eating plan that kicks off your body's ability to start burning through the fat while keeping blood sugar constant and helping reduce your appetite. Features more than 30 workout-fueling recipes.

Tape Measure and Measurement Tracker

Track your progress and watch your warrior physique take shape through all 60 days of the LES MILLS COMBAT extreme body transformation.

Online Support

Get access to fitness experts, peer support, and extra motivation.

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LES MILLS COMBAT KIT: WHAT ARE THE BENEFITS:	
Workouts	
LES MILLS COMBAT: THE BASICS	Master the techniques as well as the MMA-based “guards” and stances you will use throughout all the LES MILLS COMBAT workouts. (30 minutes)
LES MILLS COMBAT 30: KICK START	This workout is low in complexity, but high in intensity, as it introduces you to the basic LES MILLS COMBAT combination moves. It may be short, but it packs a serious punch. (30 minutes)
LES MILLS COMBAT 45: POWER KATA	“Katas” are martial arts training methods that develop technique and flow. This workout combines speed and power with cross-training for complete calorie scorching. (45 minutes)
LES MILLS COMBAT 60: EXTREME CARDIO FIGHTER	Challenge your endurance and push your body to the outer limits of fitness with a high-repetition sequence of moves that will have your muscles firing on all cylinders. (60 minutes)
LES MILLS COMBAT 60 LIVE: ULTIMATE WARRIOR’S WORKOUT	A hard-driving blend of all the martial arts featured in the LES MILLS COMBAT programs. Upper body, legs and butt, core, and cardio, this workout hits every muscle hard. (60 minutes)
POWER HIIT 1	High Intensity Interval Training uses short bursts of maximum effort followed by recovery to push you into metabolic and muscle-conditioning overload, getting you fighter-fit fast. (30 minutes)
SHOCK PLYO HIIT 2	Uses propulsion exercises to improve athletic power and endurance, pushing you into peak performance mode. This workout is the ultimate body shot! (30 minutes)

Maximize the opportunity

We’ve created an army of tools to help you take advantage of the enormous possibilities you’ll experience with LES MILLS COMBAT:

- eCards
- Email template
- Web banners
- Talking points
- Promotional product video
- Weekly Challenge Group guide
- FAQ
- Sample social media posts

Downloadable tools are available in your Coach Online Office. Customizable, high-quality print pieces are available for purchase in the Coach Resource Center.



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SUPREME WARRIOR PRICING (LES MILLS COMBAT KIT + COMBAT GLOVES)	
Retail Price	\$89.85
Club Price	\$80.87
Coach Price	\$67.39
Personal Volume Points	68

ULTIMATE WARRIOR PRICING (SUPREME WARRIOR + 2 ADDITIONAL DVDS)	
Retail Price	\$119.70
Club Price	\$107.73
Coach Price	\$89.98
Personal Volume Points	90

SUPREME WARRIOR KIT: WHAT ARE THE BENEFITS:

LES MILLS COMBAT Kit PLUS LES MILLS COMBAT Training Gloves

Engage more muscles in your arms, so you can punch harder, strike with more force, and maximize your workout—building those strong and sexy lean muscles while incinerating calories.



ULTIMATE WARRIOR KIT: WHAT ARE THE BENEFITS:

Workouts

SUPREME WARRIOR Kit PLUS CORE ATTACK	The very best integrated and isolated exercises to help give you the ultimate core strength while chiseling and shredding a serious six-pack.
INNER WARRIOR: STRETCH AND STRENGTH	Martial arts-based strength and flexibility training to enhance your balance, coordination, and strength.
WARRIOR WORKOUT 1: UPPER BODY BLOWOUT	Combines weighted moves with body resistance moves to seriously sculpt and define your biceps, triceps, shoulders, core, and back.
WARRIOR WORKOUT 2: LOWER BODY LEAN OUT	Strengthen and lengthen your entire lower body—hips, thighs, buns, calves, and core—with this combination athletic/mixed martial arts training workout.



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