

MEET THE FITNE



SS MASTERS



You'll love them or hate them (maybe both), but these celebrity fitness trainers will whip you into shape like you never thought possible.

by David Lee and Tracy Hackler

Beachbody® has partnered with some of the most successful and innovative fitness trainers in the business to produce America's most popular and effective workout programs designed to get you fit, toned and ripped. These aren't your mom's home workout videos. You won't be sweatin' to the oldies. You'll just be sweating... and sweating and sweating.

Meet the four trainers who have helped shape America's health and fitness culture and created some of the best-selling home workout programs of all time.



TONY HORTON

Creator of P90X®, P90X2®,
10-Minute Trainer®, Power 90®

“This is how athletes train to become better athletes. Oh, and by the way, the aftereffect is a rockin’ body.”

Before he met Beachbody® co-founder and CEO Carl Daikeler, Tony Horton was driving all over Southern California training stars such as Billy Idol, Tom Petty, Usher, Annie Lennox, Ewan McGregor and plenty others. When he met Carl and started talking about putting together a home fitness program, Tony knew he had the opportunity to impact a lot of lives.

Tony helped launch Beachbody when he and Carl partnered to develop Power 90®—a precursor to the wildly popular P90X® program. “It was based on a concept that we called sectional progression,” Tony says. “You could work different body parts in a certain sequence so that there wasn’t a lot of downtime between moves.”

Carl fused his experience with infomercials with Tony’s fitness expertise to sell the program. It worked. Tony went from being the trainer to the stars to one of America’s most trusted fitness experts. A few years later Tony and Beachbody began developing P90X—the company’s best-selling program. P90X is a 90-day program based on the concept of muscle confusion, which uses many different exercises and moves to help avoid plateaus and to promote consistent growth. In order to give P90X the variety it needed, Tony met with many experts in different areas of fitness. “We spent about a year in development. We talked to gymnasts, martial artists,

Pilates instructors. I covered some areas I wasn’t familiar with.”

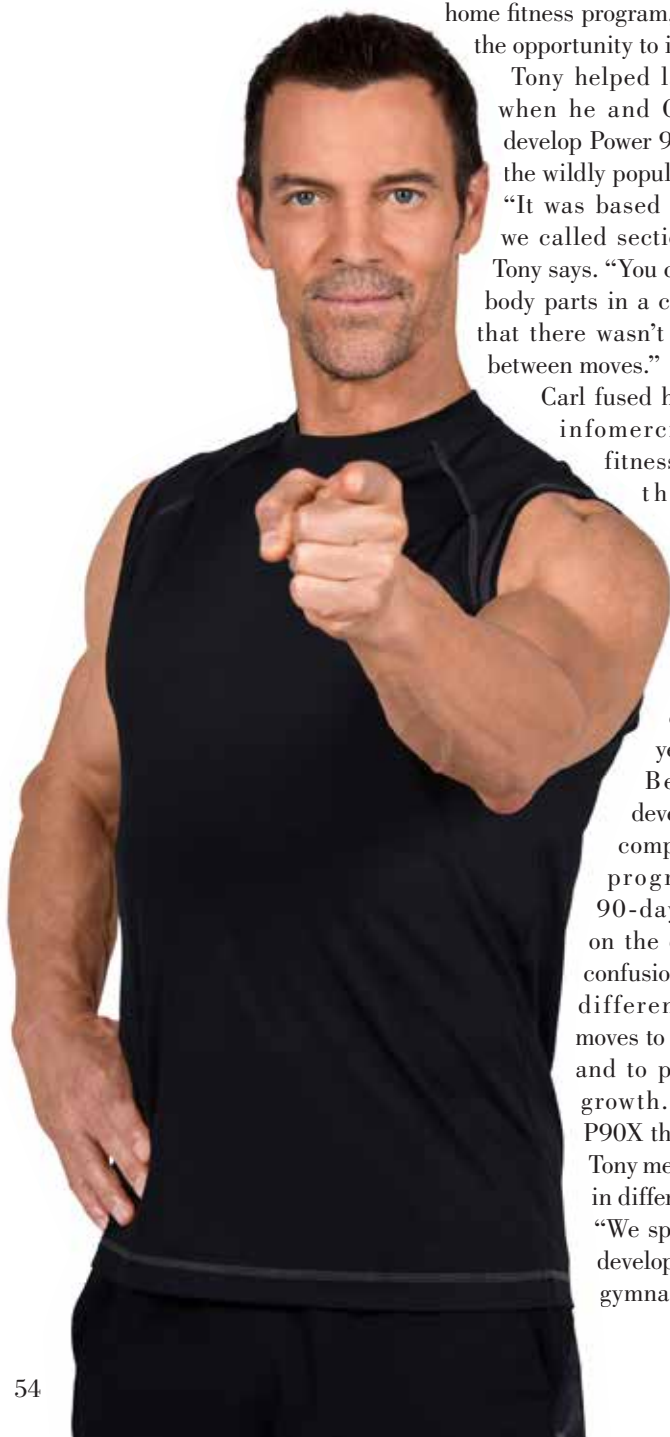
Tony wanted to address the typical reasons people fail with home fitness programs—they get bored, they get hurt, and they stop seeing results, he says. “They were gravitating to the types of fitness they were familiar with,” Tony adds. “You want to get away from the things you are pretty good at. You want to focus on the types of training where you struggle. You want to work on your weakness. And that’s what P90X became.”

Twelve DVDs were developed to give people the kind of variety to create change, and to prevent boredom, injuries and plateaus. Tony didn’t want people to feel like they had to be a great athlete to do the program. “I developed it for myself,” he says. “I didn’t like the fact that I wasn’t good at exercises that other people were good at. So I purposely put them in so that I could do better. As a result, I did, and so have the millions of people who have bought P90X.”

P90X2®, released in 2011, builds on the philosophy of its predecessor. Tony says it represents the future of fitness. It focuses on helping people train for a more active, adventurous lifestyle. Instead of focusing on working parts, the program trains more for speed, balance and range of motion. “P90X2 is how I train now,” Tony says. “This is how athletes train to become better athletes. Oh, and by the way, the aftereffect is a rockin’ body.”

Another program Tony developed with Beachbody that has seen a resurgence in popularity is 10-Minute Trainer®. The program addresses the people who are not quite ready to commit to P90X but who want to change their bodies. “We came up with 10-Minute Trainer because we understood that in 10 minutes, you can get a lot done,” Tony says. “The concept behind 10-Minute Trainer is called super stacking—it’s doing a resistance exercise while also working another part of your body and raising your heart rate. There’s no wasted movement.”

Tony says that 10-Minute Trainer is becoming more popular because people who are willing to devote just 10 minutes a day are seeing that it works, and they’re getting results from it.





SHAUN T

Creator of INSANITY®, INSANITY: THE ASYLUM®, Focus T25®, Hip Hop Abs®, Rockin' Body®

“I’m doing this to really help make an impact on each individual I come in contact with.”

Shaun Thompson, known to the fitness world as “Shaun T,” is the creator of some of the most intense and highly effective home workout programs on the planet. His programs, such as INSANITY®, INSANITY: THE ASYLUM® and Hip Hop Abs®, have helped thousands of ordinary people get the fit, athletic body they’ve always wanted, while also helping them achieve healthy lifestyles.

Shaun T credits his grandparents for instilling within him a desire to teach, help and inspire people. When he was younger, he would accompany his grandfather on trips to the inner city to distribute a station wagon full of bread to hungry souls in need. He watched his pastor grandfather preach to the poor and positively impact lives.

“Both of my grandparents were just amazing human beings,” Shaun T says. “To see people become extremely motivated by things that my grandfather was saying while he was preaching, he was helping change their lives. It’s interesting because a lot of the stuff I’m doing now, it’s like I’m following in his footsteps but not on purpose—in a fitness way and not in a religious way.”

From the early days of Hip Hop Abs® to the phenomenon known as INSANITY, he has made a career out of improving lives both physically and emotionally. Not bad for a guy who entered Rowan University as a communications major and then promptly gained 50 pounds of unwanted weight during his freshman year. So he changed his major to sports science, and then changed his life. After that, he began helping others do the same.

Shaun T was teaching a popular group exercise class at Equinox in West Hollywood when Lara Ross saw him teaching and invited him to the Beachbody office. “I met with them, we put some stuff on camera and that’s kind of how the relationship started for me to become an on-TV trainer for them,” he says. “That’s when we started to film and produce Hip Hop Abs.”

The opportunity to combine so many of his favorite things—dance, physical fitness, group exercise—into one program was an ideal start for Shaun T, who parlayed the success of Hip Hop Abs into several other DVD workouts, including Rockin’ Body in 2008, setting the stage for INSANITY.

“A friend of mine and I used to stay up in the gym until like 11 or 12 at night creating these very intense workouts because we had a boot camp class at our school,” Shaun T says. “That’s kind of the way that INSANITY was really invented. So when Carl Daikeler wanted to have a fitness program called ‘Insanity,’ I knew exactly what this was going to be.”

What it’s become is nothing more than one of the most successful home workouts of all time. Four years after the release of INSANITY, Shaun T is literally a household name and a household trainer. And like most of his clients all over the world, he couldn’t be happier with the results of his hard work.

“What’s been really amazing is being able to touch people and really have people take to my personal message very well,” Shaun T says. “They respond with passion, they feel it. They understand that I’m not just doing this to be a cute face on TV; I’m doing this to really help make an impact on each individual I come in contact with.”

Next up for devotees of the Shaun T movement? Focus T25®, which recently released this summer. It’s a shorter but no-less-intense workout that requires the same INSANITY-level of commitment—just less of it per day.

“With Focus T25, I want people, literally, to focus for 25 minutes a day,” Shaun T says. “Every workout and everything that I’m saying, I’m motivating you to work a specific body part. And I’m really killing it and I’m basically giving people Anatomy 101 to really shape their body. It’s 25 minutes a day. You get in, you get out. It’s great for the person who’s really fit and it’s great for the person who’s never worked out before. It’s five days a week, 25 minutes a day. When you see the results, it is unbelievable. You can’t even believe it. It’s crazy.”

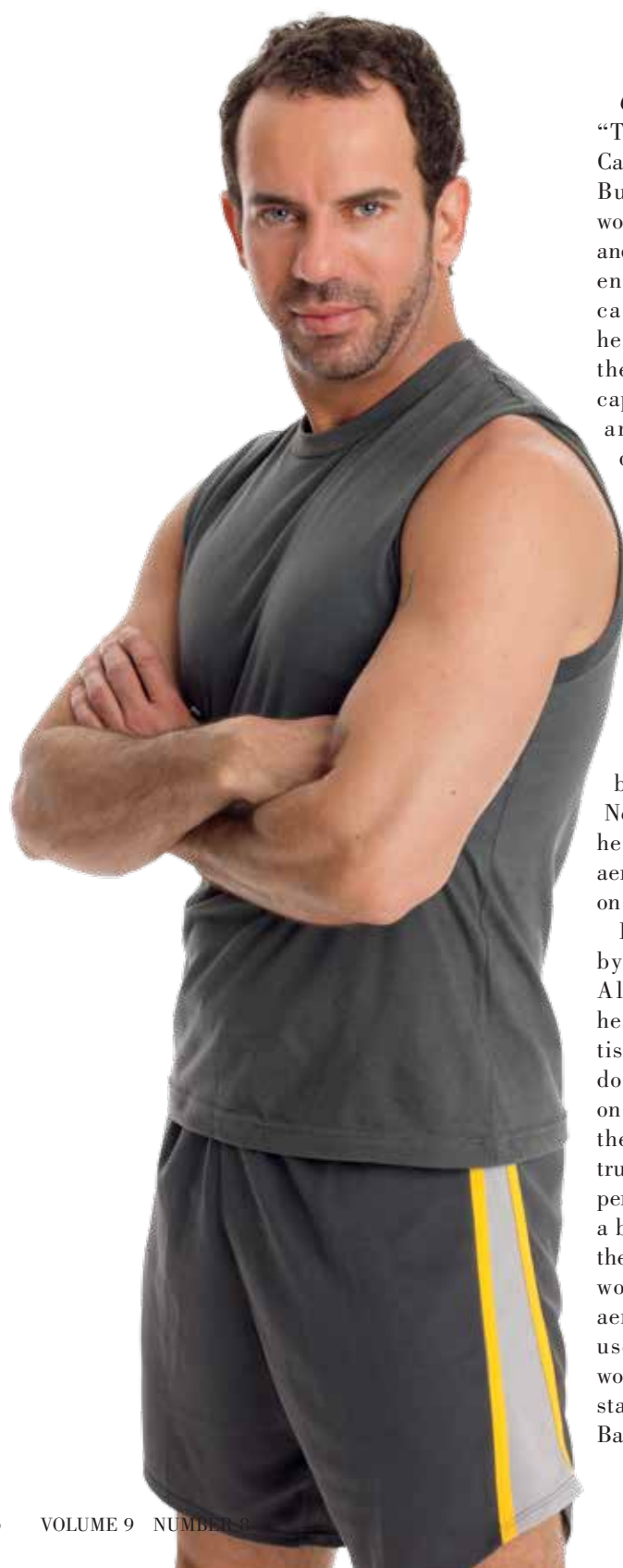




LEANDRO CARVALHO

Creator of Brazil Butt Lift®

“With my 25 years of experience in fitness, one thing I have noticed is that people are more successful in their fitness goals when they are connected.”



Glamour magazine called him “The Butt Master.” Leandro Carvalho is the creator of Brazil Butt Lift®—the Beachbody workout designed to shape, lift and firm your booty, while tightening your core and burning calories. A native of Brazil, he poured his experience into the program, putting together capoeira—a Brazilian martial art—with ballet, Brazilian dance moves and a little bit of kickboxing. He wanted to make it fun and effective.

Leandro knows what it takes to shape the behind, and he’s never shy talking about it. “Why do Brazilian girls have beautiful bodies? They dance,” he says. “It’s part of the culture.” His background in dance brought him to a prestigious New York dance school, where he began teaching fitness and aerobics classes to earn money on the side.

Later he was approached by Victoria’s Secret model Alessandra Ambrosio, who heard about Leandro’s expertise. “Alessandra asked me to do a program for her focused on the butt, without bulking up the legs,” Leandro says. “She trusted me right away. I was the perfect candidate for that. I was a ballet dancer, so I knew about the long muscles. I knew about working the butt.” Teaching aerobics classes, Leandro was used to working with mainly women, and had a great understanding of their fitness goals. Back in Brazil, his students were

always looking for ways to get a better-looking behind.

Soon Leandro drew attention from national magazines and became well-known among models. Beachbody took notice and contacted Leandro about a possible partnership. The company flew Leandro to Los Angeles, where he explained the physiology of his Tri-Angle Training method that targets and shapes the butt like no other workout. Beachbody loved the idea and Brazil Butt Lift was born. It has become one of the company’s best-selling workout programs.

“It’s given me a lot of exposure,” Leandro says of his wildly successful program. “When you do videos, you have a chance to reach a much larger audience, and I was able to help many more people get in shape and feel confident about themselves.”

Leandro says that the infomercials for the workout programs like Brazil Butt Lift are great exposure for the company and brands, but the connections Team Beachbody coaches are able to make with each other and their customers is the key to helping people develop a lifestyle of fitness. “With my 25 years of experience in fitness, one thing I have noticed is that people are more successful in their fitness goals when they are connected. That’s what the coaches do very well. They keep a connection with their customers.”



CHALENE JOHNSON

Creator of TurboFire®, Turbo Jam®, ChaLEAN Extreme®

It's going to be really hard. It's going to be intense. But also it's going to be fun, and it's going to get you into fantastic shape.

That's Chalene Johnson's approach to fitness. The creator of the popular Turbo Jam®, TurboFire® and ChaLEAN Extreme® workout programs knows what it takes to get your body into the best shape it's ever been. "I personally want the hour to go by really fast," she says. "I'll go hard, but I need that killer music and for it to be fun. I wanted music that just made me forget how hard I was working. I wanted sound effects that made me want to jump higher and kick."

Before her Beachbody success, Chalene was working as a paralegal and teaching fitness classes on the side. She realized she was working hard and just not getting the return she wanted. So she developed a business model that could be duplicated by other fitness instructors—something fun, cool, modern and, of course, highly effective. Her classes and model became very popular, and she even started a certification school. Soon stories and before-and-after photos started pouring in from students of other instructors who taught her programs—people she didn't even know.

"These stories kept coming in and I would save them because they really inspired me," Chalene says. "The cool thing was, these people in these photos didn't know me. I put these in a three-ring binder and it kept getting bigger and bigger. At the time I didn't realize that these testimonials and before-and-after photos were like gold."

Word quickly got out about Chalene's book, and she started getting calls from infomercial producers. It wasn't

"I personally want the hour to go by really fast. I'll go hard, but I need that killer music and for it to be fun."

long before she struck a deal with Beachbody to produce Turbo Jam—a consumer version of a fitness program she originally created for instructors.

Why Beachbody? Chalene says it was gut instinct. "I try to not necessarily associate myself with people who have amazing skills; I try to associate myself with people who have amazing character," she says. "There was something about meeting with the guys at Beachbody. I just knew it was the right fit." It was the right move because Turbo Jam became the No. 1 infomercial that year.

Since Turbo Jam, Chalene and Beachbody have partnered to create TurboFire and ChaLEAN Extreme. These programs are designed to blast fat, increase metabolism and tone muscle while having fun. And, like many of Beachbody's other programs, they are intense. "You can't lie on the floor, do leg circles and lose weight and get your body ripped. That's a lie," Chalene says. "It's going to be really hard and it's going to take more than a couple weeks."

Chalene has heard countless success stories and of many fitness transformations from people who have used these programs, but she is always more moved by people who have had a deeper transformation. "I am inspired and moved to tears and I feel it on a deep level when someone says, 'I so believe in myself now.' The transformations that happen from a mental standpoint, for me, are so much more interesting and rewarding. I hope that by changing the outside of their body, they see that on the inside is where their worth comes from." **SH**

