



Fitter U™

*The Body You've Always Wanted in
Just 90 Days!*



MP3 Fitness Training
Circuit and Interval Training
Workouts for Weight Loss and Toning



Fitter U™

The Body You've Always Wanted in Just 90 Days!



Why Fitter U™?

Fitter U™ is the world's ONLY 12-week body shaping fitness system for iPods and MP3 players that motivates and guides users towards achieving a slim, toned, and sexy body. It does so by coaching users through over 35 hours of beautifully crafted functional circuit training and interval cardio training audio workouts.

Fitter U™ provides auditory instruction and motivation by Canada's Top Fitness and Wellness Coach, Yuri Elkaim.

Users get their own personal trainer right on their iPod/MP3 player. Yuri drives users toward the results they want, in half the time and at a fraction of the cost of conventional fitness programs!

Who can benefit from these workouts?

ANY FITNESS LEVEL – ANYWHERE

Fitter U™ is designed specifically for those who are interested in **losing weight**, **toning**, and improving their overall level of **conditioning**. It has been created in such a way that accommodates all fitness levels by referring to each user's **initial relative fitness level** as a starting point. Therefore, users at complete opposite ends of the fitness spectrum will find the Fitter U™ workouts equally challenging and beneficial since their experience will be relative to the loads, tempo, and intensity that they employ.

Fitter U™ is perfect for anyone looking for an invigorating, calorie-crunching workout that will help them lose weight and look and feel great. Maybe they **can't afford a trainer?** Perhaps they **travel a lot?** Or, maybe they're just **sick and tired of struggling with their weight!?** As long as they have an iPod/MP3 player, Fitter U™ is the solution.



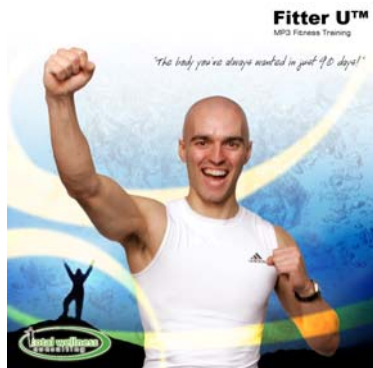
MP3 Players and Exercise

20% percent of North Americans own an MP3 player and 55% of those who live in urban cities use their MP3 player while they exercise.

According to recent research by IHRSA, most people don't exercise because they lack the time and money, and are intimidated by the gym environment. By merging MP3 technology with fitness coaching, Fitter U™ offers time efficient, affordable, convenient, and worry-free workouts that can be enjoyed anywhere.



Welcome to the World of Fitter U™!



3 Phases - 19 Progressively Challenging MP3 Workouts

Fitter U™ is divided into 3 phases lasting 30 days each, with each phase (and workout) building upon the previous.

Overall the program delivers 19 different **circuit training** and **interval cardio training** workouts for a total of 35 hours of exercise. **Auditory instruction** informs the user of which exercises to do, how long to work for, and how much rest to take, all the while providing precise biomechanical cueing for optimal form and the best individual results.

Expert Coaching

Yuri Elkaim, the Fitter U™ coach, offers **perfectly-timed motivation** and encouragement pushing users past their own expectations. And users enjoy the benefits of expert coaching right through the convenience of their iPod/MP3 player headphones - anywhere, any time! His unique motivational style blends seamlessly with the music and workout structure, creating a magical mix that is guaranteed to bring results. Users will be amazed at how fast their workouts fly by, and they'll love how they look and feel afterwards.

Minimal Equipment – Maximum Efficiency!

To enjoy the Fitter U™ program, the only equipment that is needed includes: an **iPod/MP3 player**, a **stability ball**, a **step**, 2 pairs of **dumbbells**, and a **cardio machine**. That's it! No more waiting for machines or having to work in with other people.

Who has time for 2 hour workouts, anyways? Using scientifically designed functional circuit training and interval cardio training workouts, the Fitter U™ workouts last anywhere from 40-65 minutes, providing the user with the ultimate workout and calorie-crunching experience in a time efficient matter!



Pumping Music

Yuri's inspiring instruction is matched only by the pumping music that accompanies the workouts. Produced by Canadian music producer Joseph Borg (aka Hibernate), the numerous music tracks of Fitter U™ are awesome and heart pumping – to say the least. More and more exercisers are looking for a combination of great workout music with the added bonus of step-by-step workout instruction – Fitter U™ provides both!

Amazing Value!

Not only does Fitter U™ deliver 3 months of workouts (19 different auditory workouts yielding 35 hours of total workout time), users are further supported by Fitter U™'s **Healthy Eating audio** and **Success Journal**. This manual contains **pictures** of all the exercises and stretches, a workout and goal tracker, and a daily success journal and reward system! Pursuing an identical workout system with a trainer could cost between \$2,500 and \$4,100! However, with Fitter U™, users enjoy tremendous value at an affordable price; allowing all walks of life to enjoy the benefits of better physical fitness and overall health.



Fitter U™ goes beyond exercise with Nutrition, Goal Setting, and Rewards

Fitter U™

Healthy Eating Audio

Fitter U™ isn't just about exercise. It's a broader acknowledgement of the whole person. Throughout the 35 hours of workouts, Yuri's auditory instruction inspires users to live a healthier, more empowering life offering strategies for setting attainable goals, feeling fulfilled, improving sleep, reducing stress and, above all, groundbreaking food and diet tips.

As already mentioned, users of Fitter U™ benefit from a 20 minute *Healthy Eating Audio* that gives them some immediate strategies, tools, and guidelines that will help them towards their goals of better health and a fitter, more slim body.

Some of the topics covered in this nutrition audio include:

- Realistic nutrition plans for weight loss and optimal health
- The importance of healthy fats
- The link between mineral deficiency and disease
- Why carbohydrates are not the bad guys!
- Pre- and post-exercise nutrition and hydration protocols
- The role of water in losing weight
- Psychosocial strategies for moderating portion sizes
- And several more...

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Goal Sheet

Right from the get-go, users are asked to write 3 health/fitness related goals that will motivate them to complete the Fitter U™ program. This step is crucial to provide the necessary vision and compelling desire to achieve their goals.

Here is an abbreviated example of the Fitter U™ Goal Sheet.

GOAL #1:

Why this is important for me to achieve:



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Success Journal and Reward System

To further user compliance and motivation, Fitter U™ uses a unique Success Journal and Reward System that reinforces each and every success. Users are asked to write down 3 successes after each workout and to choose 3 rewards that they can enjoy once they attain a certain number of points (by completing certain stages).

Here is an example.

SUCCESS JOURNAL

DAY 1	DAY 2	DAY 3	DAY 4
1. <i>I completed the workout!</i>	1	1	1
2. <i>I did 2 more push-ups than last workout</i>	2	2	2
3. <i>I felt amazing during and after the workout</i>	3	3	3

REWARD SYSTEM

	Workout Completed	Success Journal Entry	Cardio Day Completed
			Week 1
DAY 1	Yes	Yes	Yes
DAY 2			n/a
DAY 3			Week 2
DAY 4			n/a

1 Workout = 1 point
 Success Journal Entry = 1/2 point
 1 Cardio Day = 1 point

MY REWARDS

Reward #1 _____

Pts Required: _____



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Workout Tracker (with exercise pictures) and Month Overview

The Workout Tracker gives users the breakdown of each of their workouts allowing them to see the nature and structure of their session as well as the exercises to be performed. The Workout Tracker allows users to track their progress throughout the program.

The exercise pictures that come with the Workout Tracker give visual representation of a given workout's exercises. These pictures, along with Yuri's auditory coaching, further help the user ensure good exercise form throughout their workouts.

See attached **Fitter U™ Demo Workout** for Workout Tracker and Picture example.

The Month Overview sheet shows users the monthly breakdown of each phase of the Fitter U™ program. It gives them a structured guideline as to when to workout, when to do their cardio days, and when to take a day off from exercise. Current users of the program really enjoy the structure and accountability that this provides.

Month Overview for Phase 1

WEEK 1	DAY 1	CARDIO DAY	DAY 2	OFF	DAY 3	OFF	OFF
WEEK 2	DAY 4	OFF	DAY 5	CARDIO DAY	DAY 6	OFF	OFF
WEEK 3	DAY 7	CARDIO DAY	DAY 8	CARDIO DAY	DAY 9	OFF	OFF
WEEK 4	CARDIO DAY	DAY 10	OFF	DAY 11	CARDIO DAY	OFF	OFF

Note: Day 8 is the workout that you've been given with this package.



Further benefits for your clients...



Convenience and **Portability** – Fitter U™ can be enjoyed in the gym, at home, or on the road – right through the headphones of their iPod/MP3 player.



Overcomes the 3 biggest obstacles to exercising – lack of time, lack of money, and intimidation. Fitter U™ is time efficient, highly affordable, and develops confidence and a sense of accomplishment in the user.



Users will **lose up to 20 lbs**, **reduce their body fat by up to 3%**, develop **lean muscle** mass, dramatically improve their **core and overall strength**, and skyrocket their **aerobic endurance**.



Expert coaching and **accountability** without spending thousands of dollars on a trainer.



They'll have an abundance of **energy** and **vitality**, thus, improving productivity in the rest of their life.

So, why should you sell Fitter U™?



You **capitalize on the hottest and newest trend** in fitness and wellness – MP3 guided workouts. Imagine being at the forefront of the fitness video industry of the 1980s!!



Low cost - **great margin**



Additional stream of **income** into your business



Value-added product for your customers to incent participation in physical activity and enhance their overall well-being.



Distinguishes you from your competition as being innovative, proactive and acting in the best interest of your valued customers.



You further **your role as a leader and promoter of fitness** by endorsing one of the world's most spectacular fitness products to help ensure that our population makes exercise part of their daily life.



You give your customers a structured, safely conceived and effective program that they can follow anywhere they want.



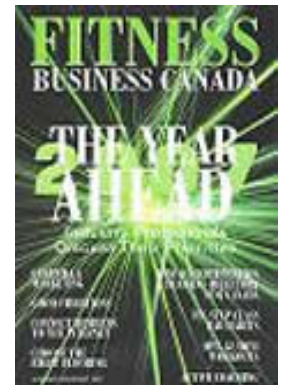
Peace of mind - Total Wellness Consulting will deal with all questions and concerns that your customers may have regarding the workouts.



Fitter U™ in the Media

This one-of-a-kind MP3 fitness program has commanded media attention and public interest around the country. Once users experience these workouts they will understand what all the craze is about!

Fitter U™ has been featured in the following media:



Fitter U™ is also being used by the following organizations:



University of Toronto Varsity Blues Men's Soccer



Four Seasons Toronto, Vancouver and Whistler



About Total Wellness Consulting

Total Wellness Consulting is Canada's leader in developing total body workouts for iPods and MP3 players guaranteed to help users lose weight, burn fat, improve their physical performance, and look and feel great!

To further assist our clients in attaining their goals, we also provide them with on-going support through weekly wellness newsletters and comprehensive nutrition programs.

Although based in Toronto, Ontario, our online operations span the globe with clients enjoying our programs in the United States, Australia, United Kingdom, Dubai, and of course, Canada.

For more information on our products and services please contact:

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Some quick testimonials...

"What I admire most about Yuri and his MP3 workouts is his knowledge and understanding of exercise physiology and sport psychology. He utilizes this not only to motivate a maximum effort, but also to support and encourage the attempt. Through a combination of cardio, strength, and core training, his MP3 workouts have helped me to develop a better sense of strength and balance in my body. The programs are totally energizing and leave me feeling fit and healthy." - **Nathalie P., Toronto**

"There are so many positive things to share. First up -- the program is nicely structured and the routines are laid out well which means that I know exactly which days to work out and what exercises I have to do. It's helped me to maintain my workout schedule, stay on track and not get too overwhelmed. I feel physically stronger than I was 4 weeks ago, I'm more energized and focused and don't feel constantly tired anymore. I'm sleeping much better plus I'm now much more conscious of what I put into my body and try to avoid the soda's and fast food whenever possible... all of this in just 4 weeks! Simply amazing!" – **Gerry A., Toronto**

"Before using the Fitter U™ program I was unsatisfied with my workouts. Always finding it hard to leave my comfort zone, my workouts never had the intensity to help me achieve my weight loss goals. After the first week of using the program I saw vast improvements in my core strength, and each week thereafter led to greater personal success. In just 7 weeks I lost 14 lbs!"
– **Amy C., Toronto**

