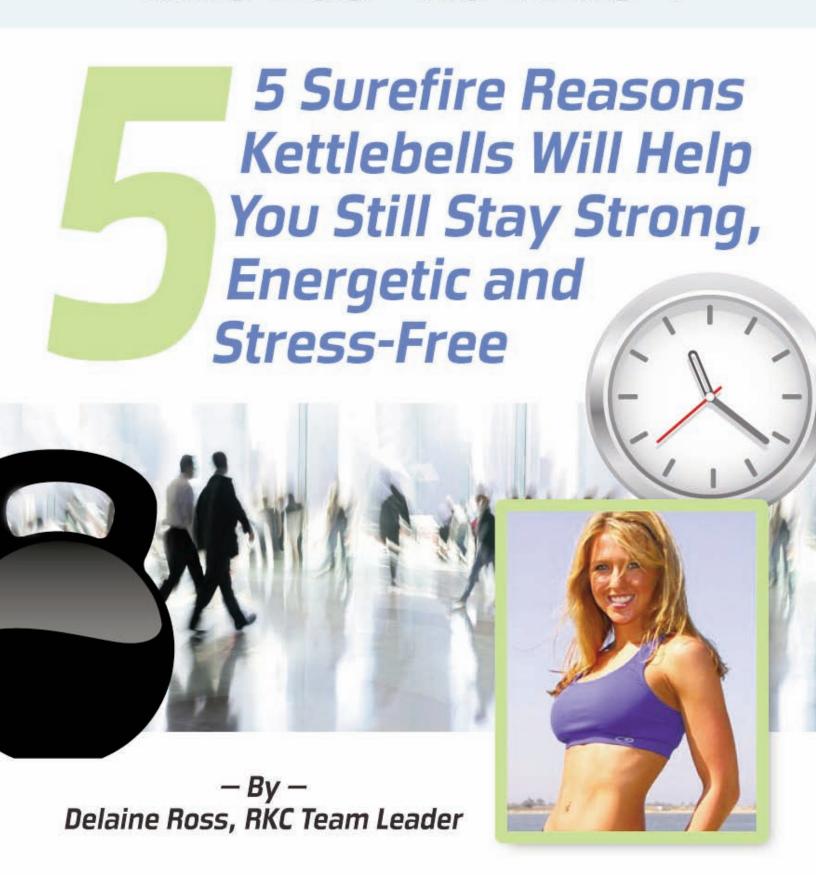
## For the Busy Professional Who Has "No Time":



hen I first stumbled upon kettlebells years ago, I had no idea I was about to experience a paradigm shift in how I viewed exercise.

You see, I wasn't a fitness instructor and mainstream gym exercises made no sense to me. In college, I never felt like I needed any added activities because I was on the dance team and had a waitressing job that involved carrying heavy trays up and down flights of stairs, but with a job in the San Diego construction industry where I spent a good bit of the day driving a truck from site to site, I felt I needed some sort of fitness regimen.

I was working 12-hour days so there wasn't time to play on an organized sports league – there was barely any time for a personal life at all! What was I to do? I had a brief stint at a local commercial gym. I would run on a treadmill but I wasn't going anywhere and the scenery around me wasn't changing. Plus, when I ran outside the ground didn't move under my feet like it did on the gym machines. I would bicep curl 10-pound dumbbells but I never mimicked that movement or load in real life so what was training that pattern really doing for me? If these exercises weren't making me better at every day life then why should I continue investing the time and energy into them?

Then one morning I was driving to work at 5AM. The local radio DJ's were talking about a type of exercise they had stumbled upon to try to reach the goals they set in their New Year's resolutions. It was called "Kettlebell training" and according to them, it blended strength, cardio, and mobility into one efficient session and only required 45 minutes of work three times per week to get amazing results.

It sounded too good to be true, so I was extremely skeptical. It was interesting, though, and when I got to work I decided to Google it.

The gym they were talking about was exactly 2.5 miles from my house and offered a free Saturday intro class. I decided to check it out that weekend.

After my first Kettlebell session it was as if the heavens opened up and non-sport exercise made sense for the first time.

I was lifting the bells the way I lifted objects in every day life and the training was amazingly efficient. I WAS seeing serious results in a short amount of time with only the 3 sessions per week time investment. This was something I could fit in my schedule and couldn't afford NOT to do for all of the reasons discussed in this report: It took so little time to fit into my schedule so I had no excuse not to just do it.





I was moving better and looking better. Kettlebell training actually was making me better at life because I was lifting and moving the way my body was designed to lift and move, and I have never had any serious downtown from injury from Kettlebell training because when executed properly (get your form checked by your local RKC) it is one of the safest weight lifting methods around!

Let's delve deeper into these 5 surefire reasons kettlebells will help you still stay strong, energetic and stress-free.

#### 1. Kettlebell Training Fits Into Your Schedule — So You Will Actually Do It!

How many times have you had the intention of starting an exercise program but at the end of the day simply ran out of time? You have just finished the workday and have to go home and get dinner ready, pick up the kids, or get started on that do-it-yourself project that should've been done yesterday?

You don't have time to drive to the gym, spend an hour and a half exercising — spending most of your time waiting for equipment — and then drive back, so what do you do? Nothing. You skip it. You'll "do it tomorrow."



My favorite aspect of kettlebell training is the efficiency of time. All you need is one bell, a small space, and 30 minutes or less. RKC Marc Fine has been known to pull out a kettlebell in his office on his lunch break! His colleagues think he is crazy, but whose suit do you think fits better?

Because Kettlebell training blends strength, cardio and mobility into one efficient training there is no need to spend hours of time splitting up jogging, then lifting dumbbells, then taking a yoga class. There is no need to run if you do your swings. I challenge you to find a strength exercise that you wont be challenged by with at least one size (or all sizes) of the kettlebells. If you want mobility, it all starts with the primitive movement patterns covered by the

Turkish Get-ups. With Kettlebell training you get it all done at once! You can then get your training out of the way and start building that deck or planting the vegetable garden. It's hard to say no when the tool is RIGHT THERE and it takes less time to train than to watch the evening news.





#### 2. Kettlebell Training Will Help You Move Better So You Feel Better and Perform Better.

One of the biggest selling points of Kettlebell training is that it's strength, cardio, and mobility in one efficient training. Unfortunately, when many people think of those 3 components they think yes, we know cardio is important to keep us in shape and keep our hearts healthy, being strong is pretty important, but often they gloss over mobility. "I don't care if I can touch my toes" — well, I don't care if they can touch their toes either. When we in the RKC community speak of mobility, we mean the ability to move properly, to own the primitive movement patterns we seem to lose when we get stuck behind a desk or in a car all day long. The mobility that is critical for our health and well-being.

It's a matter of fact that American Society as a whole lives in flexion. We sit and do work at our computers, behind the wheel, on a couch — and even our children are growing up playing video games instead of playing outside. Many in our society cannot move the middle of their spines (the thoracic spine) in order to stand up straight. I have seen countless people who have no thoracic spine mobility say "But I can stand up straight" and then they move from their lower back. It's no wonder that back pain is the most common ailment among Americans. Or maybe someone says "But I can stand up straight" and then they move from their shoulders. Either way, they are compensating with poor movement pattern and making things that much worse.



Even many "gym people" who are a step ahead of the sedentary spend their time looking in the mirror primarily working their biceps and pecs, and then what happens? They build up the front of their bodies and neglect the backside. They too, end up in flexion. The problem guys who "can't put their arms down" have because their "lats are so huge" (a "disorder" that some lovingly call ILS — or Invisible Lat Syndrome) is more likely caused by an immobility in their thoracic spine rather than bulging muscles.

What's left is a society with poor thoracic spine mobility, no shoulder stability, weak and tight hip flexors, and no glutes — well, no strength in the posterior chain at all. As fellow RKC, Paul Lyngso, said "We look like a group of Mr Burns' from the Simpsons!"

The beautiful thing about Kettlebell training is that it addresses all of these issues: regaining the rolling, standing, kneeling primitive movement patterns. When we regain those movement patterns, we feel better and we perform better.





## 3. Kettlebell Training Will Make You Look Better.

There are countless weight loss stories from people who have used kettlebells to break through fat loss plateaus or even as the first type of exercise they have done in years. Before RKC James DiStefano began kettlebell training he was (in his words) "sitting behind a desk getting older and fatter by the minute." In a matter of months, he lost 35 pounds and was moving and feeling better. And at 40 years old, that is nothing to just dismiss. He was so impressed with kettlebells that he got certified — not to make a living, but just because he saw the benefit and wanted to learn as much as he could.

This type of success story is not uncommon. Before finding kettlebells a fellow Kettlebell trainer in San Diego had lost 116 pounds in 10 months. That's a pretty big feat in and of itself but he still had about 50 pounds to go. That's when he stumbled upon kettlebells in a Biggest Loser style competition and lost the last 48 pounds.... In SIX WEEKS!



These are not stories I looked up on the internet. These are success stories of people close to me. It's been proven that Kettlebell snatching in intervals burns more calories than the majority of exercises on the planet. I don't know about you, but I'd rather hit it hard for 20 – 30 minutes than jog for an hour — especially when I'm burning more calories in the shorter session!

In addition to looking better from getting leaner, Kettlebell training WILL NOT make you bulk up unless you specifically design your program around that (and the hypertrophy programs are NOT easy- it's difficult to get big using kettlebells.) We never use our muscles in isolation, so why train them that way? Unless you just want big muscles (that may or may not be truly

strong) there is no need to do isolated muscle training.

Kettlebell training focuses on using your entire body to move weight — and when we train our bodies as a unit, we gain real strength and lean out. Full-body weight training will not make you look like 1980's Arnold.

Kettlebell training will also help your posture. When you are both strong AND mobile you will have good posture. Your strong midsection and mobile spine will facilitate standing up straight and walking proud, not a slumped over unconfident posture.





#### 4. Kettlebell Training Will Help You Perform Day-to-Day Tasks Better.

There is phrase I often use that causes people to make fun of me, but I truly believe it. I like to say "Kettlebells make you better at life."

It's true! Kettlebell training gives you real life carryover. For example, you're in the supply closet at work reaching for a certain file and the entire box falls from the top shelf. You absorb the box and then you redirect the box to safely get it out of the way — you don't bicep curl the box! That "damage control" movement is much more like a swing than it ever will be like any isolated muscle exercise.

Think of how you pick up your groceries or how you help your friend move his couch to the other side of the living room... Is that similar to anything you have done on a machine in a commercial gym or is it closer to the intuitive exercises taught in kettlebell training?

Here are some of the things I've heard since beginning teaching people the art of kettlebells:

"I'm now the only woman in my office who can change out the 5 gallon water cooler,"

"Since training with kettlebells I shaved off 6 minutes of my marathon time,"

"My golf game has gone through the roof since I learned how to really drive with my hips,"

Or best of all,

"I can now keep up with the grandkids and have more rewarding 'quality time' with my family."

When I say kettlebells make you better at life, I don't mean just with sports or weekend warrior activities but with tasks associated with everyday home and office living!





# 5. Kettlebell Training Delivers All Around Fitness While Strengthening the Joints, So You Will Never Be "Too Old" to Train With Kettlebells.

"It wasn't until I discovered kettlebells that I was able to work around a total knee construction. When I did some of the more intense bootcamp style workouts, I was always stressing the joints or twisting something and would have to sit out and recover. I have never had injury down time while training with kettlebells," said a recently certified HKC.



Because there isn't the constant pounding of plyometrics (for someone who may or may not be ready for that type of training) and because we treat our training like practice — sometimes HARD practice — and don't just smoke ourselves for no reason, people can train kettlebells even 5 days a week.

My 60-year old mother has her set of kettlebells on the fireplace and lifts heavier than many of the 20-somethings in my classes! I'm even currently training a 78-year old for the HKC! If practice is purposeful, you can train with kettlebells for the rest of your life! There are far fewer injuries in Kettlebell training than in isolated weight training.

"But Kettlebell training uses so much heavier weight than dumbbell training," some may say. Yes, that is true and there is a reason. It's easy to let the mind wander with a weight that doesn't command respect. When we lift weights nonchalantly is when weight training gets dangerous. An injury caused by a light dumbbell that someone haphazardly sets down and tweaks a muscle is, much more common than someone lifting something heavy with concentration using the entire body. When we pay attention, the exercise is safer and heavy weights command attention. So pay attention and you will never be too old!



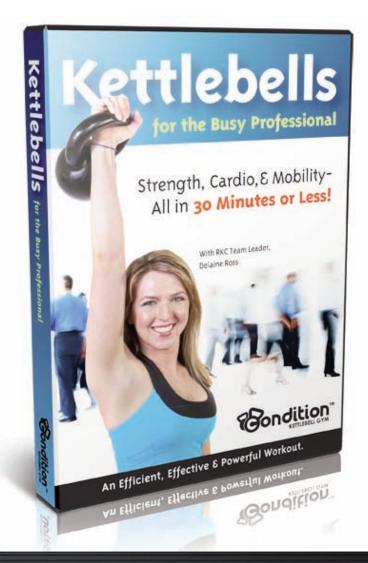


These 5 surefire ways kettlebells will help you still stay strong, energetic and stress-free are the reasons that I will continue training with this tool forever and why I chose a profession that allows me to share Kettlebell training with as many people as possible.

I'm not saying there aren't other training methods that are beneficial and fun, but in my opinion the Kettlebell is the best bang for your training buck because it helps people reach multiple fundamental goals from looking better to feeling better to BEING better all in a short time and with longevity.

Someone who sits behind a desk or behind the wheel and doesn't have much free time can't afford not to try kettlebells.

Kettlebell training helps the busy professional stay strong, energetic, and stress free — and who doesn't want that?







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#### **Kettlebells Fly Air Force One!**

"There's a competitive reason behind the appearance of kettlebells at the back doors and tent flaps of military personnel. When Russian and US Special Forces started competing against each other after the Soviet Union broke up, the Americans made a disturbing discovery. "We'd be totally exhausted and the Russians wouldn't even be catching their breath," says... [a] Secret Service agent... "It turned out they were all working with kettlebells."

Now, half the Secret Service is snatching kettlebells and a set sometimes travels with the President's detail on Air Force One."—Christian Science Monitor

#### **Pavel's Kettlebell FAQ**

#### What is a 'kettlebell'?

A 'kettlebell' or girya (Russ.) is a traditional Russian cast iron weight that looks like a cannonball with a handle. The ultimate tool for extreme all-round fitness.

The kettlebell goes way back – it first appeared in a Russian dictionary in 1704 (Cherkikh, 1994). So popular were kettlebells in Tsarist Russia that any strongman or weightlifter was referred to as a girevik, or 'a kettlebell man'.

"Not a single sport develops our muscular strength and bodies as well as kettlebell athletics," reported Russian magazine Hercules in 1913.

"Kettlebells—Hot Weight of the Year"—Rolling Stone

#### Why train with kettlebells?

Because they deliver extreme all-round fitness. And no single other tool does it better. Here is a short list of hardware the Russian kettlebell replaces: barbells, dumbbells, belts for weighted pullups and dips, thick bars, lever bars, medicine balls, grip devices, and cardio equipment.

Vinogradov & Lukyanov (1986) found a very high correlation between the results posted in a kettlebell lifting competition and a great range of dissimilar tests: strength, measured with the three powerlifts and grip strength; strength endurance, measured with pullups and parallel bar dips; general endurance, determined by a 1000 meter run; work capacity and balance, measured with special tests.

Voropayev (1983) tested two groups of subjects in pullups, a standing broad jump, a 100m sprint, and a 1k run. He put the control group on a program that emphasized the above tests; the experimental group lifted kettlebells. In spite of the lack of practice on the tested exercises, the kettlebell group scored better in every one of them! This is what we call "the what the hell effect".

Kettlebells melt fat without the dishonor of dieting or aerobics. If you are overweight, you will lean out. If you are skinny, you will get built up. According to Voropayev (1997) who studied top Russian gireviks, 21.2% increased their bodyweight since taking up kettlebelling and 21.2% (the exact same percentage, not a typo), mostly heavyweights, decreased it. The Russian kettlebell is a powerful tool for fixing your body comp, whichever way it needs fixing.

Kettlebells forge doers' physiques along the lines of antique statues: broad shoulders with just a hint of pecs, back muscles standing out in bold relief, wiry arms, rugged forearms, a cut-up midsection, and strong legs without a hint of squatter's chafing.

Liberating and aggressive as medieval swordplay, kettlebell training is highly addictive. What other piece of exercise equipment can boast that its owners name it? Paint it? Get tattoos of it? Our Russian kettlebell is the Harley-Davidson of strength hardware.

"Kettlebells-A Workout with Balls"-Men's Journal



#### Who trains with kettlebells?

Hard comrades of all persuasions.

Soviet weightlifting legends such as Vlasov, Zhabotinskiy, and Alexeyev started their Olympic careers with old-fashioned kettlebells. Yuri Vlasov once interrupted an interview he was giving to a Western journalist and proceeded to press a pair of kettlebells. "A wonderful exercise," commented the world champion. "...It is hard to find an exercise better suited for developing strength and flexibility simultaneously."

The Russian Special Forces personnel owe much of their wiry strength, explosive agility, and never-quitting stamina to kettlebells. *Soldier, Be Strong!*, the official Soviet armed forces strength training manual pronounced kettlebell drills to be "one of the most effective means of strength development" representing "a new era in the development of human strength-potential".

The elite of the US military and law enforcement instantly recognized the power of the Russian kettlebell, ruggedly simple and deadly effective as an AK-47. You can find Pavel's certified RKC instructors among Force Recon Marines, Department of Energy nuclear security teams, the FBI's Hostage Rescue Team, the Secret Service Counter Assault Team, etc.

Once the Russian kettlebell became a hit among those whose life depends on their strength and conditioning, it took off among hard people from all walks of life: martial artists, athletes, regular hard comrades.

"I can't think of a more practical way of special operations training... I was extremely skeptical about kettlebell training and now wish that I had known about it fifteen years ago..."

-Name withheld, Special Agent, U.S. Secret Service Counter Assault Team

#### Am I kettlebell material?

Kettlebell training is extreme but not elitist. At the 1995 Russian Championship the youngest contestant was 16, the oldest 53! And we are talking elite competition here; the range is even wider if you are training for yourself rather than for the gold. Dr. Krayevskiy, the father of the kettlebell sport, took up training at the age of forty-one and twenty years later he was said to look fresher and healthier than at forty.

Only 8.8% of top Russian gireviks, members of the Russian National Team and regional teams, reported injuries in training or competition (Voropayev, 1997). A remarkably low number, especially if you consider that these are elite athletes who push their bodies over the edge. Many hard men with high mileage have overcome debilitating injuries with kettlebell training (get your doctor's approval). Acrobat Valentin Dikul fell and broke his back at seventeen. Today, in his mid-sixties, he juggles 180-pound balls and breaks powerlifting records!

"... kettlebells are a unique conditioning tool and a powerful one as well that you should add to your arsenal of strength... my experience with them has been part of what's led me to a modification in my thoughts on strength and bodyweight exercises... I'm having a blast training with them and I think you will as well."

—Bud Jeffries, the author of How to Squat 900lbs. without Drugs, Powersuits, or Kneewraps

#### How do I learn to use the kettlebell?

From Pavel's books and videos: *The Russian Kettlebell Challenge* or *From Russia with Tough Love* for comrades ladies. From an RKC certified instructor; find one in your area on RussianKettlebell.com. Kettlebell technique can be learned in one or two sessions and you can start intense training during the second or even first week (Dvorkin, 2001).

"...I felt rejuvenated and ready to conquer the world. I was sold on the kettlebells, as the exercises were fun and challenging, and demanded coordination, explosion, balance, and power... I am now on my way to being a better, fitter, and more explosive grappler, and doing things I haven't done in years!"

-Kid Peligro, Grappling magazine

#### What is the right kettlebell size for me?

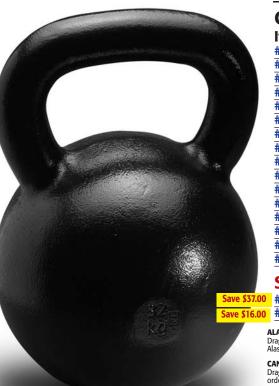
Kettlebells come in 'poods'. A pood is an old Russian measure of weight, which equals 16kg, or roughly 35 lbs. An average man should start with a 35-pounder. It does not sound like a lot but believe it; it feels a lot heavier than it should! Most men will eventually progress to a 53-pounder, the standard issue size in the Russian military. Although available in most units, 70-pounders are used only by a few advanced guys and in elite competitions. 88-pounders are for mutants.

An average woman should start with an 18-pounder. A strong woman can go for a 26-pounder. Some women will advance to a 35-pounder. A few hard women will go beyond.

#### "Kettlebells are like weightlifting times ten."

"Kettlebells are like weightlifting times ten. ...If I could've met Pavel in the early '80s, I might've won two gold medals. I'm serious."

—Dennis Koslowski, D.C., RKC,
Olympic Silver Medalist in Greco-Roman Wrestling



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