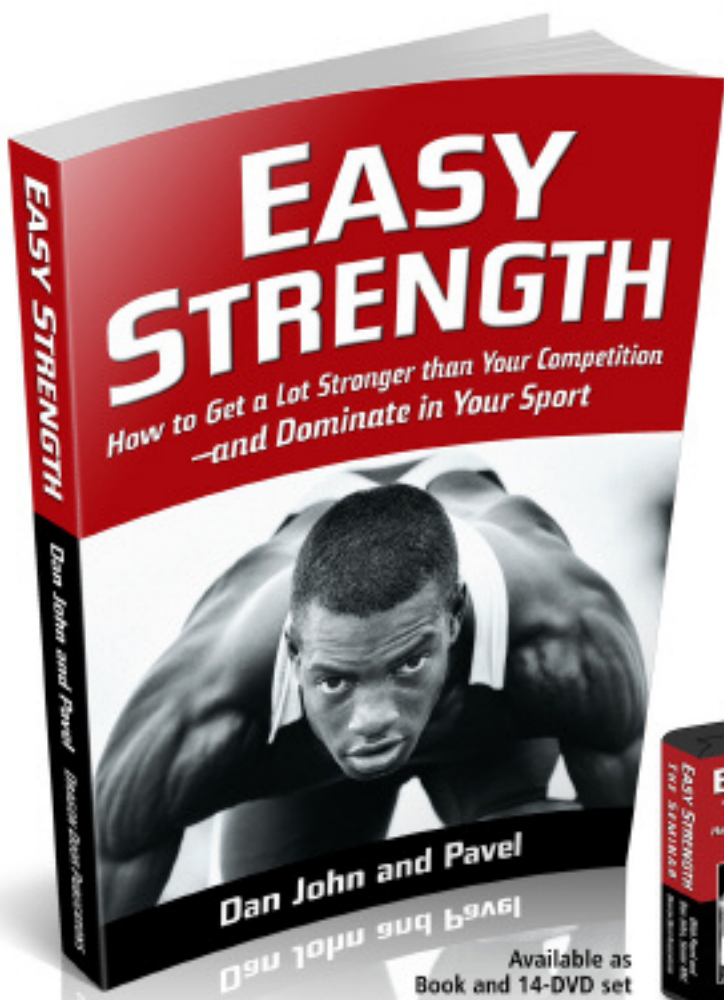


DRAGON DOOR PUBLICATIONS PRESENTS

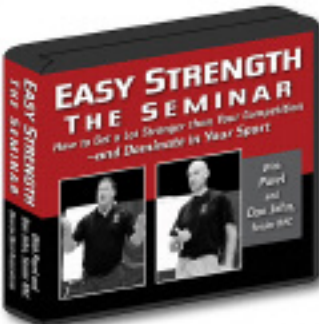
HARD-STYLE

HARD CORE TOOLS FOR HARD LIVING TYPES

Top NFL Strength Coaches Hail **EASY STRENGTH** as Must-Have, Instant Classic



Available as Book and 14-DVD set



"For me, now 27 years into my coaching career, I have seen, read, and tried a lot of different ideas and training concepts. The information in *Easy Strength* is concrete and useful. *Easy Strength* should be required reading for all strength and conditioning professionals." —Chip Morton, Strength and Conditioning Coach, Cincinnati Bengals



"With *Easy Strength*, Dan John and Pavel have put together a systematic plan where the defined goals lead to the outcome. Excelling at the fundamentals with clear details can be the difference between being good and being great. All of us will benefit from the years of sound scientific principles and real world experience put together in this system. After reading this book you will know where you are, where you are going and exactly how to get there." —Jon Torine, Strength and Conditioning Coach, Indianapolis Colts



"As a professional that is responsible for optimizing all aspects of performance for each individual on our extensive roster, it is critical that I am sharp and able to prescribe what each athlete needs to unlock maximum potential. This can be very difficult when managing a wide range of ages, and differing past experiences and injuries. What I am most impressed by, and appreciative of, is Pavel and Dan John's efforts to put together a system that is all encompassing.

Easy Strength guides you through the essential elements that ensure safe, productive, applicable results. In the development process of enhancing movements there needs to be sound rules and fundamentals that we are rooted in to help hold us accountable, and Pavel and Dan John are on the mark in this book. They have used science and tremendous experience to make this package simple and cut away the clutter that can impair sound prescription." —Jeff Fish, Director of Athletic Performance, Atlanta Falcons

See pages 4–9 for Complete Details



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Ultimate HardMan, Lance Armstrong, to Pavel: “HardStyle Rules!”

Already a cycling superstar, Lance Armstrong, at the age of 25, was diagnosed on October 2, 1996, with a third-stage cancer that spread to his lungs and brain. After one surgery, the doctor stated that he had less than a 40% chance of survival. Extensive chemotherapy eventually put Lance’s cancer into full remission and by 1998 he battled back into heavy training for a resurgent cycling career.

Lance Armstrong went on to achieve a staggering seven consecutive wins at the brutal **Tour de France**, from 1999 through 2005—shattering all previous contestants’ records.

Lance Armstrong defines resilience—in both body, mind and spirit. And Lance Armstrong can most certainly be defined as the “Ultimate HardMan”.

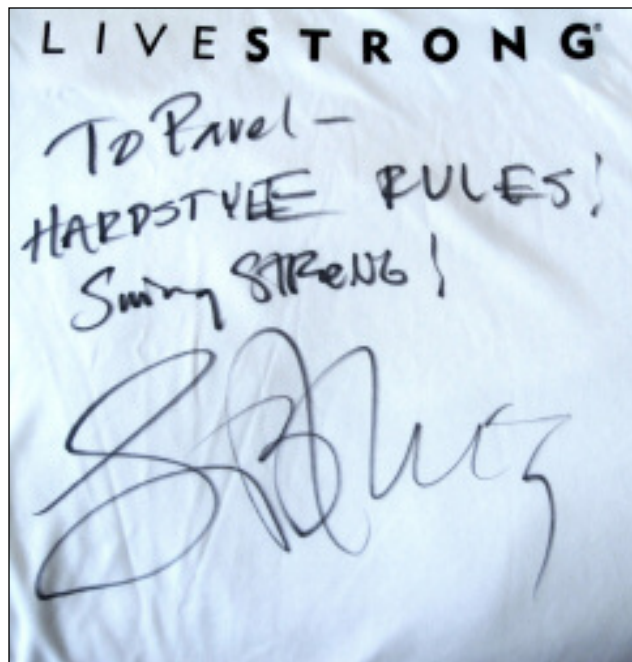
So it should be no surprise that the HardMan packs a Kettlebell as part of his Armory.

But when the Hardman deploys his kettlebell, what method does he use?



Well, here's one possible clue...

Recently Pavel got a surprise package in the mail: a tee shirt signed by Lance Armstrong with the following message:



“HardStyle Rules! Swing Strong!”

LiveStrong® indeed, Lance! We all thank you for your magnificent accomplishments and inspiring example.

In strength and health,

John Du Cane

John Du Cane



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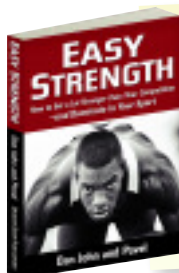
A Quick Guide to Our All-Time Bestsellers, Most Popular and Hottest New Resources

NEW BESTSELLERS



"Just as brilliant as its predecessor! Anyone who will put in the time with both of these masterpieces will be as strong as humanly possible."—Timothy Stovall, Evansville, IN.

Convict Conditioning 2
16 reviews. See pages 78-82



"A book that I feel should change the industry! Belongs on the bookshelf as one of the classic and definitive strength and conditioning texts."—Brett Jones, Master RKC, Pittsburgh, PA

Easy Strength
13 reviews. See pages 4-7



"If the Swing is the center of the training universe, then Mark and Tracy's new DVD is THE guide on how to navigate your training through this universe."—Franz Snideman, Senior RKC, San Diego, CA

Mastering the HardStyle Kettlebell Swing DVD
38 reviews. See pages 10-11

ALL-TIME BESTSELLERS



"Thank goodness that a volume is finally available that will rock the training world back to the sensibilities of its STRENGTH building origins!"—John McKean, 11-time IAWA World Champion, Pittsburgh, PA

Beyond Bodybuilding
119 reviews. See pages 58-61



"If only I had this book while I was an active duty Marine. My Marines' fitness levels as well as my own would have sky rocketed."—Matthew Marshall, Pittsburgh, PA

Convict Conditioning
358 reviews. See pages 74-77



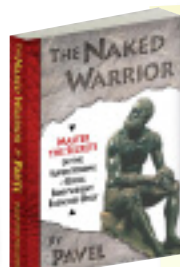
"If you get any book this year on training and fitness, it should be this book. Pavel is the leading authority on kettlebell training."—Jim Chandler, Brazilian JiuJitsu World Champion, Huntington Beach, CA

Enter the Kettlebell! book and DVD
237 reviews (book), 147 reviews (DVD) . See pages 26-27



"This is one of the best DVDs that I have ever purchased. It is so complete with workouts and instructions. The variety is terrific."—Robin McGill, Tampa, FL

Kettlebell Goddess DVD
172 reviews. See pages 28-29



"To comrades seeking liberation from modern gyms, The Naked Warrior is a must-have tactical manual. It's the AK-47 of bodyweight training, with an elegant simplicity that belies a brutal effectiveness."—Tom McCawley, Jakarta, Indonesia

Naked Warrior book and DVD
95 reviews (book), 32 reviews (DVD). See page 69



"If you want to be STRONG then this is the book for you. Pavel is an iconoclast who isn't afraid to shatter years of misinformation with something radically simple."—Kyle Williams, Los Angeles, CA

Power to the People! book and DVD
75 reviews (book), 34 reviews (DVD). See page 63

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Adapting to the Law of The Jungle— By Finding ONE THING to Improve on Over the Next Three Months

Athletic development—and the need to move from Generalist to Specialist if you wish to excel...

AN EXCERPT FROM **EASY STRENGTH** by Dan John and Pavel



Dan John: I often read that someone's career means that they have to be "Prepared for anything." In my work with the military, SWAT teams, police departments and fire

departments, I started picking up on little things. Stress-related health issues are the killers in these lines of work. As one officer told me, and I love the quote, "I have a gun and a car and a badge; those three tend to deal with 99% of the problems in a career." So, instead of getting caught in this spiral of "Prepared for anything," if you fit in this category, find one thing to improve over the next three months. Then, you will only have to worry about "anything minus one."



Pavel: Here is a curious aside for gun carrying professionals. According to Hick's Law (1952), the more stimulus-response alternatives there are, the slower is the

response time. For example, every possible move the suspect could make (a lunge for your gun, a tackle, etc.) is a stimulus, any action you could react with is a response. The more combinations are possible, the slower is your reaction time. Here is an illuminating statistic that has quietly been around for a century and a quarter (Merkel, 1885): going from a single possible response to a threat to two increases your response time by more than 50%. And going from one response to three doubles your response time. You will be twice as slow if you entertain three choices instead of one! Which may explain the popularity of Tony Blauer's S.P.E.A.R. system in the tactical community. At the foundation of the system is a single reaction—the

"spear"—naturally produced by the startle reflex as the response to any unexpected threat. It works. Very QIII.

Moving on from generalism in Q1 and QII to narrow specialization of QIII reflects the way human beings develop. Do you remember the many interests you had when you were a child? Aircraft modeling, baseball, skateboarding, guitar, boxing... What about today? What interests do you have, except, pizza, beer, and iron?

A young neural network is amazingly plastic and extensive. Synapses are budding everywhere, ready to service a wide range of new skills. Juggling three oranges? Here is a pathway, waiting to be opened up. Japanese? No problem, here is a groove, just use it, and you will be fluent before your parent can say "Mawashi geri gedan"!

This incredible openness of a young human brain to learning a great range of new skills is called *neural exuberance*. It gives our species an edge in survival; we can adapt to almost anything. Dostoevsky wrote, "Man is a creature who can get used to anything, and I believe that is the very best way of defining him."

However, while a child can do or has the potential to do a lot of things, he cannot do any of them well. There are many pathways, functioning or ready to start functioning after a little use, yet none of them are really "grooving". Of the many synaptic connections none are strong. The kid is an ultimate generalist. In a child each muscle fiber is hooked up to multiple motoneurons and each motoneuron synapses on multiple, more than in an adult, muscle fibers. As you grow older, the muscle fiber loses all the inputs but one. Other axons, command cables from the motoneurons, die out. At the same time the motoneuron left in charge strengthens its connection and forms new synapses to solidify its control over the muscle fiber.

The process of training is similar to the process of maturation. The grooves which get heavy traffic get their synaptic connections reinforced and even form new synapses, something called arborization. Unused or infrequently used pathways shrivel and even die out in the opposite process appropriately called pruning.

The nervous system lives by the law of the jungle. Various pathways compete for synaptic sites, and only the strongest shall survive. It is the Law of Neural Darwinism. And the training of an athlete who has passed his beginner "accumulation" stage is a zero sum game. Which means that pointless exercises not only unnecessarily tax time and recovery but create competition to the money lifts for synaptic sites. You have two choices: concentrate your gains on your competition events and a handful of big payoff strength exercises or spread them thinly over "random acts of variety".

Balance is the sign of an amateur or a beginner. A professional does only one thing—extremely well. Listen to Tommy Kono: "The secret to Olympic lifting is quite simple. You are a Specialist on the Snatch and Clean & Jerk lifts, and not a "strong man" or someone with multi-talent. If you happen to be good in basketball or track & field events without even practicing these events, that's fine but you do not waste time and energy refining these unimportant areas; just like you do not specialize in extra heavy squats if it was not going to help improve your lifts."

Leave Q1 and QII behind you where they belong—in adolescence. Antoine de Saint Exupéry was right: "...perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away, when a body has been stripped down to its nakedness."

Just do not interpret the above as the call to go to 100% sport-specific work in QIII. Extreme minimalism is not synonymous with total specificity. Matveev (1977) clarified that athletic *specialization is narrow in its goal, not in its means*. Which is why the best general strength exercises like deadlifts belong in the minimalist regimen of a QIII athlete. QIII does not exclude GPP. It simply zeroes in on a skeleton crew of the highest ROI general exercises.



Dan John: So, there's only one rule in QIII:

Do what you say you need to do. Good luck.



ADVANCE PRAISE FOR PAVEL AND DAN JOHN'S *EASY STRENGTH*

"*Easy Strength* is one of the best books on strength training for sport that I've ever read (and trust me, I've read them ALL).

To be fair—it's unfair to characterize *Easy Strength* as a 'strength training for sport' book. It's way more than that.

It'll go down as one of the best fitness and conditioning books period.

For too long, sports strength training was just bastardized bodybuilding, powerlifting, olympic lifting or more recently—strongman training. This book goes a long way in revolutionizing the way the modern coach should be approaching sports conditioning.

The section on the 4 quadrants alone is worth your entire investment. It will really help 'laserbeam focus' your programming for your athletes."

—Alwyn Cosgrove, author of *The New Rules of Lifting* series

"Our most quoted teachers do not seek to dazzle us with their complexity. The great ones use their position to promote understanding and communication of complex material simply and easily. *Easy Strength* is just that kind of work and Pavel and Dan are those kinds of teachers. They provide useable examples and fundamental simplicity. Both men are athletes, coaches, experts, and both ask the most fundamental question of a leader:

They do not ask what is our role? They ask what is our impact on the people who depend on us?

The difference makers always dispense with titles and focus on results. *Easy Strength* is not simply a position statement about fundamentals. It is a step-by-step lesson on how, when and why to use them!"

—Gray Cook, author of *Movement*, co-founder of FMS

"I am currently reading *Easy Strength* for the second time. It is absolutely brilliant in its approach to the varying levels of athletes, as a coach for Q3 and Q4 athletes it should be read by every elite level strength coach handling that level of athlete. I am making my entire staff read the book when I am finished."

—Stan Kellers, Assistant Coach of Strength and Conditioning, Cleveland Cavaliers

"*Easy Strength* is difficult to stop reading because it paves a shorter, smoother path to physical prowess by giving the athlete room to develop. It's too easy to smother growth and potential. That's a lesson most coaches take decades to learn, if they learn it at all. The four quadrants that Pavel and Dan outline help you quickly determine which range of training qualities are ideal for any athlete. In most cases, that range is much narrower than you think.

You'll learn that doing a little bit of everything is a recipe for failure as you reach and require higher levels of performance. The authors effectively strip away the complexities of training that were made from novice coaches who constantly pushed their athletes to the brink.

You'll gain an incredible amount of insight for training beginner to elite athletes, and you'll discover the tricks for knowing when it's overwhelming their capacity. Plus, there's a lifetime worth of sample training regimens that give the muscles and nerves just enough of what they need."

—Chad Waterbury, neurophysiologist, author of *Huge in a Hurry*

"A fascinating book that challenges many established ideas about strength and power training for athletes. Must reading for champions, champions to be, and those who coach and train them."

—Brooks Kubik, author of *Dinosaur Training*

"While this book has broad applicability for every fitness adherent regardless of age, sex or degree of fitness, when I read *Easy Strength* my mind kept honing in on the young up-and-comers: what a spectacular learning tool this book is for the young athlete. This is the best single book imaginable for the apprentice athlete looking to excel within their chosen sport.

Regardless the sport and regardless the young athlete's current condition, capacity or capabilities, reading, absorbing and applying the strategies contained in *Easy Strength* will result in improvement in every aspect of the athletic equation. My feeling is that the integration of disciplines in *Easy Strength* is its strongest attribute: blending disciplines in a balanced, realistic, effective way is the highest expression of the art and science of performance improvement. My highest recommendation."

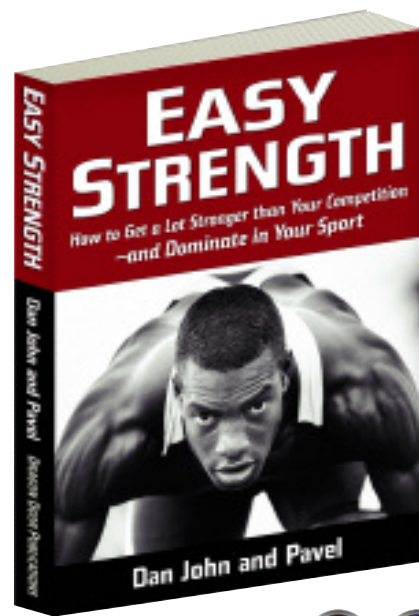
—Marty Gallagher, author of *The Purposeful Primitive*, 3-Time World Master Powerlifting Champion, former columnist for WashingtonPost.com

"I found Pavel and Dan's *Easy Strength* to be a very worthwhile endeavor. 'Do no harm' is very much in line with our methods ('Do all that's necessary, not all that's possible') wherein we have not had a single injury for the last 6 years which includes thousands of workouts. I will do my very best to promote *Easy Strength* not just because of its authors but because it is necessary for anyone who needs to be stronger for a purpose!

—Barry Ross, author of *Underground Secrets to Faster Running*

"*Easy Strength* by Pavel and Dan John is full of information on how to become a better athlete. How? By learning how to train optimally."

—Louie Simmons, Founder of Westside Barbell



2 Mid-Level 3 Advanced

Easy Strength
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Preface: Not the ROLE of the Strength Coach but the IMPACT!





Chapter 1 The Continuums and the Quadrants

QI: Lots of Qualities at a Low Level of Relative Max

QII: Lots of Qualities at a High Level of Relative Max

QIII: Few Qualities at a Low or Moderate Level of Relative Max

QIV: Few (or One) Qualities at the Highest Level of Relative Max

<p>Quadrant I (QI) Physical education classes that honestly introduce games, sports, and movements in a broad and organized system</p> 	<p>Quadrant II (QII) The collision sports and occupations</p> 
<p>Quadrant III (QIII) Where most people are in life and sports—a simple yin-yang relationship between strength training and the goal at hand</p> 	<p>Quadrant IV (QIV) The "rare air"—the sport is so narrow and the level of competition so high that there is nearly total focus on one goal</p> 

Kettlebell Exercises and Programs (and a Few Other Things) in Quadrants

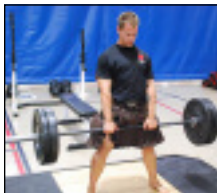
Barbell Moves (and a Few Other Things) in Quadrants

Chapter 2 Where Are You? How Do You Measure Up?

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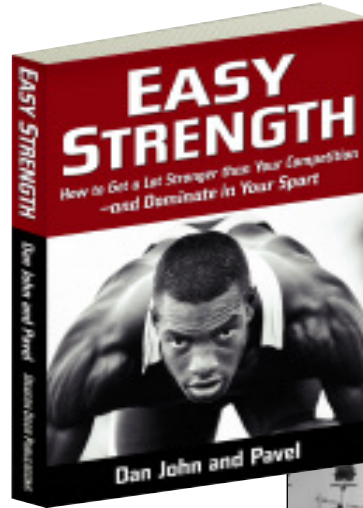
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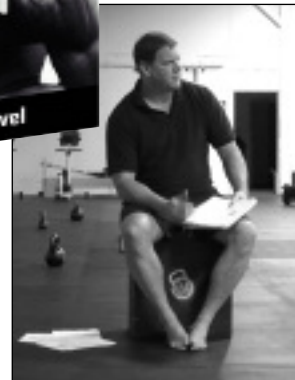
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Mining Your Journal

The AIT Formula

On Winning and Losing

The Rules



"Easy Strength is a masterpiece from two of the best in the business of strength and conditioning. Pavel and Dan John's book will help you improve your performance— no matter what your sport. It doesn't matter whether you are a weekend gym warrior, competitive athlete or coach... you owe it to yourself to read this book. The bottom line is that it will help you become stronger, faster and more powerful in the most efficient way possible..." —Andy Bolton, 6-Time World Powerlifting Champion

How To Look Like Tarzan, Play Like Tarzan— And Win Like Tarzan

What It Takes to Stack the Strength-Deck in Your Favor

"If football were played in the weight room or on the track, I could guarantee that each year, the team that won the championship would NOT be the team that won on the field of play. And that is absolutely true in every sport and every game. It's a rare track meet that you don't hear someone rhapsodize about training numbers and then see him or her lose badly. In football, we have a phrase for this: 'Looks like Tarzan, plays like Jane.'

Pavel and my goal in writing this book is to clarify the role and impact of strength training in fitness, sports, and life. We are committed to clarity, even though at times, it's impossible to navigate the sea of conflicting information regarding the lifting sports. Pavel's experience and research provides grounding and a confidence to 'Do this!' as we often joke.

What can you expect from reading this book?

- You will learn some history. You will discover that almost everything discussed in the fitness industry has been done before—and often better.
- You will reexamine the role of strength training as it applies to sport. Doing so may serve as the greatest timesaver in history!
- You will find that, like a medical doctor, a strength coach must be committed above all to 'Do no harm'—a pledge that's often disregarded.
- You will be exposed to the concept of systematic education and the need to build an athlete (or anyone!) using some kind of intelligent approach.
- You will be exposed to another educational system—along with a way to harness its powers—that will give you clarity into all the various fitness, health, and nutritional information being tossed at you daily.
- You will discover the tools for teaching an entire team to improve in a sport—and why these great tools may be of no value to you in your training!
- You will be exposed to what the best in sports do in the weight room, and you will discover why it will apply to everything you decide to do.
- You will learn many of the 'champion's secrets' and be amazed at the simplicity, as well as the insightfulness, of what the best do."

—Dan John, from the preface to *Easy Strength*.

"I made the mistake of cracking open my review copy of *Easy Strength* at 11pm last night. It grabbed me from the first page and the next thing I knew I had pulled an all-nighter finishing the book in one sitting. Not a common thing in a strength book! It is that good. *Easy Strength* is a work of art and sure to be a classic go-to book for the modern coach. The pages are so full of gold you should consider changing the title to *El Dorado*."

—Jon Engum, Senior RKC, Grandmaster, 7th Degree Black Belt, Taekwondo

"This book kicks some SERIOUS ass!! Pavel and Dan put together a simple to understand and easy to apply training regime for athletes and for those of us who want to train AND perform like athletes. I've seen MANY books based completely on the science of training athletes, but from my own experience, when you train athletes in the real world you need to learn how to tweak science.

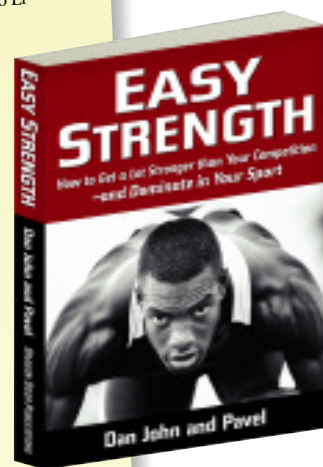
Easy Strength is what I see as the blend of science, real world experience and application blended together in an easily understood manner without needing a PhD. to understand what you're reading. You just can't go wrong when reading what Dan and Pavel put together."

—Zach Ewen-Esh, Founder, Underground Strength Gym

"If you could sit at a table with two of the smartest, most experienced and most respected names in strength and listen in on their conversation, would you do it? What if they were also two of the best communicators, men who are known for taking complex info and distilling it down into easily-digestible, family-sized portions? I have had the good fortune of being able to do that very thing on more than one occasion and *Easy Strength* often reads like someone transcribed one of these conversations.

Pavel and Dan open up on the subject of strength, why it is important and how to develop it. This book is a wealth of information for anyone interested in getting stronger."

—David Whitley, Master RKC Instructor



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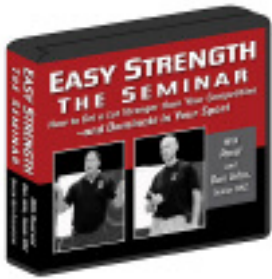
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7



Praise for Pavel and Dan John's EASY STRENGTH Seminar

"I now have a very clear path on how I can help the law enforcement and military community without burning them out. This workshop was like attending four years of college on how to deliver fast and simple results to your clients.

Pavel and Dan are just unbelievable and they are like training encyclopedias. **I learned more in three days than I have in the last 10 years of attending other workshops, seminars and reading books.**"

—**JOEY WILLIAMS**, Pacifica, CA, Police Officer, Law Enforcement Weaponless Defense Instructor, Impact Weapons Defense Instructor, Police Academy Drill Instructor

"The single most comprehensive seminar in strength, the acquisition of strength, and the practice of strength that I've ever been to."

—**GEOFF NEUPERT**, Master RKC, Durham, NC

"I feel that I am coming away with an impressive and extensive supply of training tools and methods. Every topic felt applicable to my own practice, and the service of my clients and customers.

This workshop probably had 2 times the scope of material than any other specific course I have taken. I found all the information practical."

—**SOMNATH SIKDAR**, Personal Trainer, Dragon Gym Owner, Exton, PA

"There are only a few people in the world with this level and combination of scientific and real world knowledge and they rarely talk about it live. **This was one of those times that you could pick up a lifetime of knowledge over a weekend. Priceless.**"

Quality and scope were excellent, but what will really separate this material is the practical use. It makes the training done by real professionals accessible to the average person."

—**BUD JEFFRIES**, Lakeland, FL, Performing Strongman, Author, Lifetime Drug Free World's Powerlifting Champion, Strongman champion, MMA/Grappling Fighter, Highland Games Champion, Strength Coach.

"I learned more in the three days here than I learned in my life training! Pavel's straightforward way of showing the techniques and delivering his message was gold. Dan John made everything come together! The way he showed everyone the four quadrants works. It took the guessing game away and now I know if someone wants to lose weight or gain muscle, all I have to do is go for the four quadrants. Love it! Now I have the missing link to better my clients and myself."

—**PETER VIEIRA**, East Providence, Rhode Island, Firefighter

"I have been to numerous NSCA, Westside, RKC workshops and seminars and have never been to anything this good. I feel privileged to have participated. These two distilled a vast quality of knowledge and communicated it with a great effectiveness.

I feel like I have absorbed about two years of a college major in strength development in three days."

—**ANDREW BENDER**, Chelmsford MA, personal trainer

This workshop is a must if you are serious about being a successful coach or trainer. If you want to have a clear concise understanding of what it takes to be a strength coach, and how to properly approach your clients, athletes or students needs, then you will take this course!

This was by far the most in depth, informative course that I have ever attended!

—**JUSTIN "TRUSTY" GARFIELD**, Waianae, HI, Strength & Conditioning Coach, Gym Owner

"This seminar has been incredibly eye opening for me. The knowledge I have gained will significantly alter the course of all of my future training. This was truly life changing.

This seminar has been the greatest 3 days of my training career. It will significantly alter how I train myself and my students."

—**CHRIS LINDQUIST**, East Fallowfield, PA, Veterinarian

"It has linked together every aspect of training and every Dragon Door related training program in such a way as to make someone almost unstoppable when the scientific strength secrets are not over thought, but simply applied.

Pavel and Dan have taken exercise science and effectively applied it to real world scenarios. Every other training course I have had outside of the RKC system has revolved around a lot of text book knowledge with little-to-no real world application."

—**ANDREW LYONS**, Columbus, OH, Physical Therapist

"Outstanding! Excellent course that must be repeated, it would be a shame if we were to be the only group to have had the privilege.

These men obviously have much more to give. And even though I was able to learn some incredible information this week I am looking forward to what is next. In the meantime I will spend my time practicing the knowledge I take home. These are professional of the utmost quality.

This course has been by far the most comprehensive highest quality and useful course I have ever taken."

—**K.C. REITER**, Chico, CA, Fitness Trainer

"Pavel and Dan have managed to cram a lifetime of strength coaching experience into 3 days. The incredibly complex problems of human performance were distilled, in typical Dragon Door/Pavel style into simple and easy to understand frame works.

Pavel and Dan John are as advertised. World Class experts on strength training who can make the complex single. As with every event I have attended – magnificent. The cost of the trip and course (\$6000 AUD) will easily be earned back."

—**ANDREW READ**, Melbourne, Australia, RKC Team Leader



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If football were played in the weight room or on the track, I could guarantee that each year, the team that won the championship would NOT be the team that won on the field of play. And that is absolutely true in every sport and every game. It's a rare track meet that you don't hear someone rhapsodize about training numbers and then see him or her lose badly. In football, we have a phrase for this: 'Looks like Tarzan, plays like Jane.'—Dan John

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- The role and impact of the strength and conditioning coach
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- The 6 secrets for effective General Strength preparation
- The #1 key to improving team performance
- The relationship between strength and power
- The championship ladder
- How to organize your training toolkit
- How to program and organize group strength workouts
- Hypertrophy training: the elephant in the room
- How the role of joint mobility changes over an athlete's career
- The secrets of armor building—to survive and conquer
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- How to guarantee getting stronger year after year
- How to "steal strength" with this 40-day workout
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- The truth about periodization—what you really need to know
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9

“Full of detail and passion, *Mastering the Hardstyle Kettlebell Swing* is an instant classic.”
—Pavel Tsatsouline, author of *Enter the Kettlebell!*



PRAISE FOR *MASTERING THE HARDSTYLE™ KETTLEBELL SWING*

Best DVD on the Swing I have ever seen!

“If the Swing is the center of the training universe, than Mark and Tracy’s new DVD is the guide book on how to navigate your training through this universe. I have literally watched this DVD 5 out of the last 6 nights with pen and paper in hand. This DVD walks the kettlebell newbie and the seasoned kettlebell veteran to Swing mastery.

The drills, stretches and movements taught in this DVD are the best I have seen anywhere in the industry. Mark and Tracy, with their many decades of combined experience, will have you swinging your kettlebell with more power, grace, and intention. The results will be: an increase in fat loss, better stamina, strength, power, mobility, athleticism, body awareness and overall movement skills.

To say I am impressed with this DVD is an understatement. This DVD is a serious game changer! Get this DVD and master the SWING and take your physique and body function to the highest possible level.”

—FRANZ SNIDEMAN, Senior RKC, San Diego, CA,

Master the movement with the Master trainer!

“I’ve seen kettlebell training from all levels—from beginner workshops to the HKC to the RKC and beyond. What the Reifkinds have done here is give you the single best tool to start your kettlebell education with.

Because the swing is so central to both the

RKC system as well as the practice of all ballistic kettlebell lifts the skills, tips and drills in this DVD will fast track your progress to more advanced skills.

Rif has championed the swing long before the kettlebell’s surge in popularity and it is fitting that the team that used the swing to rehabilitate a broken body and shed 100lbs are now teaching others how to get the same benefits they did. With real-world proven results from this simple exercise the Reifkinds will share with you how you too can master this elegant yet powerful movement.”

—ANDREW READ, RKC Team Leader, Australia

A Great Blend of Information, Passion and Personal

“This is by far the best exercise DVD I have ever used. The first DVD walks you through the component skills and explains the progressions that go into the swing. The second DVD has two excellent workouts that reinforce the fundamentals and challenge you in a real world functional series of exercises. The Reifkinds are both knowledgeable and convey this knowledge in a very professional, yet fun, manner. I have been working out for over 40 years and this is an excellent example of what fitness and practice should be. I use it personally and share it with my friends and clients. I cannot recommend it highly enough!”

—BILL HYSELL, CSCS / Frankfort, NY

Time and Money Well-Invested

“I am 40 years old and started with kettlebells two years ago out of desperation. I had chronic low back pain and sciatica, and heard about them from a 64-year old kinesiologist who had fixed

his own back problems with just the swing. Fast forward two years, and I am doing about 2,000 swings per month and my back has improved about 80%.

I purchased this DVD because I want my swing to be the best it can be. The DVD is replete with stretches to improve range of motion, and drills, and workouts designed to entrain good form into your motor memory so that your technique improves. An example: doing planks immediately prior to two-handed swings makes it much easier to correctly lock out at the top of the swing than just grabbing a bell and starting to swing "cold." Think about it--at the top of the swing you are bracing your abs and firing your glutes and lats. The lockout is a plank. The DVD is filled with little tricks like this.

I would recommend this DVD to anyone who is new to kettlebells or who has been training on their own (i.e. not with an RKC/HKC instructor) for 5 years or less.“

—TOM ROONEY, Dayton, OH

This DVD has my highest recommendation!

“The Kettlebell Swing, being the most important kettlebell exercise to master, is one that you need to spend lots of time practicing. Most people don’t understand how important and key this exercise is. Over the years the HardStyle swing has evolved to a better more efficient exercise than it already is. Tracy and Mark do an excellent job breaking down this foundation exercise for anyone from the beginner to the seasoned kettlebell enthusiast. This comprehensive DVD will not only perfect your kettlebell swing, but will show you how to use kettlebell swings the "Tracy Reifkind" style in a workout. This DVD has my highest recommendation!”

—LAUREN BROOKS, RKC Team Leader, San Diego, CA





“IN THE ROYAL FAMILY OF EXERCISE, THE KETTLEBELL SWING IS KING”

Get the ripped physique, the ultra-conditioning and the explosive power you always wanted—in minimum time and for minimum expense...

Since Pavel Tsatsouline introduced the modern world to the glories of HardStyle™ kettlebell training in 2001, the fitness landscape has changed forever. This simple tool, the kettlebell, when used as part of Pavel's now legendary HardStyle™ system, has helped sculpt finely-chiseled new physiques—with dramatic power to match—for tens of thousands of grateful recipients.

Master RKC, Mark Reifkind and RKC, Tracy Reifkind are uniquely qualified to help YOU TOO rapidly achieve the same spectacular physical transformations.

As a former college gymnast, powerlifting champion, national coach, competitive bodybuilder, ultra-marathoner and the founder of the first-ever studio in the US devoted entirely to kettlebell training, Mark brings a wealth of experience and expertise in his presentation of the secrets of the HardStyle™ kettlebell swing.

Tracy's innovative kettlebell swing programming and personal 100lb plus weight loss story have won her national acclaim—and a position of honor in Tim Ferriss's runaway bestseller *The 4-Hour Body*.

As its title indicates, *Mastering the HardStyle™ Kettlebell Swing* provides absolutely everything you need, to knock it out of the performance park—and enjoy a new life of supreme strength and vitality. Detailed, scientifically-structured progressions give you a rock-solid technical foundation and proficiency. Two bonus, follow-along workouts further instruct and inspire you to achieve the ultimate in fat loss, high-yield cardio and explosive power.



Get these 9 great benefits from the HardStyle™ kettlebell swing:

- 1) Build more muscle—with a chiseled, compact, toned look
- 2) Lose fat—in a hurry, but with long-term, sustainable results
- 3) Increase strength—with surprising carry-over for innumerable physical activities
- 4) Train hardcore cardio—for a powerful, “ageless” heart
- 5) Build speed and power—to be as explosive and as dynamic as you want to be
- 6) Increase your work capacity—to go longer and harder at any task
- 7) Develop muscles you never knew you had—for a perfectly proportioned physique
- 8) Strengthen and stabilize your back—a major key to pain-free, high-level performance and athletic longevity
- 9) Build powerful legs—without wrecking your knees

Who is Mastering the HardStyle™ Kettlebell Swing For?

- 1) You've been hearing about kettlebells and **don't know where to start.**
- 2) You've heard that nothing burns more calories or works more muscle than kettlebell swing training but **you don't live close to a certified instructor and want to learn the best and the safest way to swing the kb.**
- 3) **You're a trainer who wants to get kettlebell certified** and wants to know the details of how the RKC teaches the “Center of its Universe”, The swing.
- 4) You've tried other kettlebell methods and **haven't gotten the in depth, detailed instruction you want.**
- 5) **You're a busy person** who doesn't have all day to go to the gym and spend hours on a bike, lifting weights and doing yoga to maintain a base level of fitness and tone. You need a much more efficient solution. The HardStyle Kettlebell Swing.
- 6) You want to get strong at the same time you get your cardio in and **don't have time for both.**
- 7) You're small and **you want to build up.**
- 8) You're too big and **you want to slim down.**
- 9) **You're a serious minimalist** who loves the idea of one bell, one weight and one movement for a total body, complete workout.
- 10) **You're a high mileage comrade** who's been through the mill and whose knees and back can't tolerate what they used to. You need a serious exercise that just builds you up without tearing you down. You're no longer training for ‘fitness’, you are training for Life.
- 11) **You're a serious competitive athlete** that wants to know one of the best tools around for building and maintaining amazing power and speed that translates big time to your strength lifts and sport. In Sport, Speed is King, and Power is Queen. Nothing builds both like the HardStyle Kettlebell Swing.
- 12) **You're no longer a beginner kettlebell trainer** and are ready to go into Deep Skill; the subtleties and nuances interest you.
- 13) **You want to know how to** do the only exercise that Tracy used to **achieve incredible muscle tone and strength** after losing over 100 lbs.

Mastering the HardStyle™ Kettlebell Swing

The Ultimate Exercise for Fat Loss, High-Yield Cardio and Explosive Power

With Mark Reifkind, Master RKC and Tracy Reifkind, RKC
#DV080 **\$34.95** DVD
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11

Developing explosive shooting capability

When I was playing lacrosse, my coaches always told my teammates and me to strengthen our forearms if we wanted to have a harder shot. They were right, but what they didn't know is how much the lower body and core are involved in shooting.

HIGH PULL

The kettlebell high pull is a step forward in technical difficulty from the swing and the clean lift. The high pull also bridges the gap between the basic swing and the advanced snatch lift. And like most “stepping stone” exercises, the high pull involves mechanics that make it effective by itself for developing explosive shooting power—particularly the cock-back phase of overhand shooting.

As we discussed earlier, to get the most power out of a shot, a stretch must be created that uses the stored elastic energy in the muscles. Tapping this energy is what provides shooting velocity. To get the stretch, there must be an effective countermovement of cocking back the elbow of the top hand. The cock-back phase before the shot is actually where the mechanics tend to differ between on- and offhand shooting.

If you watch players shoot, you will notice that the follow through component of the shot is almost completely identical for both hands. It's the drawing back of the elbow that's different between hands. The cocking back tends to be inhibited on the offhand, which produces less of a stretch and ultimately less velocity on the shot. It isn't that the muscles are necessarily weaker on the offhand. Rather, the muscular mechanics differ to the degree that the muscles can't tap their true power potential in a shortened stretch cycle.

In terms of sports specificity, the kettlebell high pull mimics this cock-back movement

High Pull

EXCERPT FROM THE IRON WARRIOR
BY JASON THERRIEN

almost to a tee. The high pull also works the entire kinetic chain, teaching the shooter how to harness power from his lower body and transition it to his upper extremities. A big problem for many players at the high school and even the college level is that they muscle off the shot, relying solely on upper-body strength. Performing shooting drills and getting onfield coaching can help correct this problem, but incorporating the correct mechanics into strength training will hard wire the movement into the nervous system. The mechanics learned doing high pulls will carry over greatly to playing lacrosse and may decrease the learning curve when applied to shooting practice.

STARTING POSITION

The high pull starts off just like the swing and the clean. In fact, the starting position is identical on all of the ballistic pulling lifts. For a one-arm high pull, stand with your feet about shoulder width apart. Place the kettlebell slightly in front of you, about 6 to 12 inches away. Point your feet straight ahead or angle them slightly outward, making firm contact on all four points and placing the majority of the pressure on your heel points.

Sit back by creasing at your hips, and grab the handle of the kettlebell with one hand using an overhand hook grip. Your back should be flat, with a comfortable lifter's arch in the lumbar. Your head and neck should be aligned with your spine and your gaze directed straight ahead. Again, this is known as the *universal athletic position*.

Make sure the kettlebell is close enough that you can grab it by slightly extending your arm. You don't want to have to lean forward to grab it once you are set in position.

INITIATING MOVEMENT

For a right-handed one-arm high pull, grab the kettlebell handle with an overhand hook grip, and slightly drag it along the floor, back between your legs. Once you have lifted the bell off the floor, shift your weight to your lower-body musculature. And once you have loaded your hips, contract your glutes and create a hip snap in the same manner as in a swing.

MOVEMENT EXECUTION

As you extend your hips, simultaneously pull back your elbow, as if you are trying to throw an elbow at someone standing behind you. Your elbow should travel back and slightly above your shoulder girdle. Avoid shrugging your shoulder by pulling back with your lats and upper-back muscles.

Again, your hips should be doing the work. Your arms should just be guiding the kettlebell with minimal effort. Your hip snap should be aggressive enough to make the bell completely float in the air, making it virtually weightless at the top of the movement.

As you pull back the kettlebell, open your chest and retract your shoulder blades. At the top of the high pull, your arm and the bell should align. The bottom of the kettlebell and your knuckles should point in the same direction, with your arm and the bell almost forming a line parallel with the floor.

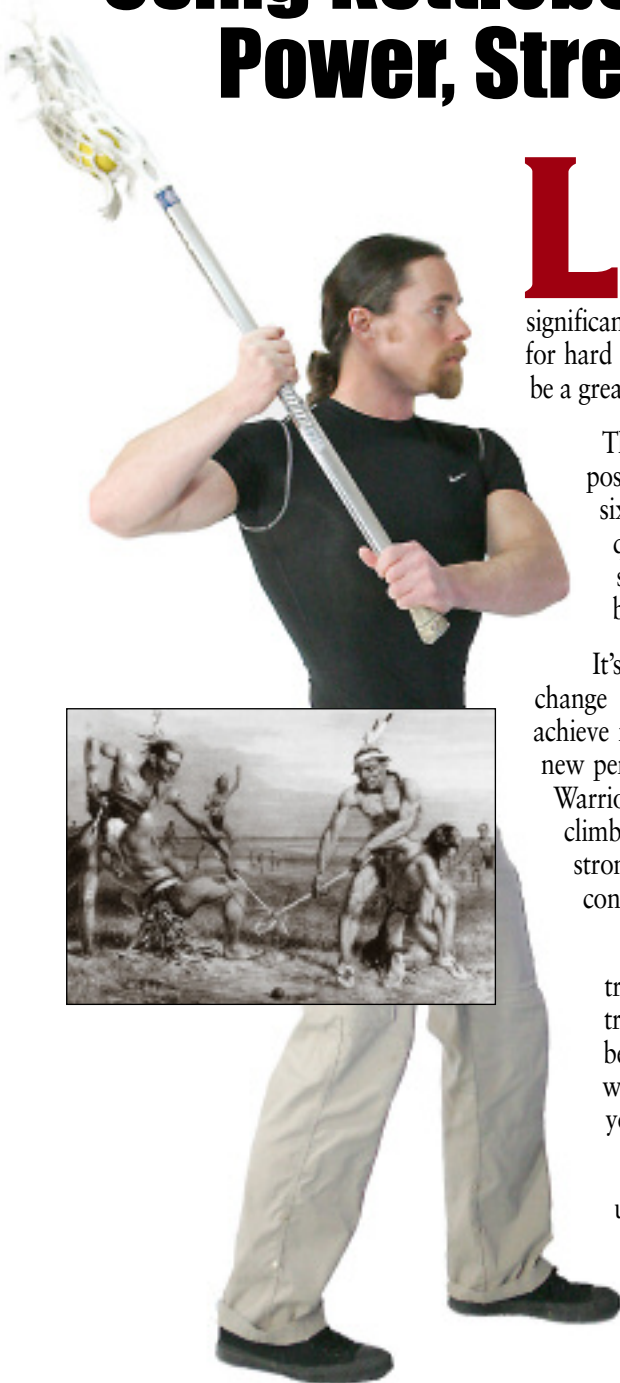
What goes up must come down! Crease at your hips, and hike pass the kettlebell back between your legs. Give it a little more assistance on the way back than you used in the swing and clean lifts. Since you are already cocked back at the top, throw a punch back and down between your legs. Make sure to catch the weight with your hips, and then repeat for reps.

DETAILS OF FOCUS

- The timing is much different in doing a high pull than a swing or clean lift. Modulate the amount of force you use with each type of ballistic pull to properly execute the variety of movements involved. Make sure your hips are extending and your elbow is retracting in a coordinated fashion.
- When pulling the kettlebell up and back, you should raise your elbow, but your shoulder girdle should stay down and away from the ear on that side of your body. Lead with your elbow as you redirect the kettlebell.
- Make sure you keep your shoulders and hips square at all times. Fight the urge to rotate to the loaded side. This applies to all one-arm versions of ballistic pulls.
- Let your free hand be extended and abducted off to the side, counterswinging naturally with your movements. Doing so will help to keep your shoulders square with your hips. Don't rest your free arm on your thigh. Resting your arm on your waist is acceptable, but extending/abducting the arm is more natural and self-correcting to alignment. Resting your hand on your waist can also make your palm sweaty, which isn't good if you are going to switch hands during sets.



How to Excel at the Sport of Lacrosse— Using Kettlebells to Generate Greater Power, Strength and Endurance



Lacrosse and kettlebells—both passions of mine—form a beautiful marriage when performed together. Both have a rugged reputation and an ancient root. Both hail from a time when a man’s physical prowess was key to both his day-to-day survival and lifelong success. Playing lacrosse was an act of war that had great spiritual significance to the Native Americans. Likewise, the kettlebell was a resourceful training tool for hard living, warfare, and acts of strength. It makes perfect sense, then, that the kettlebell be a great training tool for lacrosse.

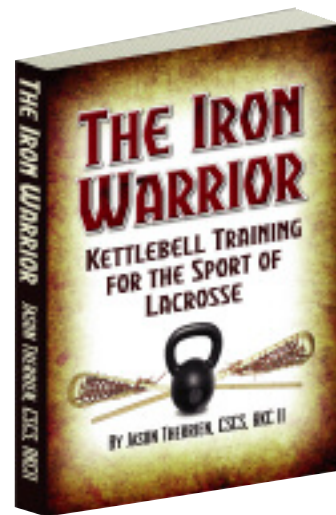
The full potential of the training process can far exceed what most people believe is possible by academic standards. I’ve seen this happen. I’ve seen injuries heal before the six- to eight-week period the doc has prescribed. I’ve seen people who were ready to quit running on a doctor’s advice go on to win their age group in record time. I’ve seen transformations of epic proportions. I’ve seen regular people and athletes become Warriors!

It’s all about learning. All these people learned to change the program of the cyclical and the linear to achieve more and walk on higher ground. They gained a new perspective of what it takes to thrive. The goal of a Warrior is to reach that higher ground and never stop climbing. The process of training and becoming stronger is a path that has no destination. It involves consistent refinement of the self.

My hope is that this book will bring you to the trailhead, where you can begin your personal transformation and start down your own path to becoming a Warrior. *Iron Warrior* contains a wealth of information that will help you achieve your goals as a lacrosse player and beyond.

Today, the term *sports specificity* is commonly used but rarely understood. For a program to be sports specific, it requires more than just working the muscles involved in the sport. In addition, it must blend the elements of mechanics, energy and metabolism, patterns of movement, and speed.

The use of kettlebells with the *Iron Warrior* program meets these criteria completely. I have used this program personally and in training athletes with great success, so I know it’s tried and true. Once you feel comfortable with the program, find a way to put your own signature on it. It was never my goal to make your training overly dogmatic but rather to show you the way until you can navigate on your own.”—Jason Therrien



The Iron Warrior
Kettlebell Training for the
Sport of Lacrosse
By Jason Therrien, CSCS, RKC II
#B52 \$39.95 Book
Paperback 8.5 x 11 208 pages
145 photos, charts and illustrations

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www.dragondoors.com/B52



Discover how the magic of kettlebell exercise can keep you powerful, strong and supple—at any age...

Nothing ages us faster than the lack of regular, effective exercise. Muscles melt away, bones go brittle, posture stoops, skin sags, flab hangs—and joints creak. Pain, fear and fatigue become our constant companions.

The less you exercise, the faster you decline. However, not all exercise is created equal. Many forms of exercise may at best put you in a holding pattern, while other forms of exercise might even exacerbate your health issues.

The good news is that there is one form of exercise which can give you immeasurable health benefits, whatever your age. Regular, well-designed **kettlebell workouts** may not only reverse many symptoms of aging, but will actively contribute to building your strength and power well into your 50s, 60s, 70s and 80s.

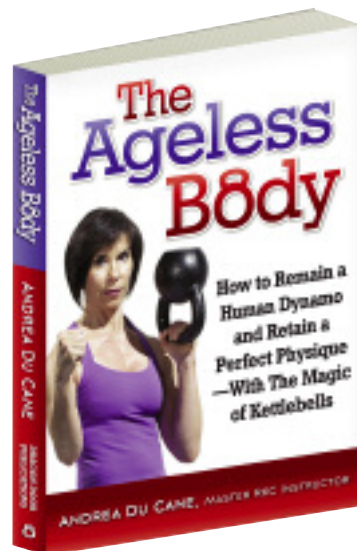
Kettlebells are the only handheld weight that allows you to exercise aerobically, for cardio as well as anaerobically, for strength training. The kettlebell is the unique “gym in your hand” that can reward you with decades of high-yield health benefits.



Andrea Du Cane's *The Ageless Body* presents a complete De-Aging Masterplan, that gives everyone from the raw novice to the experienced athlete an opportunity to defy physical decline and hone themselves—safely, simply and progressively—into the muscular, energetic, magnetic specimens they deserve to be.



The Ageless Body provides everything you need to start training with kettlebells, whatever your current age or condition. Bonus sections cover warm-ups, joint mobility, balance and stability—to ensure your anti-aging kettlebell program covers all the essential elements for a long, active, safe and pain-free life. Enjoy!



The Ageless Body
How to Remain a Human Dynamo and Retain a Perfect Physique—With the Magic of Kettlebells
 By Andrea Du Cane, Master RKC
#B58 \$34.95 Book
 Paperback 8.5 x 11 159 pages
 237 photos, charts and illustrations



"If you choose to reclaim your youth, look no further than ***The Kettlebell Boomer***. Andrea Du Cane possesses a razor sharp mind and the kind of attention to detail that separates the high-end professionals from the also-rans. Which shall become obvious once you watch her DVD. Youth is a choice. Make it." —Pavel Tsatsouline, author of ***Enter the Kettlebell!***

Possibly the Most Important DVD Made Since *Enter the Kettlebell!*

"Watching ***The Kettlebell Boomer*** reminded me of my parents and the necessity to get the transformative power of the kettlebell into the hands of the Baby Boomer Generation. This DVD will do just that.

The Kettlebell Boomer truly demonstrates that kettlebells are for EVERYBODY and no bodies need it more right now than the Boomers. This DVD is the solution to aging gracefully and it couldn't come at a better time than now. My hope is that members of the Boomer generation, with the help of my generation (Gen-X), experience what we already know - that 'when we say kettlebells, we mean strength. And when we say strength, we mean kettlebells.'"

—GEOFF NEUPERT, Master RKC, Durham, NC

76 million people need this DVD

"Andrea Du Cane is not a Master Instructor for nothing. She has been there from the beginning of the Kettlebell Invasion and is still leading from the front. In fact, she was my Team Leader when I got certified in 2005 and was a tough, fair and exacting instructor.

She only wanted you to do things technically correct so that you could make the best progress you could, safely. Her emphasis on technique and execution over sheer loads makes a big difference, especially when one is in the second half of their journey.

Her interest in working with the general population led her to always emphasize corrective drills, stretching, mind body connection and safety first, way before it became so popular.

Her newest DVD ***The Kettlebell Boomer*** is perfect for those that want a solid introduction to all the basic kb exercises as well as progressions and techniques that let them go slowly into this brave and perhaps scary new world of the kettlebell.

Given that there are 76 million people in this age range this is a product that needed to be made.

One of the charges we ask of ourselves when certifying potential RKC's is whether we would feel safe having them train our mothers. With this

DVD any instructor will have even more tools to safely bring deconditioned, older people into the kettlebell community with confidence."

—MARK REIFKIND, Master Instructor RKC, San Jose, CA

Excellent DVD

"***The Kettlebell Boomer*** by Andrea Du Cane is full of excellent progressions, variations and techniques targeted at the 'senior' population.

Trainers will want this product so they can effectively integrate the Kettlebell into the routines of their 'senior' clients and Seniors will want this product to enhance their own Kettlebell practice or to enter into Kettlebell training. With 4 experience levels, the 'self screen' and the variations and progressions provided, this DVD can open the world of KB training to the older clientele."

—BRETT JONES, Master RKC, CSCS, CK-FMS, Pittsburgh, PA

What You Should Know About Andrea Du Cane and The Kettlebell Boomer

"Have you ever wondered how to overcome your physical limitations (or your clients') to optimize your performance and get real results from your kettlebell workouts?

When I owned my gym, 90% of my clients were boomers who came to me with some sort of pre-existing injury or impingement that limited the progress we could make together. Of course as an RKC, I had some tools in my toolbox to help them make breakthroughs, but I didn't have ***The Kettlebell Boomer***. I remember both of us walking out of some training sessions frustrated that we didn't make the progress we intended to make. Has this ever been you?

If the answer is yes, you have to watch ***The Kettlebell Boomer*** with Master RKC, Andrea Du Cane. Du Cane's DVD is one of the most important kettlebell DVDs available for both trainers and kettlebell enthusiasts—here is why:

Students in the DVD are varied in their limitations and you will find either yourself or your client in this DVD.

Du Cane teaches you with sound methods how to work within and even overcome limitations.

You will learn how to reverse the effects of aging in a easy to understand format—Du Cane is professional and engaging.

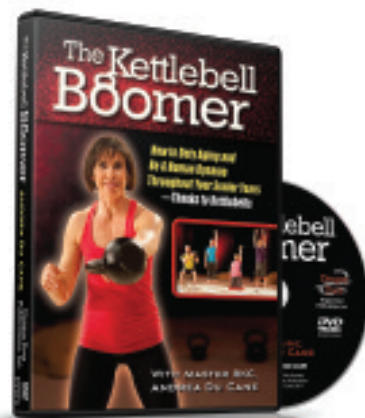
Complete and thorough instruction on how to adapt certain exercises to specific limitations.

Du Cane demonstrates how to shatter plateaus, boost performance and maximize results!

Did you know boomers are estimated to be 80 million strong by 2020? As a trainer you must know how to train this group of people and as a boomer you should know that you don't need to be limited in your kettlebell training.

What was the experience you had recently that left you feeling frustrated after a training session? I am willing to bet that after you watch ***The Kettlebell Boomer*** you will no longer feel like you (or your client) just didn't do enough or that you (or your client) just can't perform certain kettlebell exercises. Get ***The Kettlebell Boomer*** now!"

—SARAH LURIE, Author of *Kettlebells For Dummies*, Montecito, CA



1

Beginner

2

Mid-Level

3

Advanced

The Kettlebell Boomer
How to Defy Aging and Be a Human Dynamo Throughout Your Senior Years—Thanks to Kettlebells
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15

A Taste of What to Expect When You Invest in the *Kettlebell Warrior* Program

By Dr. Mark Cheng, Senior RKC

I'm a firm believer that anyone who buys an instructional video should get the biggest bang for his or her hard earned buck. So simply demonstrating a bunch of exercises and then showing you fighting techniques without the benefit of detailed explanation is like giving you a Ferrari without the keys or any access to fuel. It's my job to teach you everything I can in the highest possible detail, so that you can implement your newfound *Kettlebell Warrior* knowledge and get the most out of it.

Also, my take on some of these exercises might be a little different than what

you've seen in other kettlebell instructional videos, and that's fine. As long as the logic behind the movement is solid and there is measurable improvement in your well-being and

athletic performance, there can certainly be more than one way to do a given exercise. What I'm showing you here is based on my experiences in martial arts and in clinical medicine, as well as my own personal preferences in training.

My goal is to help you gain a real understanding of how to correctly do both the *Naked Warrior* and *Kettlebell Warrior* training exercises, the logic behind why they're done the way they're done, and the step-by-step breakdown of certain martial arts techniques that benefit from those training exercises.

1. We start with an explanation of the physiological benefits of each exercise, but in layman's speak. You're not going to have to go to med school just to benefit from this DVD series. You just have to pay attention.
2. We continue with detailed, step-by-step instruction on the proper execution of each exercise's training method. Nothing's left to chance here.
3. Finally, we give you more highly detailed instruction on the fighting applications of each of these *Kettlebell Warrior* exercises. You get to see firsthand how an exercise benefits your ability to bring the pain on your adversaries.

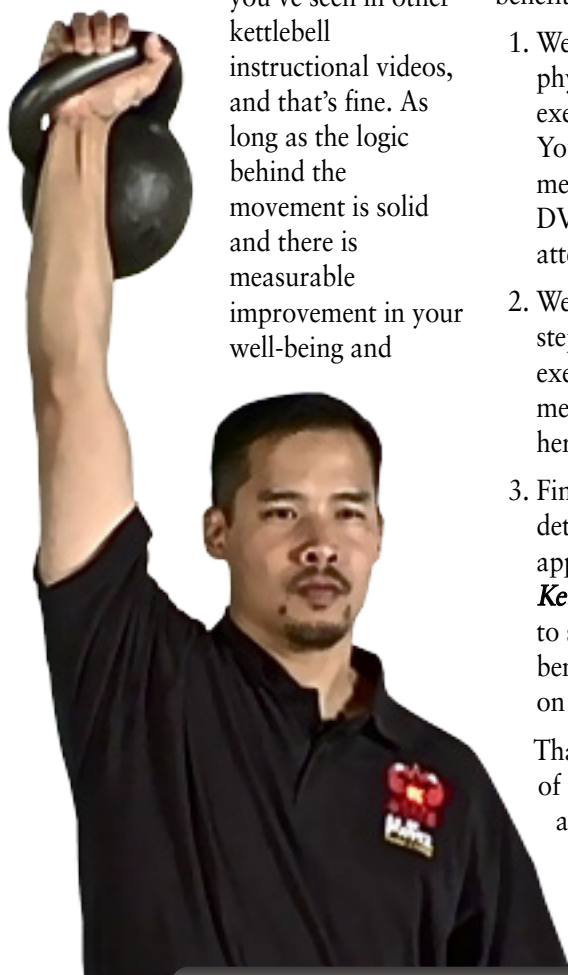
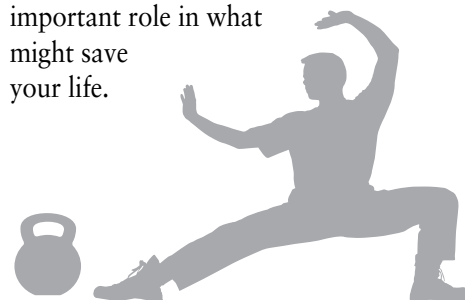
That way, you gain an understanding of the exercises' benefits, you develop an eye for the safest and most beneficial technique in execution,

and you gain an appreciation for how the fighting art of your choice can really benefit from the training methods & protocols presented in the final DVD in this series.

We're also going to try to provide as much detail as possible on the fighting applications of the KB Warrior training methods that we're revealing here. To do that, we've assembled a team of some of the top authorities in the world of sport martial arts, empty hand combat, and defensive tactics. These folks are no run-of-the-mill black belts.

From the world famous Inosanto Academy of Martial Arts, we've got Senior Instructors John & Suzanne Spezzano to reveal Thai boxing, Filipino Kali, Shootwrestling, and Southeast Asian Pentjak Silat applications. BJJ 4th degree black belt Roy Harris is also here to show you how KB Warrior training ties over directly into your grappling game and the world of MMA. And I show some applications from traditional Chinese martial arts like Sil Lum Fut Ga and Combat Shuai-Chiao.

For the tactical personnel out there, we'll also be demonstrating some of how the KB Warrior concepts of strength and power mobility play an important role in what might save your life.



“*Kettlebell Warrior* is a strong DVD. Dr. Mark Cheng does a fine overview of many key RKC exercises, kettlebell and bodyweight, and offers his unique insights, as a martial artist and as a medical professional.”

—Pavel Tsatsouline, author of *Enter the Kettlebell!*

From the Dragon Door Vaults, Introducing: The Ultimate System of **Kettlebell Combat** **Application Secrets** for Martial Artists, Combat Personnel, and High Risk Tactical Operators

The history of the modern kettlebell movement—as spearheaded by the RKC and HardStyle—has been one of constant, dynamic evolution. Masters and innovators from numerous disciplines have poured their expertise into the RKC crucible and the result has been a staggering array of interlinking and complementary practices that have changed the lives of hundreds of thousands over the last decade.

One of the greatest of these HardStyle champions has been Chinese martial artist and clinician, Dr. Mark Cheng. Now a Senior RKC, has been a passionate, tireless and brilliant flag bearer whose contributions have buttressed and reinforced our evolving School of Strength.

Dr. Cheng’s masterly *Kettlebell Warrior* represents the most comprehensive attempt yet

to illustrate how Pavel’s Naked Warrior and HardStyle training concepts can contribute magnificently to the skill and proficiency of ANY fighter—be it a classical practitioner of the Asian martial arts, an MMA contender, or an operator whose very life can depend on his martial prowess.

Sometimes some of the most powerful contributions to a body of knowledge have taken years to be finally revealed. Originally shot in 2009, *Kettlebell Warrior* has been biding its time in the Dragon Door vaults. Since 2009, both Dr. Cheng and the RKC have evolved yet again. Some of the training details espoused at that time may now have morphed or perhaps even been discarded. No matter, just as Pavel’s original *The Russian Kettlebell Challenge* (2001) and his *Enter the Kettlebell!* (2006) remain enduring “classics of strength”, so too the contents of *Kettlebell Warrior* represent a

treasure trove of training secrets that will stand the test of time.

Kettlebell Warrior is destined to become one of the primary go-to-references for anyone remotely serious about boosting their martial power and refining their fighting skills.

Contents include:

Disc One: Kettlebell Warrior Training Secrets Naked Warrior Bodyweight Training & Combat Applications

- a. Hard Style lock
- b. Wall Squat
- c. Plank & Partner Plank (partner pushing)
- d. Front Squat Side Sways
- e. Cobra Stretch

- l. Pistol
- m. Kossack
- n. Naked Get-Up

Naked Warrior Bodyweight Training & Combat Applications

- o. Turkish Get-Up
- p. High-Pull
- q. Spinning High-Pull
- r. Bent Press

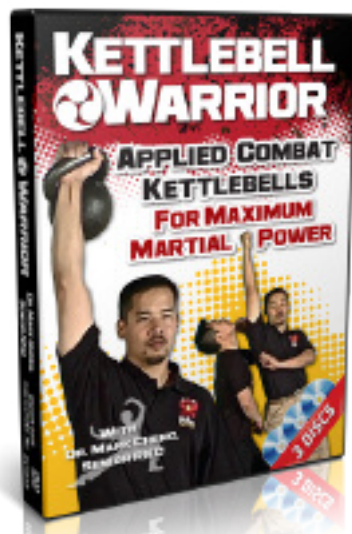
Kettlebell Warrior Exercises & Combat Applications

- f. Deadlift
- g. Swing – The Center of the RKC Universe
- h. Clean: Taming the Arc
- i. Military Press
- j. Snatch – The Gold Standard
- k. Front Squat from the Clean

Disc Three: Beyond the Kettlebell Warrior Kettlebell Restorative & Healing Exercises

- s. Halo – Rear shoulder girdle & thorax/shoulder ROM
- t. Armbars – Anterior shoulder girdle
- u. Windmill – Hip & Shoulder
- v. Snake Charmer – Knees
- w. Wall Squat, KB Deadlift and Cobra – Lower Back

Disc Two: Kettlebell Warrior Advanced Training Secrets Naked Warrior Bodyweight Training & Combat Applications



Kettlebell Warrior Applied Combat Kettlebells For Maximum Martial Power By Dr. Mark Cheng, Senior RKC

#DVS033 **\$77.00**

3-DVD set

Total running time:
2 hours 38 minutes



Mid-Level



Advanced

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“*Kettlebells for Dummies* will safely ease a complete beginner into effective kettlebell training, then build up to advanced practice, keeping him or her busy for years. Sarah Lurie’s instruction is very professional and displays uncommon attention to detail. If you are serious about taking on the Russian kettlebell, get this book.”

—Pavel Tsatsouline, author of *Enter the Kettlebell!*

You Know You Have Arrived When *Dummies* Comes Knocking

“When Pavel and I first sat down at a Dunn Brothers coffee shop, one Minnesota winter’s day in 1999 and first discussed introducing the forgotten art of kettlebells to a Western audience, little did we know what we would be launching. It’s been ten years since the launch of Pavel’s landmark *Russian Kettlebell Challenge* program and kettlebells have become an international fitness sensation.

And there is probably no greater signal that kettlebells have achieved mass appeal than the publication of a *Dummies* book on the subject!

We all know, of course, the central irony of the *Dummies* line. That it’s **no bunch of dummies** who put such titles together. Very far from it. In many cases, college students might get better grades in certain subjects by studying the relevant *Dummies* title than by consulting the gray tomes pushed on them by their professors.

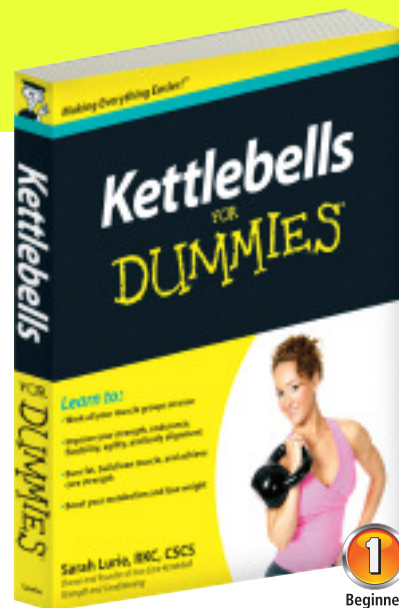
Because Wiley, the *Dummies* publisher, is relentless in ensuring the quality of their subject matter content. “Easy to use, easy to understand and extremely thorough and methodical” are the hallmarks of a good *Dummies* book. And *Kettlebells for Dummies*, by our very own RKC, Sarah Lurie is no exception. *Kettlebells for Dummies* has done our kettlebell movement proud and I am delighted to offer it to our kettlebell community.”
—John Du Cane, CEO, Dragon Door Publications

With numerous step-by-step photos throughout, *Kettlebells For Dummies* gives you everything you need to use kettlebells to safely improve strength, endurance, flexibility, joint durability, agility, mobility, athletic movement, and proper body alignment.

Beginners will love *Kettlebells for Dummies*. But even the most advanced kettlebell practitioners will be delighted at possessing what has to be the most thorough kettlebell book on the market. It makes a perfect companion to Dragon Door’s own flagship titles like *Enter the Kettlebell!* and *Viking Warrior Conditioning*.

“When I first read *Kettlebells for Dummies* by Sarah Lurie, RKC, CSCS, I quickly scanned the Table of Contents to see what the book contained. As I started to read the Table of Contents, I was thoroughly amazed at what was in this book. It made me excited to read Sarah’s book and I have been doing and teaching kettlebells for over 6 years!!

Two of the things that are extremely important to me as a chiropractic physician in regards to any exercise regimen are proper technique and safety. Sarah does a fantastic job covering both of these. Her attention to detail in describing the individual exercises is above reproach. Then add in her discussions about what kettlebells are, to selecting the proper one to proper spinal posture to breathing right, etc. All this before even describing the first exercise!! Her sections on using kettlebells for Special Situations - young adults, seniors, pregnancy, athletes, and weight loss - are very well written and help to spread the good news that kettlebells are for just about everyone. I highly recommend this book, not just for the newbie kettlebell user, but also for experienced kettlebell enthusiasts. It has something for everyone! A must read!!”
—Michael Hartle, DC, DACBN, CSCS, Senior RKC



Kettlebells for Dummies

By Sarah Lurie, RKC, CSCS

#B44 \$21.99

Paperback 342 pages 7.5 x 9



“MIXED TRAINING PRODUCES MIXED RESULTS”

FROM THE FOREWORD BY PAVEL:

The famous physiologist refers to one’s inability to go beyond mediocrity if strength and endurance are pursued with equal zeal. I never questioned this axiom as I had met many who had tried to prove it wrong. They all ended up average and hurt.

Then I met Bud Jeffries.

Bud defies the laws of physiology. His body could have been custom made for strength, forged from the same mold as Louis Cyr and Paul Anderson. Jeffries’ 1,000-pound squat starting from the bottom of a power rack is a strength feat legends are made of.

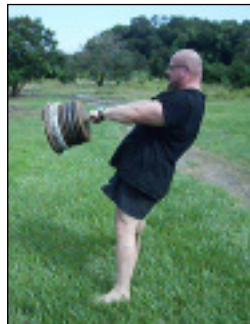
Respect but no surprises so far.

Then I watch this mountain of muscle drop into an effortless full side split, relaxed as a little gymnast girl. I have been fortunate to meet very strong men and very flexible ones—but they were never the same. Until Bud.

But it is Jeffries’ endurance that is on par with bumblebee’s flight—“it is against the natural laws!” He has swung a 53-pound kettlebell for almost an hour non-stop. He has done 1,000 sprawls. He pounded—not tapped—the heavy bag for one full hour. In other words, he performed feats of conditioning which would stop any 150-pound MMA stud in his tracks.

How does a man built like T-rex beat velociraptors at their own game?—I have no idea. But I listen and I learn. Bud Jeffries reminds me of another great strongman, Paul Anderson. The latter’s training had anticipated scientific developments decades ahead of his time. He was extremely smart and he refused to allow scientists’ limitations to become his own.

Ladies and gentleman, I am proud to present Bud Jeffries, the man who never compromises between strength and conditioning.



CONTENTS INCLUDE:

Why the Swing?
My Story and why this will work for “anybody!”

How to perform the swing

Swing Training

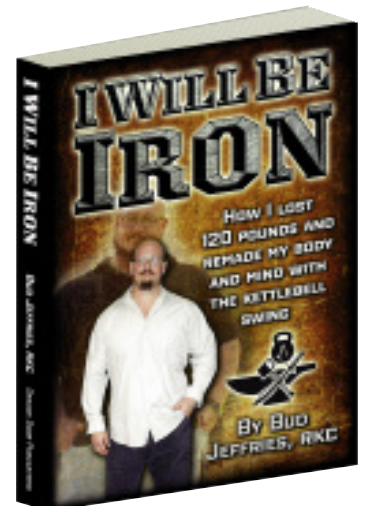
What the Swing did for me /
Maximizing the Swing
The New World in Long or
Third Way Cardio
Style and Technique of
Kettlebell Lifting
Cheating For and Against the Grip
Interval and Non-interval Time
and Reps
Reverse Assistance Exercises
for the Swing

How to do this training

Pre-cycle: Base-Building
Interval Build-Up
Swing Cycles
Cycle 1 – Straight build-up cycle –
500-1000 Reps!
Cycle 2 – A straight weight cycle
Cycle 3 – The staggered cycle
Cycle 4 – Pre-exhaustion cycle
Cycle 5 – Swings, other and then
swing
Cycle 6 – Three exercise cycle
Cycle 7 – The swing as pre-
exhaustion to another
exercise
Cycle 8 – Heavy-swing-heavy
Cycle 9 – Specific muscle pre-
exhaustion
Cycle 10 – Easier exercise to keep
moving
Cycle 11 – Harder than you want it
to be
Cycle 12 – Heavy and light the next
day
Cycle 13 – Using the swing to
continue another
kettlebell exercise

Mixed Kettlebell Training for Super-Intense Cardio

Example 1 - Battling Ropes
Example 2 - Stone Training and
Kettlebell
Example 3 - Light Barbell
Conditioning and
Kettlebell Mix
Example 4 - Tire Flipping
Example 5 - Bodyweight Sprawl
Example 6 - Heavy Bag Work
Example 7 - The Dumbbell
Example 8 - Sled Pulling
Example 9 - Sledgehammer
Example 10 - Agility and Physical
Harmony Movements



I Will Be Iron
**How I Lost 120 Pounds and
Remade My Body and Mind
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By Bud Jeffries, RKC
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Paperback 155 pages
8.5" x 11", 105 Photos

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“Pavel’s stuff works – period. His methods – and his kettlebells that are my prized possessions – are simply the most effective combination – by far – that I’ve ever encountered in 30 years of training. This DVD, like all of Pavel’s products, is worth every penny.”—John Quigley, Hazleton, PA



More Russian Kettlebell Challenges

25 Evil Drills for Radical Strength and Old School Toughness

With Pavel Tsatsouline

DVD **#DV005 \$47.00**

Running Time: 40 min.



Totally Awesome

“As Law Enforcement, I can tell you that if you are not in shape for a fight or have the toughness (physically and mentally) to keep fighting after being stabbed or shot by a suspect, one day you are going to die. I have been following along with the DVD and getting an awesome workout every time. Pavel’s directions are easy to follow and very detailed. HIS ATTENTION TO DETAIL WILL SAVE YOU FROM INJURY.....IF YOU LISTEN!!!! These are awesome full body workouts that will put you in fighting trim building BOTH strength and endurance. Thanks to you Pavel and the people at Dragon Door for bringing a fantastic OLD SCHOOL tool back to the forefront of REAL fitness here in the U.S.”—Greg T, Sheriff’s Dept, CA

Here’s just some of the secrets you’ll gain from Pavel—for breakthrough results in your strength and power—when you add MRKC to your arsenal of tricks:



The Traditional Bent Press

Eight success secrets for safety, strength and optimal performance, including: What two motions are crucial for acing the Traditional Bent Press?

The DARC Swing

Six success secrets, including: What breathing technique helps you safely unload your spine?

The Reverse Floor Wrist Drill

Two success secrets, including: What performance-boosting skill to employ with your torso and stomach.

The Front Squat

Fifteen success secrets, including: What four parts of your body is it crucial to tighten before you descend?

The Para Press

Three success secrets, including: What not to let happen with your shoulders

The Knee Supported Row

Four success secrets, including: What is the correct trajectory when lowering the kettlebell in an arc?

The One Legged Deadlift

Seven success secrets, including: What to lock out and what to contract for best success.

The Seated Good Morning Stretch

Four success secrets, including: How to best achieve a deeper stretch with correct breathing and tension control.

The Floor Seated Press

Two success secrets, including: How to correctly bring the kettlebell to your shoulder.

The Split Press

The key success secret for safety, strength and optimal performance—and one vital warning: How to avoid tearing your groin muscles.

Best Kettlebell DVD

“All I can say is WOW. It helped me dominate the 53lb kettlebell just by following the techniques. I recommend it for tough guys looking for more challenges that this bell can offer. Thanks Dragon Door for existing and Pavel thanks for making me look bigger and stronger with the help of this DVD and Kettlebells.”—Wilson Castillo, Leesburg, VA

A Real Treat!

“25 drills in this DVD. All of them are must haves in your KB lifting repertoire. All of them are tough. There are no namby-pamby exercises in this DVD. Pavel demonstrates the drills with the ease and grace normally reserved for an Olympic figure skater, only this guy, who looks like he was carved out of stone, and is hoisting kettlebells. I am very satisfied with the purchase of the DVD. I am glad I bought it. My kettlebell lifting which is always improving, has already improved from it.”—Christian Rubio, RKC, Lake Mary, FL

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Order More Russian Kettlebells online:
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“Discover How to Reinforce Your Body—and Snap Back from the Toughest Challenge with Deceptive Ease and Strength”

Life has a habit of body-slamming us when we least expect it. And the more active we are, the more likely we're gonna be wrenched, tossed, torn, torqued, twisted, scrunched, hammered and generally whacked around. Hit your forties—let alone fifties—and you can be reduced to a tangled mess of injuries and performance-crimping tensions.

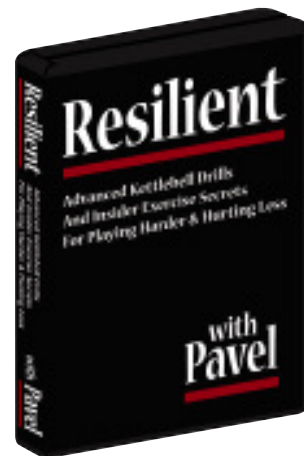
You get sidelined! You can't do what you want to do anymore. People don't want you on their team anymore. You can't compete anymore. You're... let's face it...washed up, as a card-carrying member of the active elite. Sometimes all it takes is one sudden injury to that one weak spot you neglected to strengthen and defend....and you're history.

As a former *Spetsnaz* physical training instructor and as a current subject-matter expert to elite members of the U.S. military, Pavel

knows what it takes—personally and professionally—to remove flaws and weaknesses from your body armor—so you can bounce back, time and time again, from the toughest challenge.

So, in this specialized program, Pavel's put together 19 of his favorite drills for restoring and reinforcing your body's “rebound strength.” Pavel's concentrated on the weak links—the knees, the elbows, the shoulders, the spine, the neck—and shows you how to change a liability-waiting-to-happen into a strength-weapon-of-choice.

Discover what it really means to be RESILIENT. Add years of wiry, tensile, pliant strength back into your life—and hurt a whole lot less while you're doing it.



Pavel's Resilient program:

- **Develops** a more flexible, yet stronger neck
- **Restores** crucial elbow strength and mobility
- **Develops** spectacular shoulder girdle and upper back flexibility
- **Boosts** performance for girevoy sport, weightlifting, powerlifting, strongman events, gymnastics, yoga
- **Loosens** up your spine while teaching you powerful body mechanics
- **Rewards** you with the ultimate in squatting flexibility—a must for military and law enforcement
- **Helps** you move like liquid metal
- **Conditions** your knees in a little-known plane that can spell the difference between true resilience and dangerous weakness
- **Helps** release your tight hip flexors—which act like parking brakes to cripple your kicking, punching, running and lifting
- **Develops** a stronger, more sinuous back
- **Stretches** your spine—for extra “activity-mileage”
- **Injury-proofs** your back with a little-known drill from Russian contact sports

Resilient Advanced Kettlebell Drills and Insider Secrets for Playing Harder & Hurting Less with Pavel

#DV017 **\$47.00**

DVD Running time:

36 minutes



Mid-Level Advanced

Praise for Pavel's *Resilient*

Best thing to happen to me in years

“Pavel, I'm an old Infantry Marine. I've had back surgery and more aches and pains than you could imagine. I got *Resilient* and started seeing results immediately. Without the Kettlebell I can hardly walk. When I practice on a regular basis, I feel like I'm in my twenties again. I own several of your products and I have never been disappointed. I will continue to come to you for my fitness and flexibility needs. Semper Fi.”—Martin J. Knott, Robesonia, PA

Bad shoulders? These RKC drills work

“After years of damage my left shoulder was so tight and painful I could not reach a wallet in my back pocket. I had to constantly reposition my arm at night so I could keep the pain at bay. I have tried many things and spent over \$300 on bands, manuals, and devices to open up my shoulder. The RKC shoulder rotator and arm bar are truly amazing movements that deliver on the promise of immediate improvement.

After just a few days of working the movements my range of motion has improved and the shoulder sits much more comfortably and tightly in the socket. I feel more confident extending my arm overhead in a press and believe that with continued application, this drill is going to restore function that has been gone for years. Thankfully I have no other major injuries and plan to stay that way! Another great product.”
—Shawn Michael, Rancho Palos Verdes, California

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What the early-adopters have to say about their results with **Geoff Neupert's Kettlebell Muscle** protocols:

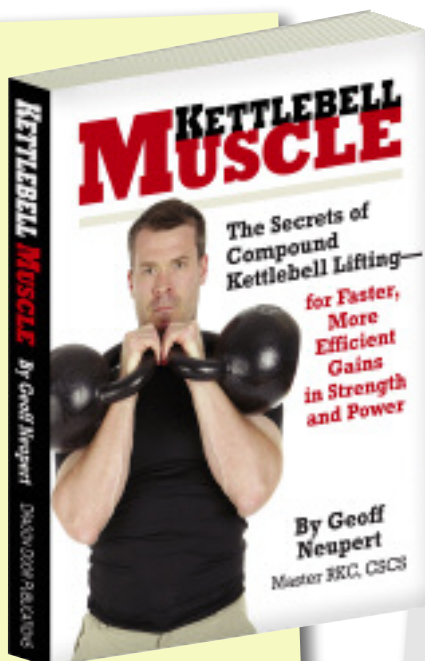
"Geoff Neupert asked me if I would be interested in gaining muscle mass by trying a program that he designed. I said, 'Sure', who wouldn't right? Geoff's double kettlebell complexes are amazing. On January 25th I weighed 173 lbs and had 11.1% body fat. I started Geoff's program the first week of February. By the end of March I weighed 179 lbs and had 8.3% body fat.

Not only had I gained 5 lbs, I lost almost 3% body fat. But it gets better: Those numbers mean I lost almost 5lbs of fat AND GAINED over 10lbs of muscle! That was cool, but even better for me is that I was stronger and better conditioned. I noticed while working at the fire station and on fire calls, I wasn't getting tired. Very cool when you consider all my fire gear weighs close to 70lbs. Also, when I renewed my RKC cert in April, the new snatch test was a breeze. The only snatches I had done prior to that were the ones in Geoff's program. This is crazy when you consider I only spent 45 min to an hour **per week** training. Many of my sessions lasted fewer than 15 minutes; 15 intense minutes... Double kettlebell complexes rock!

I would recommend Geoff's program to anyone who wants to lose body fat while gaining muscle. It's also perfect for the person who doesn't have a lot of time. Throw in the added benefit of the excellent conditioning this program yields and you've got a perfect program!

Thanks Geoff!"—**Tim Anderson, RKC II, Professional Fire Fighter, Co-owner of Outstanding Personal Training**

"I am extremely pleased with my results using your kettlebell complex [*Kettlebell Muscle*] workout. With your program working out 3 times per week I was able to shed 6% bodyfat and add 7.5 lbs of lean muscle in only 4 weeks."
—**Kevin Hammons, Owner of Xpert Nutrition, Inc., Durham, NC**



"Geoff asked me if I'd be willing to test drive a program for his upcoming book *Kettlebell Muscle*. Thinking he was my friend, I agreed. The workouts were tough, especially at first, but over time they got more bearable (notice I didn't say easier).

5 weeks later I had dropped 6.4lb of fat and added 1.7lb of lean muscle. I am an experienced kettlebell lifter, with several years of training. Imagine what this program could do for someone with less time under the bells and a full twelve weeks!

It is pretty simple: If you want to add muscle with your kettlebells, follow Geoff's program, eat a lot and GROW."

—**David Whitley, Master RKC**

"Finished up the 18 weeks at 191 pounds, solid and hard, much leaner than when I started. I started at 180 pounds and lost 5 pounds of fat while on this program. That's a net gain of 16 pounds of muscle!

If you are looking for kettlebell program to add size and strength this is the one for you. I had the pleasure/pain of test driving this workout for Geoff. I like him just a little less than when I started. This is a challenging and entertaining workout that will give you back everything you put into it!"
—**Doug Nepodal, Senior RKC**



How to Open the Door to INTELLIGENT Hypertrophy Training— And Build Muscle Mass *Fast*

“In the strength and conditioning world, very few people have the depth and breadth of **Geoff Neupert**. He’s been there, done that in practically every area of the gym world. If you want a long discussion of rehab work for busted up athletes, Geoff has the certificate, the hands on work and the happy list of successful clients. You want to talk about doing it on the platform, Geoff has the pictures, the trophies and the singlet. You want to swing a kettlebell? See Geoff.

He’s been with the ‘big kids’ as a Division One Strength Coach and has hands on experience with thousands and thousands of hours of personal training. He has hoisted the big iron and rubbed out cramps on ailing athletes. From entry level athletes to the top end, Geoff has taught, trained and tutored athletes, grandmothers and ancient warriors.

Finally, Geoff is going to be exposed to the wider world with his book, *Kettlebell Muscle*. Geoff takes the best and brightest ideas from the dungeons, dojos and gyms and puts them all together in one convenient package—for anyone who wants the advanced course in bodybuilding.

For the normal lifter, the act of combining all the loads and volumes and moves and sequences and the rest of the components that add up to a program worthy of the term ‘intelligent’, takes years of hard living in the gym. Geoff’s book will save you this effort.

Kettlebell Muscle is the doorway to intelligent hypertrophy training. It’s a book about building muscle mass fast. Geoff’s clever use of time is the factor for stunning muscle gains. The tools are simple, the moves are simple, the schemes are simple and the results are amazing.

In other words, stop looking for the next wave and jump into Geoff’s methods. You have the answers in your hands. Now, move some iron.” —**Dan John**, Senior RKC author, *Never Let Go*, American Record Holder in the Weight Pentathlon, Masters National Champion in discus and Olympic Lifting

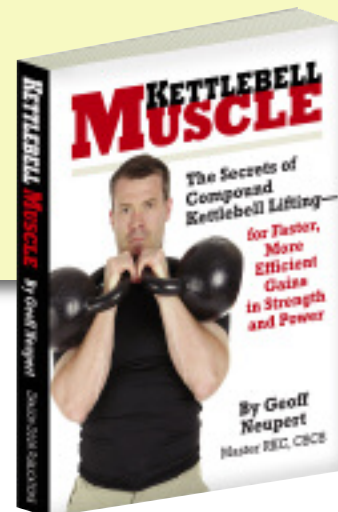


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 6. Improve General Physical Preparedness (GPP) and Work Capacity
 7. Improve Systemic Power/Endurance
 8. Improve Mental Toughness
 9. Improve Physiological Ability to Work under Fatigue (Lactic Acid Tolerance Training)
 10. Produce Fat Loss
 11. Improve Coordination of Lifting Technique
 12. Decrease Training Monotony
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High Quality Food + Kettlebells = Lots of Muscle

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Kettlebell Muscle

The Secrets of Compound Kettlebell Lifting—for Faster, More Efficient Gains in Strength and Power

2
Mid-Level

3
Advanced

By Geoff Neupert,
Master RKC, CSCS

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Paperback 74 pages 8.5" x 11"

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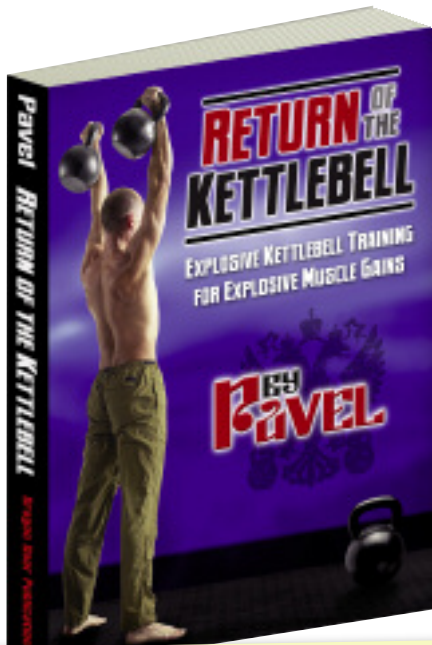


Order *Kettlebell Muscle* online:
www.dragondoors.com/B42



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Dragon Door Customer Acclaim for *Return of the Kettlebell*



Well, here it is...the book I always wanted.

"There is not enough hyperbole in my body to express how much I like this book. To say that this work is 'amazing' is an understatement. Anyone who plays with kbells must use this book as a resource. Completing the program and goals set in this book is a worthy fight for any man."
—**Dan John, Senior RKC - Murray, UT**

Enter the Kettlebell sets the standard from boy to man

"Pavel sets the standard from man to monster in his absolutely magnificent book *Return of the Kettlebell*. Pavel has outdone himself and laid out the plan for explosive muscle gains and extraordinary strength—only one thing is required of you if you chose to follow the path.. you gotta have the heart to follow it through... just be careful you don't Incredibly HULK your shirt in the process :)"
—**Kenneth Jay - Slangerup, Denmark**

Another Home Run!

"Using the key principles of the RKC Pavel teaches us how to 'muscle up' with double bell work, overload eccentrics and how to use explosive power as well as high tension to get the job done and build some serious muscle. When powerlifting squat god Donnie Thompson says double bell front squats make him work then ALL should listen!

Bravo Pavel, again, for leading the charge of the bleeding edge of the state of the art. No matter what the training goal, Pavel has a kettlebell solution that WORKS. Get this book and DVD!"
—**Mark Reifkind, Master RKC Instructor - San Jose CA**

Greatest book/program around

"If size and strength are what you're after this is the program for you. Pavel is a genius. He has once again laid out the ground work and given you a program that is spot on and second to none. The program is very well explained and illustrated and if followed will get you the results you are looking for. When I started RTK I had a goal of putting on 15 lbs. in 4 months. Well I've already put on 10 lbs. in 4 weeks. And I have a long way to go with my volume. If you follow the template, eat and sleep you can't go wrong with this program. Can't wait to walk through walls. Thanks again Chief Instructor."
—**Scott Herman, RKC - Lenoir, N.C.**

Better than great!

"For the serious student of the Iron Game this book (like all of Pavel's) deserves multiple reads. The details and training gems contained in this book are numerous and invaluable. It's not about the sets and reps, it's about the technique and application. Using the lessons taught in this book will definitely pack dense athletic muscle on your frame. Don't cheat yourself, earn it with ETK and then apply RTK. You will get results."
—**Jeff O'Connor, Master RKC - Talala, OK**

If you want to build mass with kettlebells, this is IT!

"I ordered RTK and decided to start practicing the drills. I liked it so much that I started using them exclusively. In order to get the most from the program I did the progressions as specified for 12 weeks. In that time frame I quickly put on about 7 pounds of muscle. Mostly on my upper back and shoulders. All while eating at maintenance calories."
—**Matt Kinsell - San Diego, CA**

The Same High Standard And Attention To Detail

"In addition to what other people have said, this program is fun. Challenging, but fun as well. It is also elegant (in a vicious kind of way) and very time-efficient. I have found that only the heavy day takes a large space of time and eventually the aim is to compress it. The light and medium days are, relatively speaking, much easier than their ETK equivalent. During grind blocks, due to the asymmetric drop in weight as well as drop in volume. This left me really chewing at the bit and eager to tackle the next heavy day.

Other people have mentioned weight gain. I haven't noticed any but I don't know how much you would expect after 6 weeks. Subjectively however, my shoulders and upper back have exploded :)"
—**Suleiman Al-Sabah - Kuwait**



HOW TO MASTER ADVANCED KETTLEBELL DRILLS—AND EXPLODE YOUR STRENGTH!

Thoroughly master Pavel's *Enter the Kettlebell!* program and you can consider yourself a "Kettlebell Black Belt". But once you're a Kettlebell Black Belt, then what?

Well, say hello to *Return of the Kettlebell*, which takes it for granted you already own those Black Belt fundamentals—and offers you a dramatically tougher, yet highly systematic program for explosive and massive muscle gain.

Return of the Kettlebell's protocols were born from Pavel's insights while training elite power athletes. Several champions made astonishing, almost mysterious, strength and muscle gains—at least two broke new powerlifting world records—thanks to kettlebell training. Pavel decided to reverse engineer this "What the Hell" effect experienced by the champions—so all others could benefit from their success.

Return of the Kettlebell presents the final fruit of Pavel's research—combining the very best of ancient lifting wisdom with modern day scientific breakthroughs.

Like the Breakfast of Champions, consume what's on the *Return of the Kettlebell* menu and watch yourself grow—and grow!

"I have used kettlebells in my program for years with fantastic results. The combination of

movements provides the professional athlete with a unique challenge available from no other piece of equipment. I have followed Pavel's principles in designing my training systems. Now with *Return of the Kettlebell* you can take your training to the next level. The guidelines outlined in the DVD and companion book are ideal for athletes who must be strong and explosive. The book has excellent program design hints that allow you to adapt the training to the specific goals you seek. The book and DVD are a STRONG combination that everyone should have in their own personal strength and conditioning library."—Stan Kellers, Assistant Coach of Strength, Cleveland Cavaliers

"Pavel is the reason I started using kettlebell exercises with all my clients so I was anxious to get my hands on *Return of the Kettlebell*. Pavel, as always, gets straight to the point with his concise, logical, and entertaining writing style. The pictures perfectly depict what you should and shouldn't do to master these awesomely explosive lifts. The book is loaded with tips, tricks, and proven training principles that will supercharge your body and performance.

The Return of the Kettlebell DVD is the best kettlebell resource I've seen to take your physique and performance to the next level. Pinpoint technique is essential to your success, and Pavel knows it. He shows each exercise from every angle and explains what you should

and shouldn't do to get the greatest reward. This DVD, plus hard work, equals your best body."—Chad Waterbury, neurophysiologist, author of *Huge in a Hurry*

"Pavel's *Return of the Kettlebell* is a no-nonsense guide to advanced kettlebell training. This DVD is for people who have mastered the fundamental of kettlebell training and understand the importance of linked motions and good spinal biomechanics in developing strength and power. He has incorporated new research on high velocity power training and the stretch-shortening cycle to maximize strength fitness using minimal equipment. His emphasis is always on good technique. *Return of the Kettlebell* will improve fitness and performance in any experienced power athlete. This is a 'must have' DVD for any serious student of sport."—Thomas Fahey, Ed.D., Professor of Kinesiology, California State University, Chico

"As a strength athlete and a coach, I applaud the effort and quality of this DVD. Although I am known for my hyperbole so I need to be careful here, but let me say this: if you only have one DVD on the shelf for the game of strength and conditioning, this is the DVD. I enthusiastically recommend this work without hesitation to anyone interested in any facet of fitness and health."—Dan John, author of *Never Let Go*



Return of the Kettlebell Explosive Kettlebell Training for Explosive Muscle Gains

by Pavel #B40 \$39.95

Foreword by Donnie Thompson, RKC, World Super Heavyweight Powerlifting Champion

Paperback 146 pages 8.5" x 11"



2

Mid-Level

3

Advanced

DVD

by Pavel
With Kenneth Jay, and Missy Beaver, RKC

#DV062 \$34.95
DVD Running time:
48 minutes



Purchase Pavel's *Return of the Kettlebell!* book and DVD as a set and save... Item #DVS019 \$67.95

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Order *Return of the Kettlebell* online:
www.dragondoor.com/B40



25

Praise for Pavel's *Enter the Kettlebell!* book and DVD

At age 53 I have regained Strength and Confidence

Rated 10 out of 10

Over the years I have tried many types of programs for attaining my fitness goals. Some of the programs did deliver results to an extent, but I never did attain my ideal for REAL STRENGTH. My weight lifting usually consisted of complicated set/rep schemes with more exercises than I could keep track of, and I would often run for miles. As a result I would find myself injured through overtraining and become frustrated and quit. Injuries included shin splints, extremely sore muscles and a herniated disk.

At age 53 I have finally regained Strength and Confidence. *Enter The Kettlebell!* has exceeded all my expectations with regards to becoming strong again. ETK is direct and simple –just follow instructions and within weeks you will be transformed –as I was. Eight weeks ago when I started the ETK program, my waist was 38 inch and I weighed 216 lbs. I now can squeeze into a size 34 inch trousers which I have not been able to do since I left the Marine Corps over 30 years ago, and I have lost 6lbs. of fat. I have much more muscle definition in my arms, chest and shoulders, and my love handles have disappeared. My 8 weeks of progress with ETK have inspired me toward greater effort and although I have not yet achieved my strength/fitness goals, for the first time I feel that those are now attainable. A truly Stand Alone Program for Strength.
—Dennis Vavra, Edmond, OK

Best fitness purchase I've made in years!

Rated 10 out of 10

I've been in the Army for 15 years and have suffered some injuries, plus just normal wear and tear. I was looking for something different, something simple, and something effective. *Enter The Kettlebell!* meets all three requirements. I could see results within a few

weeks, but the real eye opener was my semi-annual PT test. I had not done pushups or situps in the six months since my last PT test, yet I managed to pump out 73 pushups and 70 situps. My total score was my highest in over 10 years. In addition to that, I feel physically better than I have in years. If you put the honest work into the program, I guarantee you'll be blown away by the results. —Bryan Shew, Carlisle, PA

Great guidance for amazing progress

Rated 10 out of 10

I am 55 and wanted something to help me build more strength and endurance. I found Dragon Door and Pavel. In 13 weeks, following the instructions given in the ETK book and DVD I learned to do all of the basic moves. I dropped from roughly 19% body fat to 9.8 % during this period and gained 1 lb. Doing it, I have had a great time. This came from studying and applying the materials in ETK. If you want to grow stronger and feel better, this is the most effective way I have found to do so in a short time. What are you waiting for? Come join the Party! —Jon Kasik, Atlanta, GA

Where Were You 35 Years Ago?

Rated 10 out of 10

It took me 54 years to find what I was looking for –a book and a method to get in shape, lose fat, and have the body and strength I always wanted. Thank you, Pavel and Enter the Kettlebell! Direct, to the point, all I had to add was willpower and commitment. I just started my 10th week with Enter the Kettlebell!, and my, oh, my, has it completely trashed all I thought I knew about "being in shape". I was a D1 baseball player in college in the 70's, and now realize that if I had the secrets of this book back then, I might have ended up in the Hall of Fame. I now realize that I have never been in as good a physical condition as I am now, thanks to this book and the methods within –all within the past ten weeks. I can't wait to see what I am

like after a year. Do yourself a favor, get the book, and follow it's simple path –you will not be disappointed. —Wayne Rueger, Mount Vernon, IN USA

ETK is awesome!!!

Rated 10 out of 10

I have lost 45lbs, my chronic back pain is gone, and the days of me being injured EVERY SINGLE TIME I GET THROWN TO THE MAT are gone! I have gotten more raw strength and cardio conditioning out of one year of kettlebell training, than ten years of martial arts training. Thank you, Pavel!
—Shane Grubbs, Madison, MS

Pavel Still the Kettlebell King!

Rated 10 out of 10

Enter the Kettlebell! is fantastic! ...Clearly written and exceptionally well illustrated, it brought everything together for me. I have been using it for a month, and my gains have already been through the roof! I have lost 18 lbs of bodyfat, went down two pants sizes, and am still going strong! *Enter The Kettlebell!* brought together everything I had previously read on kettlebell lifting, and gave it all a brand new relevance and usability. I am trying lifts with kettlebells that I have never tried before and doing them with confidence. Thanks, Pavel!
—Kory Dykstra, Gwinn, Michigan

A MUST HAVE FOR ANY KETTLEBELL BEGINNER

Rated 10 out of 10

In one word, outstanding. The elementary kettlebell routines with a single kettlebell. I lost 20 pounds in a single month just with this basic set of exercises. Best DVD I have ever purchased.
—Keith "Pappy" Iseley, Snellville, Georgia



“Kettlebell Training...The Closest Thing You Can Get to Fighting, Without Throwing A Punch”

—Federal Counterterrorist Operator

The kettlebell. AK-47 of physical training hardware. Hunk of iron on a handle. Simple, sinister, brutal—and ferociously effective for developing explosive strength, dramatic power and never-say-die conditioning. The man’s man’s choice for the toughest, most demanding, highest-yield exercise tool on the planet. Guaranteed to forge a rugged, resilient, densely-muscled frame—built to withstand the hardest beating and dish it right back out, 24/7.

Once the prized and jealously-guarded training secret of elite Russian athletes, old-school strongmen and the military, the kettlebell has invaded the West. And taken no prisoners—thanks to former Soviet Special Forces physical training instructor and strength author, *Pavel Tsatsouline’s* 2001 publication of *The Russian Kettlebell Challenge* and his manufacture of the first traditional Russian kettlebell in modern America.

American hardmen of all stripes were quick to recognize what their Russian counterparts had long known—nothing, nothing beats the kettlebell, when you’re looking for a single tool to dramatically impact your strength and conditioning. A storm of success has swept the American S & C landscape, as kettlebell “Comrades” have busted through to new PRs, broken records, thrashed their opponents and elevated their game to new heights of excellence.

With *Enter the Kettlebell!* Pavel delivers a significant upgrade to his original landmark work, *The Russian Kettlebell Challenge*. Drawing on five years of developing and leading the world’s first and premiere kettlebell instructor certification program, and after spending five years of additional research into what really works for dramatic results with the kettlebell—we have *Enter the Kettlebell!*

Pavel lays out a foolproof master system that guarantees you success—if you simply follow the commands!

- **Develop** all-purpose strength—to easily handle the toughest and most unexpected demand
- **Maximize** staying power—because the last round decides all
- **Forge** a fighter’s physique—because the form must follow the function

Enter the kettlebell! and follow the plan:

1. The New RKC Program Minimum

With just two kettlebell exercises, takes you from raw newbie to solid contender—well-conditioned, flexible, resilient and muscular in all the right places.

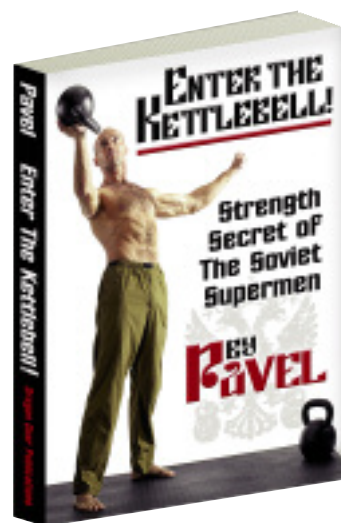
2. The RKC Rite of Passage

Jumps you to the next level of physical excellence with Pavel’s proven RKC formula for exceptional strength and conditioning.

3. Become a Man Among Men

Propels you to a Special Forces level of conditioning and earns you the right to call yourself a man.

When you rise to the challenge—and *Enter the Kettlebell!*—there will be no more confusion, no more uncertainty and no more excuses—only raw power, never-quit conditioning and earned respect.



Enter the Kettlebell! Strength Secret of The Soviet Supermen

by Pavel #B33 \$34.95

Paperback 200 pages 8.5" x 11"
246 full color photos, charts, and workouts



1

Beginner

2

Mid-Level

DVD with Pavel

#DV036 \$29.95

DVD Running time: 46 minutes



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DID YOU GET YOUR *GODDESS* YET?

Reader reviews of Andrea Du Cane's *The Kettlebell Goddess Workout* DVD—Average Rating: 9.11 out of 10, in 123 reviews on dragondoor.com



Finally!!!

"I am so excited about this DVD! I have been training with KB's for three years now off and on, and I have to admit that my motivation has been running low in the past year, and this is just

what I needed! Someone to push me, something simple, something structured. I have been waiting for a DVD like this for a looong time and now it is finally here! What I like best with it is how it is laid out. It is a complete foolproof way to get your butt kicked a different way each and every day! I love it. And the PDF that came with the DVD shows different ways to schedule your workout or combine different exercises and it gives me absolutely no excuse not to swing that bell! Andrea, great job!" —Ulrika - Detroit, MI

WOW!

"I ordered this DVD before I attended the RKC in September and wow has it given me a new perspective on training. It adds a new excitement on working with KB's. The atmosphere of the DVD creates a relaxing yet motivating theme. I love that

there are different workouts given to help add variety to your training. This DVD is a definite must for men and women, beginners and advanced KBer's."

—Christine Stauch, RKC - Bayonne, NJ

The Complete Package - Astonishing

"If I could I would give this DVD a 20 instead of a 10. Most DVD's only give you a stripped down version of a workout. This marvelous DVD gives you not only 1 workout, like most DVD's. It gives you an infinite amount of them, and they include a warm-up portion and a cool-down routine that is out of this world. These workouts will work you out even if you use a light kettlebell. The instructions are clear cut, and concise for all to understand. Guys will love this DVD as well." —Karen R. Queen - Tampa, Florida

Hard Core Workout!

"Andrea Du Cane provides some tough workouts on The Kettlebell Goddess DVD. This DVD is not for beginners, but it is a great way for someone familiar with basic kettlebell exercises to get a great challenging workout. Each of the goddess workouts are great no-frills, no-nonsense, kick-butt exercise routines. I really enjoy the relax into stretch segment at the end of each workout.

By the way, this DVD is not just for women! My boyfriend loves it as much as I do (though he did complain about not being able to keep up with women wearing pink shirts)."

—Mary - Saratoga, CA

Become the Goddess!!

"WOW!!! I purchased this DVD at the RKC in October and I am in LOVE!! I will recommend this DVD to EVERYONE!! This has to be the most kick-butt workout I've tried. My clients will love it! I love the structure of being able to design my own workout with the formulas provided, or just follow along with the workouts already created for us. Andrea - You are awesome! Thanks so much for this DVD! I feel like I'm back at the RKC. (well...almost!)"

—Rae Chitwood, RKC - Mansfield, OH

Excellent!

"This DVD is brilliant! I love the way it is structured to either follow along with the goddess workouts or to create your own. The instruction is great and the workouts are awesome. I can never see myself getting sick of this DVD with all the variety!

I'm newly addicted to kettlebells; I have only been working out with them for a few months now and I think this DVD is excellent for beginners. I'd recommend it to both beginners and advanced kettlebellers alike. If you are looking for a serious workout DVD, this is definitely worth it! I love it! I can't thank Andrea enough!!" —Jen - Maine

The Kettlebell Goddess Workout is the Best!

"This is one of the best DVD's that I have ever purchased. It is so complete with workouts and instructions. The variety is terrific. I really enjoyed Andrea in From Russia with Tough Love, but this is the best. Nicole and Kristann are a wonderful complement to her and very much inspire me to keep working to get better. I tried to just watch the video without picking up the kettlebells, but I couldn't. I had to jump right into a workout. I am glad I did. First the warm up was one of the most thorough that I have ever had. Then the exercises really hit the mark. I had such a pump in my lower body and an overall rush all over. Then the nice cool down made me feel like I really accomplished something. I plan to keep on doing the workouts. Thanks for the Kettlebell Goddess Workout. Please keep up the good work!" —Robin McGill - Tampa, FL

Nothing but positive feedback!!!

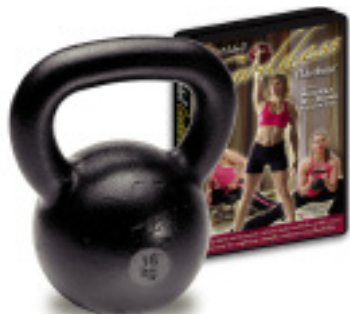


"This is a great DVD. I have been getting nothing but positive feedback from my clients. I tried a few of them myself and trust me guys, this DVD is not just for the Goddess' but the Gods' can also get worked on these programs as well. The different combinations and ways Andrea shows you how to come up with your own personal routine makes this a must for anyone who wants to get in shape." —Lance Mosley, RKC, CSCS - Palm Beach County, FL

A must have when working with kettlebells

"This is the best dvd that there is. I received it about 2 weeks ago and I have been doing it everyday. They really can kick your butt with this dvd. It's a MUST HAVE." —Justine - Downriver MI

Save Money with the *ULTIMATE KETTLEBELL WORKOUT Kits*



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Mid-Level

Women's 18-lb Ultimate Kettlebell Workout Kit
Item #KKB010 \$86.31 plus \$23.90 S/H*

Women's 26-lb Ultimate Kettlebell Workout Kit
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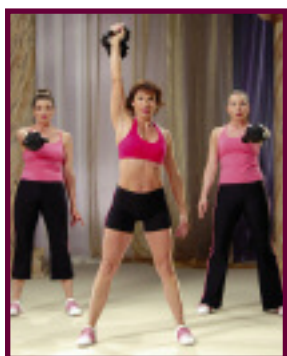
Women's 35-lb Ultimate Kettlebell Workout Kit
Item #KKB012 \$114.03 plus \$32.03 S/H*

* Different S/H rates apply for AK/HI, US territories and Canada.



“Watch **The Kettlebell Goddess Workout** and you will know why Andrea Du Cane is the leader in women’s kettlebell training.” –**Pavel Tsatsouline**

“Stay Strong, Young, Toned and Vibrant With Andrea Du Cane’s High-Powered, Super-High-Energy Kettlebell Cardio and Strength Workouts”



The ancient Greek Goddesses were famous for their vigorous and vibrant strength, their power, their grace and their physical elegance.

Now you have a realistic chance to make even a Greek Goddess green with envy as you match—if not surpass—them for athletic grace and high performance!

In this superbly produced, interactive, menu-based DVD, **Senior Russian Kettlebell Instructor, Andrea Du Cane** challenges and inspires you to seize that ideal of elegant strength and make it your own.

Andrea’s powerful array of authentic kettlebell workouts, plus cool downs and stretches, are guaranteed to reward you with greater energy, greater well being, greater strength and a superb figure. Fit for the Goddess you know you are!

Choose from a wide variety of **Upper Body, Lower Body, Abs and Cardio** workouts, then mix and match to create your own customized training program for godly perfection. Your results will be strictly divine...

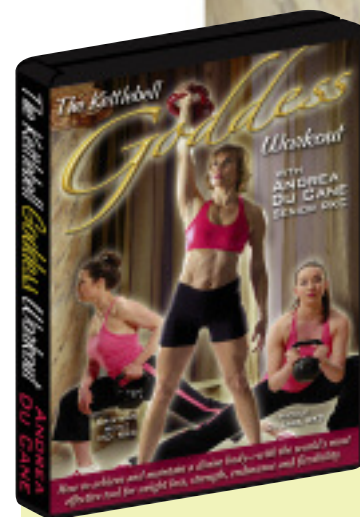
Or simply follow along with one of the six **Goddess Workouts** for a complete, carefully targeted session designed to carve away the fat and sculpt lean, toned muscles—ready and willing to take on the world and win it all. Just like Athena... Just like Nike...

Once the hard-kept secret of elite Russian athletes, special forces and ‘manly’ men, the kettlebell is now becoming the preferred tool for women who are tired of being merely human and tired of mediocre results—and who demand fast fat loss, high energy and exceptional physical performance, now! Let Andrea show you the way...

- Receive inspiring, first-class personal instruction from one of the nation’s top female kettlebell athletes.
- Renew yourself with a constant variety of targeted, high-yield workouts that meet your changing needs.
- Redefine your body and exceed your mortal limits, with the divine challenge of Andrea’s patented *Goddess Workouts*.

Includes a **Special Bonus Section** of additional drills to add further variety and power to your workouts.

Contents include a PDF on **How to Get the Most Out of Your Kettlebell Goddess Workout DVD**—plus special programming tips.



The Kettlebell Goddess Workout

Andrea Du Cane,
Master RKC
with Kristann Heinz,
MD, RKC and
Nicole Du Cane RKC

Running time:

2 Hours and 25 minutes

DVD #DV040 \$29.95

1

Beginner

2

Mid-Level

24 HOURS A DAY
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Order *Kettlebell Goddess* online:
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29

Unleashing a Powerful Force:



Become a Leader in The World's Most Dynamic Exercise Method

Participants at *Pavel's Russian Kettlebell Certifications* include world champions, elite athletes, special forces, law enforcement, firemen, doctors, personal trainers, martial artists...and regular folk just looking to achieve irregularly spectacular levels of strength and conditioning.

The Party is On. The Party is Growing.
We invite you to ride the wave.

Go to www.dragondoor.com/workshops today and sign on!

Participants at Pavel's September 2010 Chicago RKC workshop



Participants at Pavel's St. Paul HKC workshop



30



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Want a Stun-Gun Body— Yesterday?

Ramp Up, Rip Up, Muscle Up and Harden
Up—Quicker—With These 2
**NEW “Killer” Military-Grade
RKC Kettlebells**

By popular demand, we have introduced 2 new RKC kettlebells designed to help the hardened vet and KB newbie both achieve faster results—without greater risk of injury.

Many of our customers—and our instructors—begged us to introduce two new sizes to make it easier to work harder—adding new weight in smaller increments. The solution? Dragon Door's new 18 kg (40 lbs) and 22 kg (48 lbs) RKC kettlebells.

Your Kettlebell Should Last For Ever— And So Should You!

Our 2 new sizes guarantee you decades of solid progress in your strength and conditioning goals.

- **Unique, highly durable paint** prevents ugly rusting and scratching
- **Sleek, smooth finish** ensures minimal friction—saves your hands so you can concentrate on toughening your body
- **Resilient casting job** guarantees a lifetime of hard use in the toughest of terrains
- **Perfect ergonomic design** ensures maximum challenge to the body, while minimizing the chance of injury

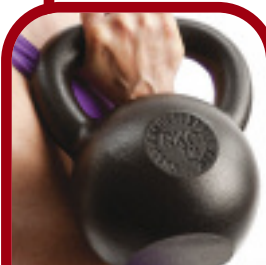
NEW



**18 kg (40 lb)
RKC KB
#P10W
\$102.75**



**22 kg (48 lb)
RKC KB
#P10X
\$112.75**



Be superior in your preference. Insist that your kettlebell displays the RKC badge of premium quality

See Page 84 for complete details

NEW PROGRAM:
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Kettlebell May
Qualify You for A
FREE
Kettlebell Class
with an RKC!

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The World's #1 Handheld Gym For Extreme Fitness

Use Kettlebells to:

- **Accelerate your all-purpose strength**—so you can readily handle the toughest demands
- **Hack away your fat**—without the dishonor of dieting and aerobics
- **Boost your physical resilience**—to repel the hardest hits
- **Build your staying power**—to endure and conquer, whatever the distance
- **Create a potent mix of strength-with-flexibility**—to always reach your target
- **Forge a fighter's physique**—so form matches function
- **Be independent**—world's #1 portable gym makes you as strong as you want to be, anywhere, anytime

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 gilya (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.

Libertating 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

Classic RKC Kettlebells (Cast Iron/E-Coated)

* S/H for AK/HI also for All US TERRITORIES



SAVE 10%

Item	Weight	Price	MAIN USA	AK/HI*	CANADA
P10N	10 lbs.	\$41.75	\$13.52	\$36.24	\$62.07
P10P	14 lbs.	\$54.95	\$15.60	\$42.82	\$71.23
P10M	18 lbs.	\$65.95	\$17.75	\$46.77	\$78.14
P10T	10 kg (approx. 22 lbs.)	\$71.45	\$19.68	\$50.47	\$84.86
P10G	12 kg (approx. 26 lbs.)	\$76.95	\$21.56	\$53.87	\$92.60
P10U	14 kg (approx. 31 lbs.)	\$87.95	\$23.91	\$57.75	\$102.66
P10S - Thinner-handle	16 kg (approx. 35 lbs.)	\$96.75	\$25.88	\$63.99	\$110.17
P10A	16 kg (approx. 35 lbs.)	\$96.75	\$25.88	\$63.99	\$110.17
P10W	18 kg (approx. 40 lbs.)	\$102.75	\$28.12	\$72.10	\$119.39
P10H	20 kg (approx. 44 lbs.)	\$107.75	\$29.85	\$78.67	\$126.55
P10X	22 kg (approx. 48 lbs.)	\$112.75	\$31.57	\$85.17	\$133.37
P10B	24 kg (approx. 53 lbs.)	\$118.75	\$35.90	\$93.28	\$141.40
P10J	28 kg (approx. 62 lbs.)	\$142.95	\$38.44	\$102.81	\$156.58
P10C	32 kg (approx. 70 lbs.)	\$153.94	\$40.69	NA	\$166.45
P10Q	36 kg (approx. 79 lbs.)	\$175.95	\$45.56	NA	\$174.46
P10F	40 kg (approx. 88 lbs.)	\$197.65	\$50.58	NA	\$175.85
P10R	44 kg (approx. 97 lbs.)	\$241.95	\$55.09	NA	\$177.21
P10L	48 kg (approx. 106 lbs.)	\$263.95	\$59.73	NA	\$192.05

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SP10	Classic set (16, 24 and 32kg)	\$332.50	\$102.47	\$379.78	\$418.02
SP11	Women's set (10, 14 and 18 lbs.)	\$146.39	\$46.87	\$125.83	\$211.44

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• KETTLEBELLS ARE SHIPPED VIA UPS GROUND SERVICE, UNLESS OTHERWISE REQUESTED.

• KETTLEBELLS RANGING IN SIZE FROM 10 LBS. TO 24 KG CAN BE SHIPPED TO P.O. BOXES OR MILITARY ADDRESSES VIA THE U.S. POSTAL SERVICE, BUT WE REQUIRE PHYSICAL ADDRESSES FOR UPS DELIVERIES FOR ALL SIZES 32KG AND HEAVIER.

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Men, New to Kettlebells? Here's How to Get the Fastest and Most Effective Strength, Conditioning and Fat-Loss Results with Your Russian Kettlebell...

The kettlebell is the world's single most effective tool for rapid fat loss, fast strength gains and unbeatable endurance. However, in order to properly and fully reap these benefits from your kettlebell, we strongly recommend you properly educate yourself in how to use the kettlebell correctly.

Pavel Tsatsouline is the fitness expert and author who has single-handedly introduced the United States to the powerful physical benefits of kettlebells. So the best way to ensure you get optimal results is to absorb Pavel's advice from his groundbreaking book and companion DVD, *Enter the Kettlebell!*

Pavel's *Enter the Kettlebell!* book gives you the theory, detailed instructions and superb photography to ensure you know exactly what you are doing. Pavel's *Enter the Kettlebell!* DVD supplies that crucial ingredient that you simply can't expect to get from a book alone—the three-dimensional movement that fully illustrates the correct trajectories and other key elements that only film can communicate.

So, we have put together quick-start kits that incorporate all three of these resources, with your choice of three different weight sizes. (And you save \$10.00 over the investment if you paid for these items individually.)

Special Men's Kettlebell Quick-Start Kits Help Save You Money, Shed Pounds... Gain Muscle, Power And Energy!

The best weight for a man of average strength to begin with is our



16kg or 35-pound kettlebell with Pavel's *Enter the Kettlebell!* book and DVD

Men's 35lb Russian Kettlebell Quick-Start Kit

Item #KKB009 \$145.49 plus \$32.10 S/H*

The best weight for a strong man to begin with is our



20kg or 44-pound kettlebell with Pavel's *Enter the Kettlebell!* book and DVD

Men's 44lb Russian Kettlebell Quick-Start Kit

Item #KKB014 \$155.39 plus \$36.07 S/H*

The best weight for a very strong man to begin with is our



24kg or 53-pound kettlebell with Pavel's *Enter the Kettlebell!* book and DVD

Men's 53lb Russian Kettlebell Quick-Start Kit

Item #KKB015 \$165.29 plus \$42.10 S/H*

* Different S/H rates apply for AK/HI, US territories and Canada.

Save On Your Total Kettlebell Investment When You Purchase a PAIR of Same-Weight Kettlebells

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P10GA Pair of 12 kg (approx. 26 lbs.)	\$138.50	\$43.12	\$107.74	\$185.20
P10UA Pair of 14 kg (approx. 31 lbs.)	\$158.30	\$47.82	\$115.50	\$205.32
P10AA Pair of 16 kg (approx. 35 lbs.)	\$174.14	\$51.76	\$127.98	\$220.34
P10HA Pair of 20 kg (approx. 44 lbs.)	\$193.94	\$59.70	\$157.34	\$253.10
P10BA Pair of 24 kg (approx. 53 lbs.)	\$213.74	\$71.80	\$186.56	\$282.80
P10JA Pair of 28 kg (approx. 62 lbs.)	\$257.30	\$76.88	\$205.62	\$313.16
P10CA Pair of 32 kg (approx. 70 lbs.)	\$277.08	\$81.38	NA	\$332.90



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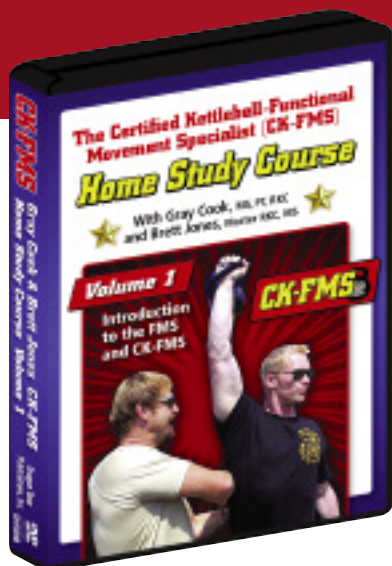
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—Pavel Tsatsouline, RKC Chief Instructor

"The Functional Movement Screen is the foundation of our program. Everything we do builds off of it. We couldn't imagine not using this program." —Jon Torine, Head Strength Coach, Indianapolis Colts

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With Gray Cook, MS, PT, RKC and Brett Jones, Master RKC, MS

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Imagine a GPS system that not only shows you the fastest way to reach your goal—but magically zooms in on, eliminates and fixes every obstacle, pothole, speed bump and detour currently slowing you down.

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Well, that's what you get when you combine the very best of RKC with the very best of FMS:

a "Movement-GPS System" that kills ten birds with one stone—spotting the deficiencies, fixing them and fast-tracking you forward—so you can leap into action and perform at the very highest level, NOW...

So say hello to your new "little friend"—Gray Cook and Brett Jones's Certified Kettlebell-Functional Movement Specialist (CK-FMS) Home Study Course—the shoot-

first, take-no-prisoners battle-pack for the ultimate in enhanced performance systems.

The FMS protocols are considered an essential part of training in many of the NFL's best teams, including four out of the last five Super Bowl champions. Numerous other competitive athletes and their coaches swear in similar fashion to the power of FMS for not only keeping them at play, but performing at the highest possible level—safely. Branches of the military, including many elite units have welcomed FMS as a superb addition to their combat-readiness training procedures.

Pavel's HardStyle RKC protocols have received similar acclaim from an equally broad range of athletes, martial artists and military personnel.

Gray Cook has strongly endorsed HardStyle RKC. Pavel has strongly endorsed FMS... Only natural then that Pavel and Gray Cook should join forces to offer RKC's a special program that integrates the best of RKC with the best of FMS.

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DRAGON DOOR CUSTOMER ACCLAIM FOR **KETTLEBELLS FROM THE GROUND UP**



Words cannot describe...

“how magnificent this book and DVD is.

Here is a true testament to the power of beautiful strength. I coach some of the best swimmers Denmark has to offer. Swimmers are notorious known for having bad shoulders and I am constantly working on perfecting their movement patterns. One young female swimmer (16 yrs of age) was having severe lower back and shoulder pain. Her FMS score was an asymmetrical 11 with pain.

In 8 weeks the situation had greatly improved. For the first four weeks I worked with her TGU the Khalos Sthenos way and then added the KB swing after that. So basically she was doing the PM for her conditioning with an emphasis on the Khalos Sthenos progressions. Her FMS score is now a symmetrical 19 and she just set 7 Danish national records. All pain-free!”

—**Kenneth Jay** - Denmark

Worth every penny, and more

“I’m a newbie. In March, I couldn’t even do 1 pull up. I started KB swings and TGU. After maybe 2 weeks, not only could I perform 1 pull up, I could do 2 without kipping. I noticed too that my shoulders were already getting stronger. I didn’t think that just performing that static pressing the kb could make my shoulders strong so quick. I decided to look more into the TGU. I bought the KBFTGU. Was I shocked at how wrong I was doing the get up. This program teaches you the correct way to do a tgu, gives you exercises and stretches to do, to help you perform each stage of the movement correctly. Learning the Bretzel was worth the price of admission by itself.

Now after a month with the program, I can perform 8 TGU on each side (not alternating arms) with my 16k bell, and I can perform 10 pull ups. I think that the TGU is one of the best exercises that anyone can have in their toolbox. Get the dvds and manual, if you want to improve how you do the movement, and increase your overall strength.”

—**James Lippiatt** - Miami, Florida

Thorough & knowledgeable

“Gray and Brett provide easy to follow, step by step, instruction on the seven positions for the TGU. I find that referring to both the DVD and the manual ensure refinement and mastery of the technical aspects of each position. I replay each chapter of the DVD as often as I need and I keep the manual by my side when I’m on the floor for easy reference. You won’t find better instruction anywhere. These guys are experts. Presented in an engaging and friendly manner.” —**Tom Snow**, KB user 2.5 years. - Montecito, CA

A “Real World” Review

“I admit it: I always hated the Get Up. I just didn’t see the point. Yes, for wrestlers and fighters, I saw the point, but what about the rest of us?

Then, at the USMC Cert, Dr. Mark Cheng simply said to me: “It might take years to mine all the gems in the Program Minimum.” The PM, as we all know, is simply mixing the Swings and the TGU. Well, anything Mark tells me is something I take to heart. Was I missing something?

When I first popped open Kettlebells from the Ground Up and started watching and taking notes, I was amazed. As a strength coach, this little series of ‘moving moments’ gave me a daily chance to assess my athletes (up to 65 at once!) without anything more technical than ‘raise your right leg’ or ‘roll your head.’ Folks, as a coach, you can have 30 assistant coaches running around but you never get the feedback that you need. With the KS system, the athlete ‘knows’ that this or that is stiff or weak and can instantly apply the fix.

It is a one stop assessment tool, a great workout and a magnificent book. I can’t recommend it enough. Even if you don’t coach a dozen athletes, use the tools in this work on yourself and amaze yourself with the simple insights about day to day issues that you instantly address in just a few minutes of ‘testing.’ Great, great stuff...” —**Dan John**, Senior RKC - Murray, UT



COULD THIS POWERFUL TURKISH WRESTLING EXERCISE BE THE **SINGLE BEST SECRET** FOR THE CULTIVATION OF “BEAUTIFUL” STRENGTH?

Modern-day athletic performance experts hail rewards of the ancient “Turkish Get-Up”—reveal cutting edge program for both correcting and radically enhancing your physical movement

“Kettlebells From the Ground Up is ‘an inch wide and a mile deep’ exploration of one of the most important exercises anyone can do. The Turkish Get-Up, as taught by Cook, Jones, and Cheng, offers a wealth of benefits: identifying the problems with your movement, correcting them, teaching you to move well, to love to move. I am hard pressed to find a sport or activity which would not benefit from this one of a kind product. Yes, it will even make your bench press go up!” —Pavel Tsatsouline, author of *Enter the Kettlebell!*

Can one exercise sequence do it all? Can one exercise provide insight into how you move? Could one exercise be the key to achieving a balanced and strong body?

Well, according to the two of the most highly regarded “Engineers of Movement Mastery”, Gray Cook and Brett Jones, the answer is a resounding Yes!

When past Super Bowl champion teams have wanted to ensure their athletes are moving at full potential, Gray Cook has been their go-to guy. When Pavel and Dragon Door wanted similar results with their certified RKC instructors, they invited Gray Cook and Brett Jones to design the CK-FMS certification program to fill that need.

Turns out, one of the absolute cornerstones, one of the greatest success breakthroughs Gray and Brett contributed was an astonishingly thorough re-engineering of the revered Turkish Get Up.

Although the Turkish Get Up has always been a staple, core exercise taught at the RKC, Gray and Jones consider it a vastly under-appreciated and under-used method. A fundamental drill, as important to high-level performance as the classic kettlebell Swing.

So Gray and Brett, with additional masterly contributions from Dr. Mark Cheng, have created a brilliantly comprehensive instructional guide that every RKC and every serious athlete will want to watch and learn from many, many times.

Kettlebells From the Ground Up not only introduces you to the basics of the Turkish Get Up, but provides you with all the tools you need to master this movement. In a carefully progressive, 7-step process Gray and Brett help you toward Get Up perfection.

And as you would expect of these Masters of Movement Engineering, they don't just stop at showing you how to perform the exercise. Discover why the Turkish Get Up is simultaneously a

profound and broad-ranging assessment tool, a tremendously effective corrective strategy and a formidable workout where the sky's the limit for athletic accomplishment.

For lay comrades, the language is kept simple and clear. But for the pros who need the extra background, each of the 7 Steps has a “tips for Pros” section that alone is worth the price of admission.

The old time strongmen used the Get Up as an “entrance exam” requiring a 100-pound Get Up on each side before beginning any other training. The Turkish Wrestlers used the Get Up to train for combat and grappling. And today the Get Up represents an opportunity for everyone to regain the “beautiful strength” and symmetry that our so-called fitness routines should bring us—but invariably don't!

AN ASSESSMENT AND AN EXERCISE...

As Gray Cook has so eloquently stated: “modern fitness techniques can actually allow us to stack fitness on dysfunction.” Meaning that we can actually take a “bent frame” and put a bigger engine in that car. Not a great idea...

To perform safely at our peak, year-in, year-out, we need to cultivate a “symmetry of strength and movement”. Enter the Get Up!

Because the Get Up can provide us with that crucial Left to Right assessment of movement and strength... At each of the 7 steps on the *Kettlebells from the Ground Up* DVD you will know if the movement, stability and strength is equal. The exercise actually becomes an assessment.

SHOULDERS AND HIPS

“Some schools of Chinese medicine...refer to the shoulder and hip joints as the Four Knots and where there is an imbalance of tension or strength in any of the Four Knots problems...can occur...” Dr. Mark Cheng brings us this excellent description of the interplay between

shoulders and the hips. Modern reductionist fitness philosophy has people attempting to isolate pieces and parts of the body into something called “fitness”. But this is simply not how the body works. Movement is an incredibly complicated concert of agonist/antagonist muscle action coordinated by a web of neurological input.

So how about simply cutting to the chase—while maintaining this exquisite integrity—by performing an exercise that requires us to move our body around a stabile shoulder coordinated through mobile hips? Sounds like the Get Up doesn't it? Correct. Correct...

GETTING PRIMITIVE...

The beginning for the Get Up represents a very primitive rolling pattern. Many of us actually lose this rolling pattern as we age. But loss of this fundamental pattern can—and usually does—create a cascade effect through the body of dysfunction and compensation.

If an individual is having issues with the beginning of the Get Up it could be because of a defective rolling pattern—and working on the first part of the exercise can “bring back” this primitive movement pattern. With a welcome upgrade to your overall athletic performance.

When you progress through each step of *Kettlebells from the Ground Up*, you'll be self-engineering a whole series of similar athletic performance breakthroughs, one building on the next for an ever more elegant and powerful overall result.

If you're currently dissatisfied in ANY WAY, by the quality of your movement, then you owe it to yourself to grab a copy of *Kettlebells from the Ground Up* NOW—and fix what needs to be fixed.

If you don't oil your vehicle or don't put air in a flat tire, you're heading for serious trouble. It's not a case of if, it's a case of when. Our bodies are no different.

Unfortunately, we often scrimp and shortchange our bodies by neglecting or procrastinating on this crucial self-maintenance. Ironically, often the more skilled we are as athletes the more procrastinate on fixing our dysfunctions. Bad idea!

The *Kettlebells from the Ground Up* program—designed by two absolute masters of the game—could just be a life-saver for your athletic performance. Go for it!



Mid-Level Advanced



Kettlebells from the Ground Up

The Kalos Sthenos

With Gray Cook, RKC and Brett Jones, Master RKC • Manual co-authored with Dr. Mark Cheng, RKC Team Leader

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- 2 in-box bonus workouts: TRX Endurance Circuit and TRX Metabolic Blast will take your fitness to a higher level.



TRX Suspension Training Pro Pack

AM09 \$189.95



Put the hurt on your bodyweight exercises—and challenge yourself to a whole new level of strength and conditioning...



Why use the TRX® Suspension Trainer™?

"The TRX is the greatest piece of functional fitness equipment that exists."

—Drew Brees, MVP Quarterback

Suspension Training® bodyweight exercise develops strength, balance, flexibility and core stability simultaneously. It requires the use of the TRX® Suspension Trainer™, a highly portable performance training tool that leverages gravity and the user's body weight to enable hundreds of exercises for every fitness goal.

• With the TRX you can create fast effective total body workouts using only once piece of equipment. That's all you need—the TRX and your own body.

• Benefits people of ALL fitness levels (pro athletes to seniors) because the user precisely controls the resistance by adjusting position and body angle.

• One of the leading features of the TRX is the ease of use and portability. It can be used anywhere—all you need is a solid attachment point (tree limb, pull-up bar, fence, playground equipment, weight rack). For those traveling on vacation or working from home the TRX Door Anchor allows you to workout off a door in your hotel room or house.

• The TRX weighs less than 2lbs. It is NOT Elastic—it is made of nylon so you have to do all the work.

• Integrates upper and lower body strength and mobility while activating core muscles. You can perform over 300 exercises with the TRX.

• Originally designed by a US Navy Seal—this allowed soldiers to maintain fitness while deployed far from a conventional gym.

• This is a product that costs less than \$200 and delivers more functionality than a full home gym. You can get a full body workout in as little as 30 minutes so you have no excuse to miss a workout. In the time you could have gone to the gym, you could've been done with your workout.

• The TRX was rated "Best Total Body Tool" by Men's Health in 2009.

Add a Door Anchor:



TRX Door Anchor

AM10 \$24.95

You don't need a gym to get a full TRX® workout. You just need a door, and the TRX® Door Anchor. The Door Anchor's nylon, high-density foam and

felt system slips easily over the top of any solid wood or metal door. Then, just shut the door and you get 100% sturdy support. It won't scratch or damage paint or wood, and it folds up for easy storage and portability. Use it at home, in the office or on the road. It even comes with a handy "Workout In Progress" safety placard. Just hang it on the outside of the door and get to it.

"I use TRX. It's one of the best pieces of equipment I have ever used. It will work muscles you didn't even know you had. Any exercise you do on TRX is core related so your body hurts the entire time." —Brandon Vera, MMA Fighter

"TRX Suspension Training is a natural and powerful extension of the movement-based performance systems we use at Athletes' Performance to reduce injury potential and improve performance. We love the TRX's versatility and portability for our frequently traveling athletes and achievers." —Mark Verstegen, Athletes' Performance

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AMK12 \$217.95



TRX Pro Pack + Door Anchor + TRX Kettlebell: Iron Circuit Conditioning DVD
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“How can a man with a wing span of a 747 strictly military press a pair of 32kg kettlebells with one hand?—Read *Perfecting the Press!* to find out. In this remarkable book Kenneth Jay reveals the science and the secrets behind the big press.”

—Pavel Tsatsouline, author of *Enter the Kettlebell!*

“Kenneth Jay has laid out what I feel will generate a next-step evolution in strength training. Even if you have no interest in increasing your military press, the concepts in this book are powerful.

Not only does Kenneth break down the essentials to a perfect press, but he also provides 10 innovative drills for shattering plateaus. Whether it is simply stacking two kettlebells in one hand for manipulating the center of gravity or showing how to take advantage of hard-wired reflexes, Kenneth’s pursuit of strength allows us to stand on his shoulders (pun intended).

Combining science and practical application, Kenneth reveals in *Perfecting the Press!* principles and techniques capable of assisting you on a journey of strength. This is an intelligent journey based in science and field tested in the Iron Pit.

Now read, learn, and apply. Strength is waiting for you!”

—Brett Jones, Master RKC, CSCS, CK-FMS

“In *Perfecting the Press!*, Kenneth Jay has successfully combined the hard science of elite performance with an immensely practical training protocol that will make your performance soar. *Perfecting the Press!* will take you on a journey into the physiology of strength mastery that leaves you anxious to read and absorb every page, because every concept can and will make you stronger. From world-class technique development to neuroscience to hyperprecise workout programming skills, *Perfecting the Press!* has it all.

Kenneth has written a book that very few people could. Every page demonstrates his understanding of the science of strength as both a researcher and a world-class athlete who has actually applied these methods to his own strength development.

Read this book. Study it. Apply the information, and prepare to blow away every pressing record you have ever set!”

—Dr. Eric Cobb,
Z-Health Performance Solutions

Perfecting the Press! How to Maximize Your Performance in the Kettlebell Military Press

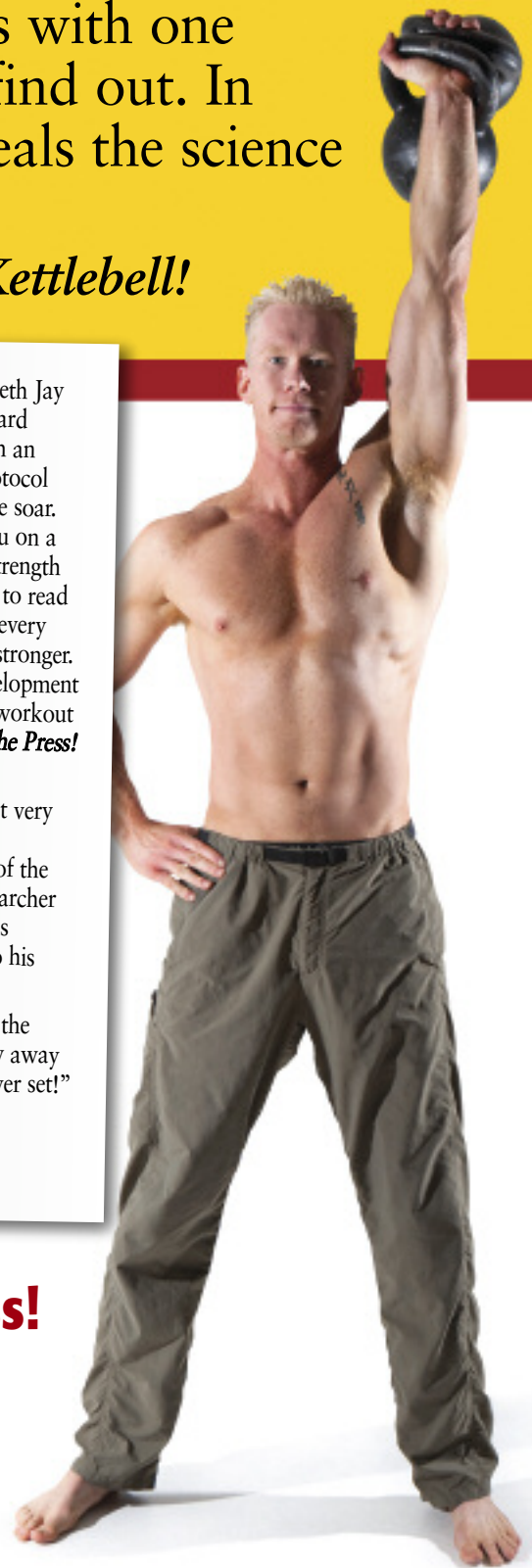
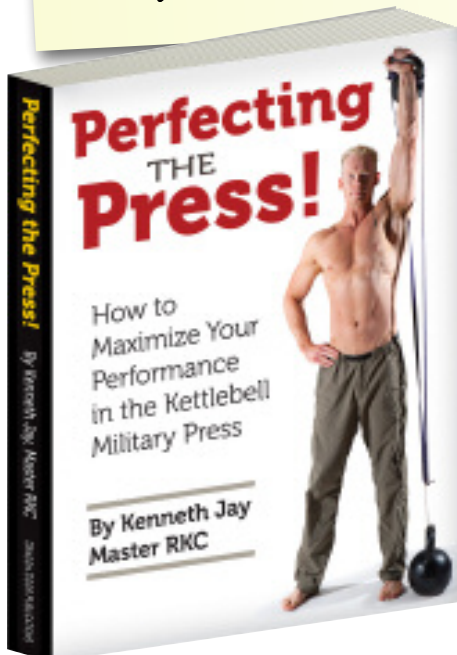
By Kenneth Jay

#B45 \$34.95

Paperback 8.5 x 11 130 pages



Mid-Level Advanced



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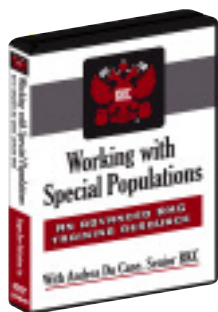


Order *Perfecting the Press!* online:
www.dragondoor.com/B45



39

Be Flexible Like a Young Child—yet Move with Strength and Speed



How to REGAIN Your Range-of-Motion, RESTORE Mobility and RENEW Your Energy...

Working with Special Populations

An Advanced RKC Training Resource With Andrea Du Cane, Master RKC

Running Time: 2 hours 57 minutes
2-DVD set #DV046 **\$77.00**

Are you "broken", suffering from high mileage or fighting unsuccessfully with some stubborn physical challenge? Or do you have clients who are struggling with serious dysfunction?

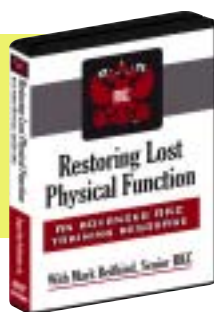
As a Master RKC Andrea Du Cane has helped hundreds of her clients break through their particular physical challenges—and live more vigorous, accomplished lives.

Discover a multitude of methods to address corrective, preventive and restorative issues for your clients—or for yourself.



Mid-Level Advanced

Are You Quitting—Because You Hurt Too Much?



How to End the Pain and Spring Back into Action

Restoring Lost Physical Function

An Advanced RKC Training Resource With Mark Reifkind, Senior RKC

Running Time: 117 minutes
2-DVD set #DV048 **\$77.00**

A series of brutal injuries ended Mark Reifkind's Olympic hopes in gymnastics, in champion powerlifting, in ultra-marathons and in Ironman triathlons. A resurgent Mark battled back to become one of the premier kettlebell trainers in the US.

No one has delved more deeply than Mark into what it takes to beat pain at its own game—and remain resiliently functional in the face of the most egregious challenges.

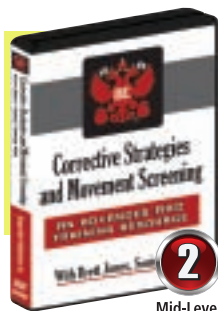
In a brilliant, inspiring, impassioned, fascinating and highly practical seminar, Mark blows us away with his methods for understanding, pinpointing and then releasing blocks in the body.



Mid-Level Advanced

RKC Level II Advanced Training Series

Dramatically Improve Athletic Performance and Safely Extend Your Career



How PROFESSIONALS identify and FIX imbalances in their body to avoid injury...

Corrective Strategies & Movement Screening

An Advanced RKC Training Resource

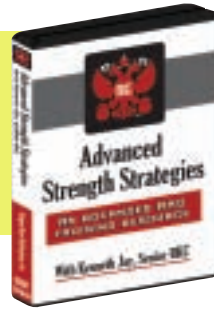
By Brett Jones, Master RKC
Running Time: 3 hours 2 minutes
2-DVD set #DV047 **\$77.00**

- ▶▶ What is a Corrective Strategy?
- ▶▶ Movement Screening — The Functional Movement Screen for Kettlebells
- ▶▶ Basic history — injury, medical, exercise, sports/activity
- ▶▶ Clearance screens — Neck, Shoulder and Back
- ▶▶ Basic screens — Toe Touch, Single leg stance, Active Straight Leg Raise
- ▶▶ Movement Screens — Deep squat, In-line Lunge, Shoulder Mobility and
 - ▶▶ Trunk Stability Push-up
 - ▶▶ Shoulder/Thoracic spine corrections, Stability work and Deep squat progression



Mid-Level Advanced

End the indignity and shame of modern-day softness



The ultimate protocol for building a JACK-HAMMER HEART and the INVINCIBLE HARDINESS of an ancient warrior

Advanced Strength Strategies

An Advanced RKC Training Resource

With Kenneth Jay, Senior RKC
Running Time: One hour 42 minutes
2-DVD set #DV049 **\$77.00**

With pointers, charts, diagrams, stats and wads of research to back him up, Kenneth Jay delivers convincing proof that a carefully calculated, personalized kettlebell snatch protocol can give us the most outstanding cardio of our lives. And give us a fighting chance to be mentioned in the same breath as those immensely powerful warriors of ancient times.

The Level II RKC's got a thorough schooling in Cardiovascular Kettlebell Concepts and how to massively enhance their all-important VO2Max.



Mid-Level Advanced



Look WAY YOUNGER than Your Age, Have a LEAN, GRACEFUL, Athletic-Looking Body, Feel AMAZING, Feel VIGOROUS, Feel BEAUTIFUL, Have MORE Energy and MORE Strength to, Get MORE Done in Your Day

In Russia, kettlebells have long been revered as the fitness-tool of choice for Olympic athletes, elite special forces and martial artists. The kettlebell's ballistic movement challenges the body to achieve an unparalleled level of physical conditioning and overall strength.

But until now, the astonishing benefits of the Russian kettlebell have been unavailable to all but a few women. Kettlebells have mostly been the sacred preserve of the male professional athlete, the military and other hardcore types. That's about to change, as Russian fitness expert and best selling author PAVEL, delivers the first-ever kettlebell program for women.

It's wild, but women really CAN have it all when they access the magical power of Russian kettlebells. Pavel's uncompromising workouts give *across-the-board, simultaneous, spectacular and immediate results* for all aspects of physical fitness: strength, speed, endurance, fat-burning, you name it. Kettlebells deliver any and everything a woman could want—if she wants to be in the best-shape-ever of her life.

And one handy, super-simple tool—finally available in woman-friendly sizes—does it all. No bulky, expensive machines. No complicated gizmos. No time-devouring trips to the gym.

Into sports? Jump higher. Leap further. Kick faster. Hit harder. Throw harder. Run with newfound speed. Swim with greater power. Endure longer. Wow!

Working hard? Handle stress with ridiculous ease. Blaze thru tasks in half the time. Radiate confidence. Knock 'em dead with your energy and enthusiasm.



From Russia with Tough Love

Pavel's Kettlebell Workout for a Femme Fatale

With Pavel Tsatsouline

Running Time: 1hr 12 minutes

DVD **#DV002 \$29.95**



Beginner



Mid-Level

By Pavel Tsatsouline

Paperback 184 pages 8.5" x 11"

Book **#B22 \$34.95**

From Russia with Tough Love Book and DVD Set



**Item
#DVS005
\$59.90**

Purchase Pavel's From Russia With Tough Love book and DVD as a set and *save...*

**24 HOURS A DAY
ORDER NOW CALL 1-800-899-5111**



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dragondoor.com/B22



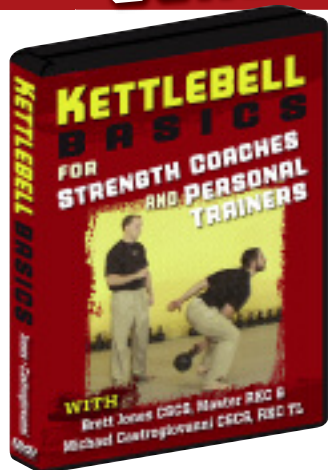
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KETTLEBELL BASICS

FOR STRENGTH COACHES AND PERSONAL TRAINERS

"A clear presentation of the RKC kettlebell training fundamentals. A must for any strength coach and personal trainer. Highly recommended if you are planning to become a certified RKC instructor."

—Pavel Tsatsouline, Chief Instructor, Russian Kettlebell Challenge



Kettlebell Basics for Strength Coaches and Personal Trainers

with Brett Jones, Master RKC and Michael Castrogiovanni, CSCS, RKC Team Leader

Running Time: approx two hours

DVD #DV026 \$59.95

1

Beginner

2

Mid-Level



It doesn't get much better than this.

"Brett Jones breaks down not only the Kettlebell exercises as well as they can be, but really teaches you how to teach the techniques to others. Brett also helps you with how to explain WHY someone would want to use Kettlebells to get in better shape. Even the most ardent Kettlebell practitioner needs to review this DVD. I guarantee you by the time you are done you will catch something you need to improve on and will know how to do so. Hands down, a must have DVD. You just can't ask for better than this."—Brian Randell, Tulsa, Oklahoma

They walk the talk while talking the walk

"This DVD was a cornerstone to my training for the 2008 May Budapest Certification. Brett Jones and Michael Castrogiovanni make a perfect team to show, break down and explain the basic kettlebell exercises. They deliver quality information presented in a simple, easily comprehensible way and demonstrate the movements from different angles. This alone can mean an instant improvement of your own performance. But there's more to it. Not only do they also point out and show typical mistakes, offer simple drills to correct them effectively, but they really teach you how to teach the movements to clients/athletes, with maximum safety for best gains. A must have."—Gabi Katschthaler, RKC, CK-FMS, Debrecen, Hungary

Order *Kettlebell Basics* online: dragondoor.com/DV026

"Comrades O'Connor and Jones have made a great DVD. *Kettlebells for Power Athletes* offers a variety of unique kettlebell exercises every power athlete will find invaluable, innovative strength stretching drills, a wealth of hardstyle training subtleties, and interviews and training footage of strongman and powerlifting champs revealing their kettlebells for power secrets."—Pavel Tsatsouline, author of *Enter the Kettlebell!*

KETTLEBELLS FOR POWER ATHLETES

Discover how to:

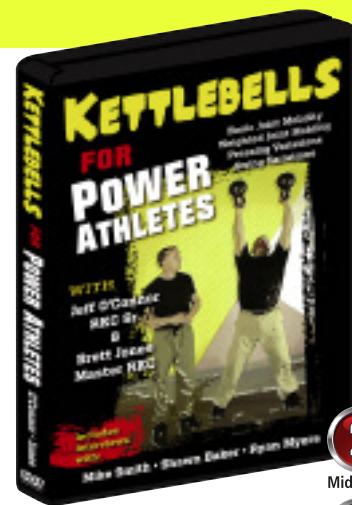
- ▶ Quickly increase your power output
- ▶ Boost your overall strength
- ▶ Safeguard the health of your joints—despite lifting heavier than ever
- ▶ Enhance your mobility
- ▶ Employ unique drills for *Shock Training*

Plus interviews with 3 Champions on the benefits and integration of KBs into their training:

- ▶ **Mike Smith**—World Record Holder in the Scottish (Highland) Games
- ▶ **Shawn Baker**—181 lb. 2003 WPC World PL Champ
- ▶ **Ryan Myers**—Pro Lightweight Strongman Competitor and World Record holder in the Log Press

"Brett Jones has created an outstanding tool for strongmen and heavy events athletes. I believe the missing component in many power athletes is mobility training. Very few people seriously train to move better. Brett has laid out a logical and effective mobility plan with this product that provides movement patterns that will increase your sports performance instantly through a combination of functional movement patterns and joint mobility. The Kettlebell drills are refreshing variations of key drills built to increase your hip and back mobility and strength. There are several drills I have added successfully to both my training and the S&C programs of my clients with excellent results."

—Adam T Glass, RKC and Professional Performing Strongman, Minot, ND



2

Mid-Level

3

Advanced

Kettlebells for Power Athletes

With Jeff O'Connor, Senior RKC and Brett Jones, Master RKC

Running time: 54 minutes

DVD #DV063 \$39.95

Order *KBs for Power Athletes* online: www.dragondoor.com/DV063



24 HOURS A DAY ORDER NOW CALL 1-800-899-5111

Are You Injured or Out of Whack?— You Can Only Excel if You Get to Play!

“Now Legendary ‘**Secrets of**’ Treasure Chest Provides Ultimate Body Fixes for the Competitive Athlete, Weekend Warrior and Resident Tough Guy Alike...”

▶ How to recapture the perfect mobility and effortless ease you had as a kid—for an immediate improvement in your current athletic abilities.

▶ Discover how to spot—and quickly fix—the once-helpful but now suspect survival strategies that may secretly be sapping your strength and power.



Secrets of Primitive Patterns

2
Mid-Level
3
Advanced

By Gray Cook and Lee Burton
DVD #DV059 \$69.95
2-DVD Set

“I’ve long been of the opinion that people spend way too much time trying to fix advanced movements when they should be going back to the building blocks and finding out what is cracked in the foundation to begin with. *Secrets of Primitive Patterns* does just that. Gray and Lee present the information in an easy to understand manner and give you several options that will fit anyone’s training style. Highly recommended.”
—Jordan Vezina RKC, Palo Alto, CA

Worth 10 times what it costs—at least!



Secrets of the Shoulder

By Gray Cook, RKC and Brett Jones, Master RKC
#DV043 \$69.95

2-DVD Set
Running time: 82 minutes

“I am a trainer and an RKC, currently recovering from an overuse injury in my shoulder—put simply, I set a bunch of new personal bests but didn’t back off afterwards, and I’ve since been paying the price.

I cannot state strongly enough how valuable *Secrets of the Shoulder* has been to me. Literally every section has included something I simply didn’t know before—and all these tips and tricks really work. I do the drills on the DVD, and I can move my shoulder, pain-free, in ways I couldn’t just a few minutes earlier. There is nothing quite like instant results to convince you of the value of an approach to training and rehab.

Any one of the tips I learned here would have made this DVD, which costs less than a single visit to my orthopedist, a worthwhile purchase. I will be incorporating what I’ve learned not only in my own training, but in helping those clients who come to me with shoulder problems. This sort of information, presented in a clear, no-nonsense manner by Gray and Brett, is priceless. If you have long-standing shoulder problems or work with those who do, you owe it to yourself to purchase *Secrets of the Shoulder*.”
—Steve Feides, RKC II, NSCA-CPT, Ridgewood, NJ

Excellent, helpful DVD

“I got *Secrets of Core Training* because of back pain related with the deadlift. It is excellent and really has given me a clear set of instructions to tackle my core stability issues. Looking forward to a new PR in the Deadlift in the next few months.”—Michael Corrales, Bay Area, CA



Secrets of Core Training: “The Backside”

By Gray Cook, RKC and Brett Jones, Master RKC
DVD #DV045 \$39.95
Running time: 82 minutes

2
Mid-Level
3
Advanced

It just keeps getting better

“It seems impossible, but Gray and Brett have topped *Secrets of the Shoulder*. It’s full of fantastic information, laid out in an easy to follow manner. No matter what your background, you will learn from this DVD.”—Jeff O’Connor, Senior RKC, Talala, OK

Priceless

Let me tell you that as a clinician with a practice that is focused on orthopedics, sports medicine, and chronic pain, just Gray & Brett’s intro on the first DVD gives you so many immediately applicable tips that the INTRO ALONE is worth the price of the DVD set. If you teach any sort of movement science (from dance, to martial arts, to phys ed, to elite sports), GET THIS DVD SET & STUDY IT CAREFULLY!!!
—Mark Cheng, L.Ac., Ph.D., RKC Team Leader, Los Angeles, CA



Secrets of the Hip and Knee

By Gray Cook, RKC and Brett Jones, Master RKC
DVD #DV051 \$69.95

2-DVD Set
Running time: 131 minutes

2
Mid-Level
3
Advanced

Phenomenal DVD!!!

“Brett Jones and Gray Cook absolutely spill the beans on this two part DVD. Having been through many postural and biomechanics certifications, this DVD is more relevant and applicable. The principles they teach are based on anatomy, physiology and logic. Their is so much nonsense out there that is very refreshing to see Brett and Gray de-mystify the common physical therapy protocols based on research that just doesn’t work and has never worked. Watch this DVD and you will immediately increase your ability to help people today!!! I highly recommend this to any strength coach, therapist or person who wants to learn how the body actually works and how to fix it when it goes wrong! Great job guys!!!!—Franz Sneiderman RKC Team Leader, NMT, CHEK

24 HOURS A DAY
ORDER NOW CALL 1-800-899-5111



Order *Secrets of Hips & Knees* online:
www.dragondoor.com/DV051



43

Your Fast-Start Guide to Extraordinary Strength

The Staley/Tsatsouline Strength Seminar

By Charles Staley and Pavel Tsatsouline

Charles Staley is creator of the EDT system, which has helped athletes worldwide achieve remarkable success in every imaginable sport. Pavel's landmark classics like *Power to the People!*, *The Naked Warrior* and *Enter the Kettlebell!* have been redefining our fitness landscape for the last decade.

Charles and Pavel have made it a life-long quest to wrestle free the real nuggets from the morass of half-truths masquerading out there



as "strength training". Each man makes actual results the bottom line in his quest for superior physical performance.

Put the two men's knowledge and experience base onto the same team—and you're guaranteed methods that have been proven over and over again where it really counts—in the trenches.



Discover:

- How to cultivate the skill of strength by applying the master principle of "linkage".
- Understand the finer points of *slow* and *explosive* strength.
- The best methods for developing *starting* and *absolute* strength.
- How to calculate the minimum personal velocity needed for optimal explosive lifts.
- How to accelerate correctly through a sticking point.
- How to build a winning momentum with your explosive strength.
- The importance and applications of absolute strength as a foundation for all your strength programs.
- What it really takes to generate and apply massive tension.
- How to build an impregnable foundation using the method of "easy strength".
- How to combine tension with relaxation drills to avoid injury and sub-par performance.
- When and why adding a dynamic component to your program can be pointless if not downright detrimental.
- When to employ the Russian secret of specialized variety, to get a dramatic edge over your competitors.
- How to significantly finesse the skills of your sport by practicing them isometrically.
- How to clean up your technique and jump in proficiency using *neurological erasure*.
- How to recruit your breath for even greater power—guaranteed.
- How to use the subtle but extremely important wedge method to enhance your strength and

power.

- How to avoid "leaking away" your hard-earned strength—get this right and save yourself from a world of frustration and sub-par results.
- How to release the parking brake within your body that could be dooming your performance to constant failure.
- The single biggest obstacle to success in the weight room—and how to overcome it, every time!
- The worst possible formula for strength training—and why you want to always do the very opposite...
- The crucial distinction between principles and methods.
- The magic rep number that yields the greatest power output...
- How to correctly evaluate "success" in your workout.
- How to pack maximum strength benefits into minimum time.
- How to manipulate the variables in your training to trick your body into greater strength gains.
- The cornerstone principle in all strength training—and how to make it work even better for you.
- How to accomplish the most by using the least—or the lazy man's guide to extreme strength gains.
- How to dramatically reduce the chance of injury in your training—and radically extend your athletic career.
- Your limbic system can be your best friend—or betray you into mediocrity...learn what it takes to "manage" this potential monster.
- How to identify the "sweet spot" when activating your nervous system—for optimal gains in your workout.
- The real yardstick you need when measuring your recovery needs...
- How to properly use these "key indicators" to measure your real progress.
- How to achieve your desired strength outcome—while still safeguarding your health.
- It's one of the crucial differences between an elite and average athlete: understand what it really takes to engage your full physical capabilities—for true success on the court or field.
- How to eliminate redundancy from your workouts—and watch your effectiveness grow by leaps and bounds.
- Why it's so important and what it means to "preferentially train the higher qualities."
- How to control and manage your fatigue.
- Know when to push yourself and when it's crucial to back off...
- Understand and utilize the key principles of variability and specificity.
- Why extension-based exercises can be crucial for balance in your training program.
- How to utilize the principle of "conscientious participation" to enhance your workout results.
- How to cycle EDT and the 3-to-5 method, for a superlative surge in your athleticism.
- What can most build you up can also most tear you down—employ these strategies in your fitness program to avoid burnout, now and forever.
- What "percent of capacity" you need to operate at—for the best workouts of your life...
- "Auto-regulatory training"—a vital strategy for long term, significant strength gains...
- The magic power of "predetermined time-limits"—and how to become a



2

Mid-Level

3

Advanced

The Staley/Tsatsouline Strength Seminar

By Charles Staley and Pavel Tsatsouline

#DVS014 **\$247.00**

2-DVD set

Running time: 6 hours

Practical and Hands on course!

"Wonderful job on the Staley and Tsatsouline Strength seminar. Very practical and hands on for the trainer and coach. Learned new ways to use the "Same But Different" Principle. I love how you both approached training and program design in this series! Great!"

—Christian Lombardo, Huntington, NY

Serious Strength

"There is a staggering amount of information, not only in quantity, but also in QUALITY. I found myself taking notes while watching, which is something that rarely happens. An excellent product."

—David Whitley, Senior RKC, Nashville, TN

Two phenomenal Coaches in one DVD

"Both Charles and Pavel are great instructors; those of you who have seen him know what I mean. Seeing the two present their ideas on strength and conditioning is just great. This will be an excellent dvd to study and apply to my classes."

—Pete Diaz, RKC, Sacramento, CA.

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Order *Staley/Tsatsouline* online:
www.dragondoors.com/DVS014



24 HOURS A DAY
ORDER NOW CALL **1-800-899-5111**

Get Rid of Your Fat Forever— In as Little as 12 Minutes a Day!

Lauren Brooks has recently had **two babies**—yet owns the kind of **sleek, firm, perfectly toned body** that would make even a competitive female athlete **green with envy**...

How did Lauren do it? Well—more than anything else—by her **VERY** savvy use of the kettlebell's almost magical power to strip away body fat and sculpt a lean, perfectly toned look.

If there is anyone out there who knows how to help you through the frustrations of unsightly extra body fat, it's got to be Lauren—a real woman with a real life, just like you—who has the skills and knowledge AND personal experience to help you forever lose those final unsightly pounds!

Ready to strengthen and sculpt your entire body? It's time to learn how to use kettlebells and to incorporate them in to your lifestyle—the Lauren Brooks way. Lauren Brooks shows you how kettlebells and bodyweight

exercises can get you the body and conditioning you always dreamed of—and can now finally **attain**, in a quick and realistic fashion.

You get:

A **Fast-Start Course** in 15 crucial fat-burning, body-strengthening kettlebell and bodyweight exercises—so even a complete beginner can rapidly achieve the weight loss and toning she is looking for.

Discover powerful classics like:

1. The Two Handed Swing
2. The Overhead Swing
3. The Suitcase Deadlift
4. The Squat Thrust
5. The One Arm Clean
6. The Front Squat
7. The High Pull Catch, and Squat
8. The Russian Twist and a whole lot more...

Then you get:

Lauren's **Follow-along Fat Blast Workout**, Low to Medium Intensity. 12-15 minutes long and can be repeated twice if you want to really shed those unsightly extra pounds in a hurry.

Plus: Lauren's terrific **Follow-along Sculpt and Conditioning Workout**, Medium to High Intensity. 40 minutes. And finally: Lauren's **Joint Mobility** section for warm up and cool down.

The Ultimate Body Sculpt and Conditioning with Kettlebells will get you in **tip top shape** no matter what your fitness background is. And, of course, it's especially **great for moms** trying to shed that baby weight and get in better shape than before their pregnancy

In her follow-up Volume II DVD you can join Lauren Brooks as she performs some of the most intense fat burning and strengthening exercises in the world. This DVD

uses some of the basic exercises from her popular Volume 1 as well as incorporating many brand new and challenging exercises to keep your heart pounding. If you enjoyed Volume 1, then get ready to ramp up to a whole new level with Volume 2. This DVD is perfect for intermediate and advanced kettlebellers looking for that extra edge when sculpting their desired physique.

Enjoy:

- Over 20 dynamic Kettlebell and Body weight exercises
- 3 Follow Along Workouts - The Grind, The Smoker, The Finisher
- 1 Bonus Abs Workout
- Joint Mobility Warm Up
- Cool Down stretching section
- Motivating music and instruction throughout



1 Beginner 2 Mid-Level



The Ultimate Body Sculpt and Conditioning with Kettlebells

With Lauren Brooks, RKC Team Leader
Running Time: 80 min
DVD #DV058 \$39.99



Vol. II
Running Time: 88 min
DVD #DV065 \$39.99



"I am a 48 year old mom with 4 girls ranging from 4th—9th grade. I have been doing home workouts since the mid 1980s. This is the best workout DVD I've ever seen and I have had over a hundred!" —J Bonnie, Palos Verdes, CA

Order *Ultimate Body Sculpt* online: dragondoor.com/DV058

Order *Ultimate Body Sculpt Volume II* online: dragondoor.com/DV065

Exhilarating new ropes and kettlebell workouts challenge your body—in wild ways—to outshine your previous best!



1 Beginner

2 Mid-Level



The Revolution Solution

Combining Ropes & Kettlebells for Maximum Fitness & Fat Loss

By Franz and Yoana Snideman, RKC Team Leaders

Running Time: 44 min
DVD #DV064 \$24.95

Order *Revolution Solution* online: dragondoor.com/DV064

Discover:

- **How** to successfully integrate kettlebells and ropes for maximum fat loss.
- **How** to utilize kettlebells and ropes for power and speed athletes.
- **How** to perform the actual kettlebell/rope programs that Franz and Yoana use with their clients and in classes.
- **How** to effectively smoke your client in less than 5 minutes with one Rope/Kettlebell complex

"I highly recommend Combining Ropes & Kettlebells for Maximum Fitness & Fat Loss! The DVD is put together extremely well and goes over just about every exercise you can think of to do with heavy ropes. The combination of kettlebells and ropes in your program is like a good dry pile of firewood and tinder. Without a spark, the pile will just sit there. Franz and Yoana's DVD is the perfect spark for using these tools!

Get this excellent guide to unleash the power those ropes have within them and start the fire in your program!"

—Jason Marshall, RKC II, Lone Star Kettlebell



1 Beginner

2 Mid-Level

Quick Results Kettlebell Workout

Franz and Yoana Snideman, RKC Team Leaders
Running Time: 39 min
DVD #DV060 \$29.95

"For Those Who Want Their Results Yesterday—Get THIS Program NOW..."

Franz and Yoana Snideman lead you through a well-structured, fun, friendly, technically proficient workout that is perfect when you have just a few minutes but still want to scorch yourself into amazing shape!

Quick Results Kettlebell Workout is a breeze to follow along with—and will amp up both your endurance, strength AND cardio conditioning in one cool package. Enjoy!

"I just started working out again and this is a the perfect kettlebell workout for me. If you are in good shape or out of shape this will give you either a very good or an intense full body work out in a short amount of time. The DVD encompasses all of the Pavel principles for a great full body workout. This is definitely kettlebells for the rest of us." —D. Hamlett, Brooklyn, NY

24 HOURS A DAY ORDER NOW CALL **1-800-899-5111**



Order *Quick Results Kettlebell* online: www.dragondoor.com/DV060



45

Ignite ALL Burners, Crank Up the Heat to High—And Ascend to Tough-Guy Heaven



Revisit Your Manhood Challenge with another patented Weber set of sizzling kettlebell grillouts—the ultimate package for scorching enduro and lean-to-the-bone strength...

“Keith Weber’s second kettlebell DVD is every bit as good as the first one. Perfect for an athlete’s general physical preparation. Perfect for a non-athlete out to make radical changes in body composition. I could easily overlook marginal audio quality, an occasionally flexed elbow in overhead squats, and high rep abs routines in favor of eight solid, interesting, and intense workouts. If you have your basics down, get this video.”
—Pavel Tsatsouline, author of *Enter the Kettlebell!* and *Return of the Kettlebell*

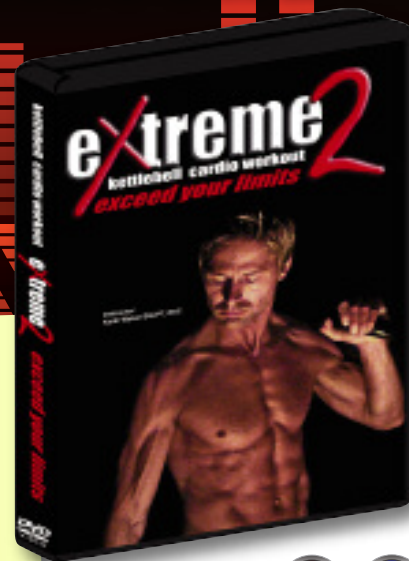
K eith Weber’s landmark *Extreme Kettlebell Cardio Workout* proved to be one of the most acclaimed kettlebell workout programs we have ever offered, rapidly ascending to and maintaining its position in Dragon Door’s Top Ten.

A superbly muscled specimen of righteous manhood himself, physical therapist Keith Weber returns to grill you with a blistering set of muscle-burning kettlebell drills designed to raise the bar on your athletic potential—then leap over it.

Weber’s agonizing *Extreme Kettlebell*

Cardio Workout 2 will give even the most seasoned athlete more power—and the inspiration to take his game to the next level.

Become a well-oiled, unstoppable machine and discover what toughness is really all about, with *The Extreme Kettlebell Cardio Workout 2*.



Mid-Level Advanced

Extreme Kettlebell Cardio Workout 2

Exceed Your Limits

By Keith Weber, BScPT, RKC

DVD # DV067 \$29.95



SO YOU THINK YOU'RE TOUGH?

Challenge your manhood with this set of ferocious kettlebell workouts—the ultimate package for kickass enduro and lean-to-the-bone strength

IT'S EXTREME AND YOU NEED IT!

“This is a Must for those of you who are serious athletes and kettlebell fanatics. We highly recommend *The Extreme Kettlebell Cardio Workout*. It will challenge you to your bones even if you’re tough as nails and build your strength and cardiovascular capacity fast.. You can feel satisfied after doing just one killer 5 - 10 minute session or you can simply do as Keith Weber does in this nicely shot video by the ocean - and go non-stop like the Terminator. No matter what weight you use or where you’re at physically, this will get you into tremendous shape fast. Great Video!”—Garin Bader/ Vanessa Bader, Las Vegas, NV

I THOUGHT I WAS TOUGH

“The title of this DVD does not lie, it is extreme! I thought I was tough but was humbled by Keith Weber. This android has motivated me to reach a new level of conditioning. I have lost five pounds in two weeks!”—Josh Nelson, San Diego, CA



The Extreme Kettlebell Cardio Workout

By Keith Weber, BScPT, RKC

DVD # DV052 \$29.95



Mid-Level Advanced

Order *ExtremeKettlebellCardio* online:
www.dragondoor.com/DV052



“Based on painstaking, original research on subjects ranging from untrained folks to members of the Danish Olympic team, *Viking Warrior Conditioning* is a foolproof blueprint for achieving Olympian conditioning in record time—while simultaneously improving one’s body composition dramatically. Master RKC, Kenneth Jay, the warrior sage equally at ease with a heavy kettlebell and with a force plate, shows you the way.”

—Pavel Tsatsouline, author of *Enter the Kettlebell!*

“**K**enneth Jay has produced what may be the most eye-opening work on VO2max training available today. Jay begins by taking the reader through the fundamental scientific principles of top-level conditioning. His down-to-earth writing takes the abstractions of calculations and puts them into the tangibles of training. Continuing with a step-by-step description of his *Viking Warrior Conditioning* regimes, Jay walks the reader through the fine details of his method. His progression of kettlebell training regimens is designed to take you from weekend wanna-be to victorious Viking.

Educational, entertaining, enlightening, and inspirational, *Viking Warrior Conditioning* is sure to be a well read and re-read part of any elite coach, trainer, athlete, or warrior’s library!”

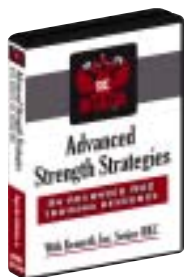
—Mark Cheng, Senior RKC, L.Ac., Ph.D., RKC Team Leader,
Contributing Editor: Black Belt Magazine

“If you want to understand the **why** and the **how** of kettlebell training for conditioning then this is the book! This is the guide to using the kettlebell for optimal VO2max conditioning. Kenneth Jay’s protocols have benefited me and my clients greatly.”

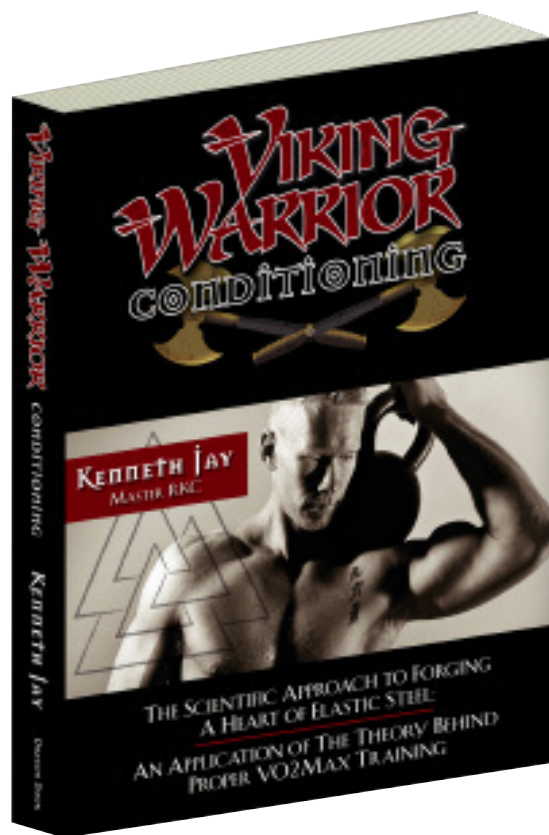
—Brett Jones, Master RKC, CSCS, CK-FMS

“A great book by one of the best young minds in fitness. Against a bleak backdrop of fraudulent fitness product hucksters and in this era of No Brain - No Pain personal trainers, the Pain Dane does indeed have a brain—a big one—and this book is as welcome as a cool breeze ripping through a room full of stale cigar smoke.”

—Marty Gallagher, author of *The Purposeful Primitive*



See page 40 for the companion 2-DVD to Viking Warrior Conditioning, Kenneth Jay's Advanced Strength Strategies



Viking Warrior Conditioning

The Scientific Approach to Forging a Heart of Elastic Steel: An application of The Theory Behind Proper VO2max Training
By Kenneth Jay

#B39 **\$34.95**

Paperback 8.5 x 11 138 pages
56 photos, charts and illustrations

2

Mid-Level

3

Advanced

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47

Phat Boys, Traveling Vikings, and Devil's Triplets: Hard-Core Cross-Training for HardStyle Junkies

By Gus Petersen, RKC

So you're a self-proclaimed HardStyle junkie. You live for your next intense kettlebell workout. You've read *Enter the Kettlebell* at least three times. You walk like a Russian. You quote Pavel at parties. You may well have a kettlebell tattooed on your calf. In a pinch, you've probably even tried pickle juice as a pre-workout tonic. You're training hard and heavy most days, and your workouts are packed with intensity. Even on your active rest and recovery days, you want to train smart so you can keep your edge—without taking a step backward due to overtraining.

Kettlebell juggling is a challenging, mentally engaging cross-training option you can experiment with on recovery days. When you're coming off a hard, heavy kettlebell training session, a kettlebell juggling workout could be just the ticket. I've found that working kettlebell juggling with a lighter-weight bell gives me a chance to loosen up and recover without overtraining, while at the same time requiring mental focus and using unique movement patterns that increase athleticism and boost sports performance very effectively.

The first question you're probably asking yourself is, "How much lighter?" For very strong and fit men weighing over 200 pounds, I recommend a 16-Kg kettlebell. The average guy under 200 pounds should use a 12-Kg kettlebell. And most women should use an 8-Kg bell.

The key to successful skill building is to start with easy foundational techniques (e.g., mid-air hand transitions, toss-and-taps, front and back flips), and gradually progress to more difficult techniques (e.g., double helicopters, over-the-shoulder tosses, juggling cleans and snatches) as you gain proficiency over time. This is a great way to diversify the techniques and skills that make up your kettlebell training repertoire.

Because you're throwing a lighter kettlebell, your reps are going to be higher—anywhere from 20 to 100 reps is a good goal to aim for as you work a single technique. The duration time or number of

reps will vary depending on the technique, how hard your workout was the day before, and your level of fitness.

If you're feeling good and getting into high reps, great! But as with all kettlebell techniques, when you hit a point where you can no longer throw and catch with perfect form, it's time to call it a set. Listen to your body and, as Pavel would say, "come to a comfortable stop."

This type of recovery workout can last anywhere from 15 minutes to an hour. Just make sure to throw light and work at a moderate intensity. Focus on maintaining good technique, and keep in mind that it's best to stop when you're feeling better than when you started. Sometimes less is more.

When I'm training heavy, I will sometimes follow up the next day with a light 12-Kg single-bell juggling workout. The beauty of this kind of cross-training is that I end up practicing a variety of techniques (usually not more than two or three in one session) that are radically different from whatever hard-style techniques I was working the day before. The athletic nature of juggling skills keeps my mind engaged, and before I know it, I've got a good sweat going.

Whether I'm throwing double helix, over-the-shoulder tosses, "Phat-Boy" (double-rotation) flips, or working a combination of these moves in different planes ("Devil's Triplets"), I'm building a totally different set of skills. My muscles are getting worked, but with a significantly lighter weight, and with different biomechanics at play.

As an example, within the *Kettlebell Athletic Training (K.A.T.) Fitness System* that I developed, there are several different "styles" in which a kettlebell can be thrown and caught. I have many clients who have thrown and caught hundreds of flips originating from a standard, between-the-legs swing ("traditional style"). However, when I first ask them to throw a flip in the same plane (sagittal), but now with the kettlebell on the outside of their body ("lateral style"), a very interesting

phenomenon occurs. It's as if they've never thrown or caught a flip before. Their minds are totally engaged in the task at hand, and yet their movements initially appear stiff and jerky until their bodies and nervous systems adjust to throwing and catching in the lateral style. As a result, there will inevitably be a number of bad throws and clumsy drops. I have discovered, however, that as they repeat the new movement pattern over and over, the repeated firing of those same nerve impulses eventually ingrains the movement in the brain, where it ends up being stored as a new motor engram.

Once committed to memory, that engram can be called up and reproduced without conscious thought, and at that point the client is able to switch effortlessly from one style to another while performing flips.

The *K.A.T. Fitness System* also features "pirouettes" and "Traveling Vikings"—two unique skill sets that involve throwing the kettlebell, pursuing it as you execute a specific movement pattern, and catching it on the move. These more advanced techniques are highly effective total body exercises that I've found pay big dividends in terms of enhancing agility, focus, reaction time, and vision. Your vision, including peripheral vision, is especially challenged as you attempt to catch double- or even triple-rotation techniques on the move. These are also excellent techniques to plug in between your heavy days. If I'm coming off a heavy hard-style workout, I may decide to practice a technically difficult technique—one so challenging that I may only be able to catch five or so reps in a row. This keeps my reps way down, while at the same time allowing me to work agility and mental focus.

These lighter-weight kettlebell juggling workouts challenge the mind and the body in new ways that have exceptional carryover to the real work and play that inspire you to stay fit so you can perform at your peak. They also help you recover so you feel good for your next heavy kettlebell workout.



Work Hard, Play Harder— with RKC, Gus Petersen's K.A.T. Fitness System

Kettlebell Athletic Training Fitness System Disc 1: Foundational Juggling Skills for Living on the Edge

When your sport is your passion, playing hard is a way of life.

To perform at your peak, you need to stay fit, strong, and agile. Conventional wisdom says that takes hard work. And it does. But what if the training you did to stay on your game was as fun and intriguing as the game itself? Now it can be.

The **Kettlebell Athletic Training (K.A.T.) Fitness System** is an all-American mix of kettlebell juggling moves that's as physically demanding and mentally engaging as your chosen sport, athletic endeavor, or outdoor adventure.



Whether you're a serious player, a weekend warrior, or an elite athlete, this innovative system provides a clear, step-by-step

progression that will safely enable you to improve your athletic skills, functional strength, and cardiovascular endurance with a single, all-encompassing training system.

In Disc 1 you'll master the basic building blocks of the system. What's more, you'll get a workout that feels more like play than work. And yet delivers results with unbelievable efficiency.

DV069 \$39.95
Running time: 68 minutes

Kettlebell Athletic Training Fitness System Disc 2: Essential Juggling Skills for Living on the Edge

If you want to perform at your peak, your training should challenge your mind AND your body.

In Disc 2 you will definitely be heading into some new and more challenging territory. This DVD introduces the techniques that form the core of the K.A.T. Fitness System. The skills they impart are the major building blocks of this highly athletic system of kettlebell juggling.



DV070 \$39.95
Running time: 80 minutes

Kettlebell Athletic Training Fitness System Disc 3: More Essential Juggling Skills for Living on the Edge

K.A.T. juggling turns workouts into a game that demands focus, strength, mobility, and agility. And that's where your training becomes more about fun, and less about drudgery.

In Disc 3 you will perform many techniques with a "K.A.T. twist." That means upping the ante with more challenging techniques that work your focus, strength, mobility, and agility even harder.

Disc 3 progresses to more difficult techniques that are the core of the K.A.T. Fitness System. You will continue to hone the juggling skills that are unique to this system by adding a second kettlebell to the mix and working



various combinations of techniques in different planes of motion that have never been shown—let alone taught—

before. This forces the brain to adapt and relearn each technique. And that's a key to the effectiveness of this style of training: progressively adding new twists that challenge the mind as well as the body.

That makes your training feel more like sport and less like work, eliminating the boredom factor while delivering high-quality, efficient, effective workouts.

DV071 \$39.95
Running time: 96 minutes

Kettlebell Athletic Training Fitness System Disc 4: Hard-Core Juggling Skills for Living on the Edge

With these hard-core skills, you're entering the highest phase of K.A.T. juggling—the "elite master silver bell level," so called because your kettlebells will be sandblasted to a shiny silver by the time you master this level of expertise.

Disc 4 is the first of the two expert-level DVDs in the K.A.T. Fitness System. While it may feature the most fun techniques yet, it will definitely demand the most of your body and mind as well.

In this DVD, you will be working only original K.A.T. juggling skills and concepts that incorporate even more innovative K.A.T. twists. The challenge will increase exponentially as you perform

triple-rotation throws, two-kettlebell double-rotation throws, over-the-top Flying Viking Salutes, crazy-intense Phat Boys, brutally hard Iron Cross front flips, insane over-the-shoulder throws, and totally out-of-the box pirouette variations.



As you work these techniques, you'll hone the peripheral vision, mental acuity, cat-like reflexes, brute strength, and extreme agility required for living on the edge. When your physical endeavors demand the highest level of performance, you'll have the athleticism to deliver.

DV072 \$39.95
Running time: 84 minutes

Kettlebell Athletic Training Fitness System Disc 5: More Hard-Core Juggling Skills for Living on the Edge

These hard-core techniques were inspired by the strength feats of the strongmen of old in a time when strength, beautiful movement, and precision were the order of the day.

In Disc 5 you will be completing the final phase of the K.A.T. Fitness System.

This DVD introduces completely new, exciting challenging techniques and concepts, including Whirlybirds, Heli-Flips, Wounded Vikings, Tipped Turtles, and more. And the expert-level

K.A.T. twists will get even more twisted. That means you'll begin incorporating over-the-shoulder tosses into the pirouettes and Traveling Vikings.

You will also learn to execute the insanely hard Full Iron Cross Double Helicopters, the equally hard Triple Heli Traveling Viking variations, and many more hard-core techniques that won't disappoint.

As you develop the hardest of the hard-core skills, every technique you learn will be hard, original, and innovative. Your athleticism and focus will be pushed to the maximum. Your mobility and agility skills will respond in kind. Each new milestone you reach will be hard-won, the manifestation of an arduous mix of brawn, grace, and accuracy. And as you progress, your sense of mastery and accomplishment will reach an all-time high.



With this final DVD, the K.A.T. juggling tradition of outside-the-box training culminates with athletic feats that—if you can muster the determination, tenacity, and fortitude—will push your strength skills to the awe-inspiring level of the strongmen of yesteryear.

Get ready to hone your game and your physique with the most adventurous training system you've ever encountered.

DV073 \$39.95
Running time: 81 minutes

Best Course of Action: #DVS023 Only \$179.95

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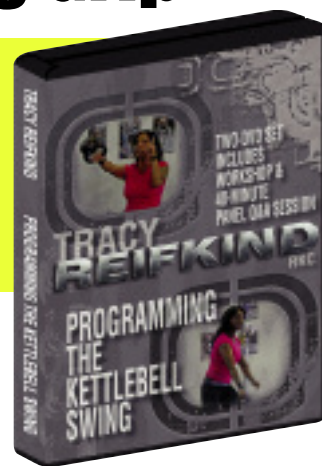
Come Out Swinging in 2011—Then Back It Up with Monster Lats and a Crushing Grip

“If you searching a brutally effective fat loss and conditioning regimen, you have found it: *Programming the Swing*. I was so impressed with Tracy Reifkind’s innovations that I am incorporating some of them into the RKC curriculum.”—Pavel Tsatsouline, Chief RKC Instructor

Few people use the swing to its full potential. In this inspiring, live workshop DVD, Tracy shows you how to do just that. From individuals looking for a basic conditioning progression to instructors who need a variety of intense kettlebell routines, this program covers all the angles. You’ll be blown away by the variety possible using this deceptively simple movement.

The kettlebell swing is one of the most important of all the kettlebell exercises, yet only a precious few know how to take advantage of its endless benefits. Tracy Reifkind reveals her original kettlebell choreography and progressions method that has helped her and her clients lose unprecedented weight, keep it off—and be stronger and more energetic than they ever imagined.

- Discover how to program the kettlebell swing for the ultimate in muscular and cardiovascular conditioning with just a few basic progressions.
- Discover how to maximize the most basic and important kettlebell exercise for the most efficient results possible.



Programming the Kettlebell Swing

Tracy Reifkind
#DV075 \$39.95

2-DVD set 2 hours 14 minutes

1

Beginner

2

Mid-Level

3

Advanced

“A strength professional uses his lats in a sophisticated manner in bench presses, military presses, deadlifts, and other lifts—and reaps the rewards of greater strength and shoulder and back health. No one is more qualified to teach you this elite subtle skill than Mark Reifkind which he does exceptionally well in *Lats, the Super Muscles*.”—Pavel Tsatsouline, author of *Enter the Kettlebell!*



Lats, the Super Muscles
Mark Reifkind
#DV076

\$29.95 DVD
1 hour 31 minutes

In this workshop DVD, Mark Reifkind introduces the basics of lat kinesiology, and teaches the steps needed to build a powerful back. Once you understand how the lats work, you can build strength, size and pushing and pulling power.

“There is a lot to learn from old-time strongmen. Unfortunately, the information is scarce and rarely authentic. Fortunately, you have *Lessons of the Old-Time Strongmen*. David Whitley has studied with top strongmen whose lineage goes back to the greats of yesterday. Let ‘Iron Tamer’ show you impressive feats of strength and teach you how to be very strong and never sore and tired.”—Pavel Tsatsouline, author of *Enter the Kettlebell!*



Very few people understand the work of the old-time strongmen, and fewer yet can accomplish any of their feats. Dave Whitley is one such person, and in this live workshop DVD he'll show you how some of the strength feats are done.

Better yet, he'll teach you how to use the strongmen's methods to take your own training to levels you hadn't imagined. In today's strength world, the Iron Tamer is a premier go-to strongman! You'll also get to see some of these feats in person -- dynamic nail and horseshoe bending, remarkable grip feats and truly powerful demonstrations of singular focus.

Lessons of the Old-Time Strongmen

Dave Whitley #DV077 \$29.95 DVD 1 hour 8 minutes

“If you appreciate the health and strength benefits of the kettlebell get-up, you will add another layer of sophistication to your practice with David Whitley's *Kettlebell Fundamentals, Deepening Your Get-Up Skills*.”—Pavel Tsatsouline, author of *Enter the Kettlebell!*



Single-hand pressing as well as Dave does allows him to teach it in a way that works for everyone. He'll use the movements of the Turkish getup, the windmill and various bent press progressions to show you how to gain true strength that's balanced from side to side.

Kettlebell Fundamentals, Deepening Your Get-Up Skills

Dave Whitley #DV078 \$29.95
DVD 1 hour 11 minutes



Reifkind, Whitley, Reifkind 4-DVD Set

#DVS030
\$109.80

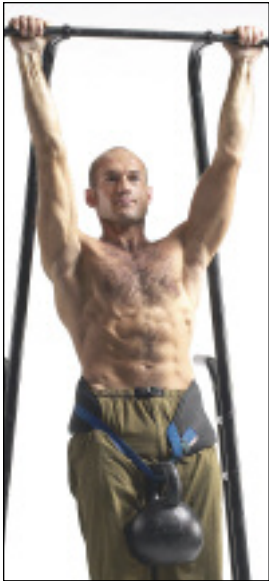
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“Abs to Die For— SECRETS to Kill For.”

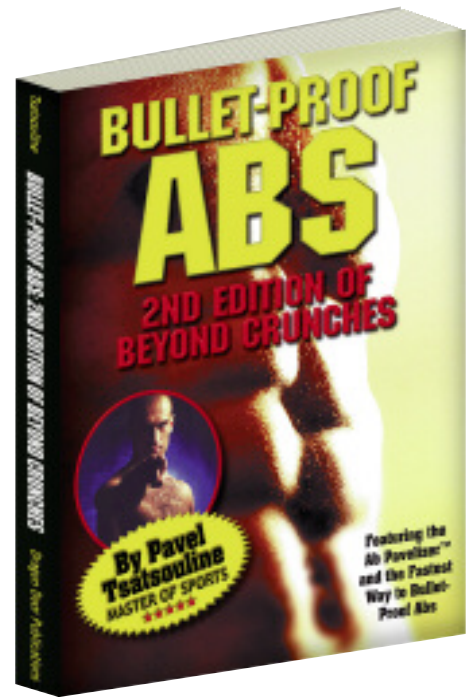
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with **Breakthrough Techniques**
That Blow the Roof Off
Traditional Ab Exercises

“As a chiropractic physician, I see the deleterious effects of a weak torso on the lower back. Weak abs lead to years of back pain and dysfunction. As a world record holding powerlifter, I know the importance of strong abs on maximum power performance. Beyond Crunches is THE text and authority on ab/trunk stability.”

—Dr. Fred Clary, National Powerlifting Champion and
World Record Holder

Employ These Little-Known Tips from **ELITE ATHLETES** and Possess Your Own Set of **AWESOME ABS**

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- **Employ the **secret ab weapon** of an old time strongman—famous for his exceptional strength and sinewy, wiry physique.**
- **This insider’s secret from East German research radically empowers the traditional situp.**
- **Russian full contact fighters used this drill to pound their opponents with **full contact power**, while turning their own midsections into concrete. Unlike anything seen in the US!**



Bullet-Proof Abs 2nd Edition of Beyond Crunches

Book By Pavel Tsatsouline,
Paperback 128 pages
119 Photos and 112 Illustrations

#B11 \$34.95



“I read every book on strength training I can get my hands on. There are three I would highly recommend for any lifter or coach. Two are by Pavel Tsatsouline. BEYOND STRETCHING is a scientific approach to gaining flexibility. This is how one should learn and perform proper stretching. The second is Pavel’s BULLET-PROOF ABS. In this book Pavel discusses and provides pictures of the correct method for ab training. I urge all lifters to read these two books by Pavel. I am sure the benefits will be many.”

—Louie Simmons, Powerlifting Coach,
Powerlifting USA

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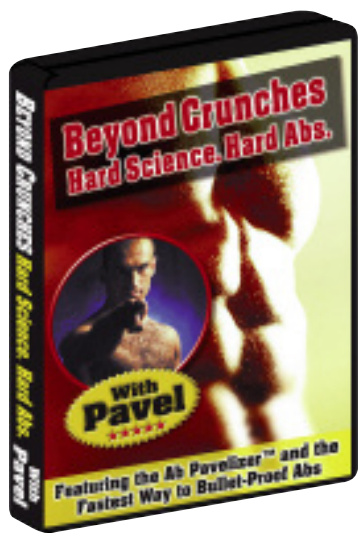


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51

“An **IRON CURTAIN** Has Descended Across **MY Abs**”



1

Beginner

2

Mid-Level

3

Advanced

Possess a maximum impact training tool for the world's most effective abs, no question.

Includes detailed follow-along instructions on how to perform most of the exercises described in the companion book, *Bullet-Proof Abs*. Demonstrates advanced techniques for optimizing results with the Ab Pavelizer.

As a former Soviet Union Special Forces conditioning instructor, Pavel Tsatsouline already knew a thing or two about how to create bullet-stopping abs. Since then, he has combed the world to pry out this select group of primevally powerful ab exercises—guaranteed to yield the fastest, most effective results known to man.

- Russian fighters used this drill, *The Full-Contact Twist*, to increase their striking power and toughen their midsections against blows. An awesome exercise for iron-clad obliques.
- Fry your abs without the spine-wrecking, neck-jerking stress of traditional crunches.

- No one—but no one—has ever matched Bruce Lee's ripped-beyond-belief abs. What was his favorite exercise? Here it is. Now you can rip your own abs to eye-popping shreds and reclassify yourself as superhuman.
- Rapidly download extreme intensity into your situps—with explosive breathing secrets from Asian martial arts.
- Employ a little-known secret from East German research to radically strengthen your situp.
- Do the right thing with “the evil wheel”, hit the afterburners and rocket from half-baked to fully-fried abs.
- “How to smoke your obliques with the Saxon Side Bend.
- How to never do more than five reps per set — and replace your soft underbelly with body armor.
- A complete workout plan for optimizing your results from the Janda situp and other techniques.

Beyond Crunches

Hard Science. Hard Abs.

With Pavel Tsatsouline

DVD Running Time 37 Min

Item #DV042 \$29.95

Pavel's Ab-strengthening breath techniques will give you the power to explode a water bottle—but don't try this trick at home—if the extreme air-pressure whacks back into your lungs, instead of exploding the water bottle—you can end up very dead, which is a bummer for everyone.



Pavel demonstrates the Power Breathing technique *Bending the Fire* to develop an extra edge in your abs training.

52



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Just five reps a day is all it takes...

“Unique Ab Pavelizer II™ *SMOKES* *YOUR ABS* more *INTENSELY, SAFELY* *AND QUICKLY* than any abs machine in the world—guaranteed!”

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“I work my abs a lot and they are probably stronger than the average guy but I found out just how pathetic they were when my Pavelizer arrived. This is an amazingly effective piece of equipment. By taking the hip flexors out of play and isolating the abs, they have to work like never before. Combined with the power breathing, my abs are getting stronger by the day.”—**Charles Long, Burlington, CO**

“The Ab Pavelizer is hands down “THE” best AB training device I have ever used! Simple put, this thing is evil! I noticed almost immediate results and a burn in my AB’s that I never thought possible! I have better six pack AB’s at 28yrs. old than I did when I was 19! **If you want to melt your mid-section and destroy those love handles, the Ab Pavelizer is the one tool that gets it done in a hurry!**”—**Sean, Lacey, WA**

“The Ab Pavelizer really is the best thing to do for your abs. I’ve been doing kettlebells for a while and am in pretty good shape, but this is really starting to make my abs visible.

This product isn’t cheap, but when you consider it (a) gives you stronger, more visible abs guaranteed (b) improves your overall kettlebell strength/proficiency (c) gives you better posture and probably saves you money in chiropractor visits and (d) lasts forever. Considering all this its well worth the price.”

—**Tony, Santa Monica, CA**

How sure are we that Ab Pavelizer™ II will work for you? If you are not 100% absolutely thrilled with your purchase, Dragon Door Publications will refund of your entire purchase price for up to a FULL YEAR!



The Ab Pavelizer™ II

\$97.00

Item #P12

10-25 lb Olympic plate
required for correct use.
(You will need to supply
your own plate)



FREE BONUS:

Comes with a four page detailed instruction guide on how to use and get the most out of your Ab Pavelizer™ II. Includes two incredible methods for massively intensifying your ab workout with Power and Paradox Breathing.

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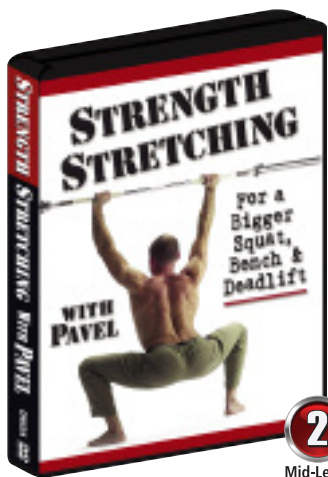


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Are Rigid Muscles Robbing You of Your Strength?

Traditional stretching programs weaken you — but stop stretching altogether and you'll doom yourself to injuries and mediocrity. Discover the world's only stretching protocol specifically and uniquely designed to increase—not reduce—a powerlifter's strength. Skyrocket your strength now—and reduce the wear and tear on your joints—by mastering the secrets of *Strength Stretching!*

- How to gain up to 15% on your pulling strength
- How to arch higher—and bench more—without killing your back
- Master the Kettlebell Depth Squat — the Russian powerlifting secret for teaching perfect squat and pull form and developing championship flexibility
- Discover how to release the hidden brakes that are silently sabotaging your deadlift
- How to relax your turtle traps—and up your dead
- How to squat with the big boys—without killing your shoulders and elbows



Strength Stretching
For a Bigger Squat,
Bench & Deadlift
with Pavel

#DV024 \$39.95
DVD Running time: 38 minutes

“*Strength Stretching* is a virtual must for the powerlifter, novice or advanced. Strength Stretching has helped Westside Barbell enormously and I know it will help everyone who is in powerlifting at any stage of the game.”—*Louie Simmons, Westside Barbell*

“**Pavel** is a fitness visionary. He has been teaching people about whole body functional training when sports scientists and exercise leaders were emphasizing aerobics and muscle isolation bodybuilding techniques. He formulated his methods by combining training principles developed by Soviet and eastern European coaches and scientists, worldwide sports medicine research, and personal experience. His books and DVDs will help athletes increase power, functional flexibility, and neuromuscular control, while minimizing the risk of injury. Coaches, athletes, and sports scientists will benefit from his unique training courses.”—*DR. THOMAS FAHEY, Exercise Physiology Lab, Dept of Kinesiology Track and Field Team, California State University, Chico*

Strength Stretching is well worth the money.

“I recently received the *Strength Stretching* DVD. This is another quality product from DD. I was surprised at how much information was on the video, considering the price it is a great bargain. This is a must for people who squat, bench, or deadlift. And I believe it's worth owning for anyone who lifts weights, or kettlebells. I don't do any of the powerlifts, I only train with kettlebells but I believe that using the information will definitely improve my kettlebell lifting. I really like that DD is putting out products now for specific athletes, i.e. powerlifters. A great product.”—*Jonathan Frost - Naples, FL*

If you are a PLeR this is a must have

“After suffering several nagging injuries from PL I finally came across this valuable resource. There are several exercises within this DVD that I implemented into my training program immediately. I am confident that the stretches and techniques mentioned in *Strength Stretching* will not only up my total, but keep me injury free in the years to come. I recommend this DVD highly.”
—*Thomas Phillips, Senior RKC - Marlboro, NJ*

“Pavel's stretching ability is unbelievable. As World Class as it comes!”
—*Brad Gillingham, 2 times World Superheavyweight Powerlifting Champion*

“I loved the DVD. A viewer might discover that they may already be doing several of the Strength Stretches but might quickly discover, as I did, that one additional idea or factor can turn that stretch into a game changer. Good Stuff!” —*Dan John, National Masters Champion in Discus and Olympic Lifting, Salt Lake City, UT*

“When I consume a teaching resource, I look for two things; first does it have something I can use immediately, and second does it mention something that I have been playing with in the gym. *Strength Stretching* hits both points several times. Great for both new and more experienced PLers. Very few things have my full endorsement, but this does.”
—*Jack Reape, Armed Forces Powerlifting Champion*



“Instantly Develop Greater Power, Intensity and Strength— by Turning Your Muscles into Coiled Springs of Explosive Steel..”

Can you easily and instantly turn yourself into a coiled steel spring — ready to burst into action and leap past your previous athletic best? Or are you more like an overstretched rubber band — no longer capable of suddenly generating performance-busting power? Now, for the first time in the West, Russian strength master Pavel reveals the Soviet secret of *Loaded Stretching* — guaranteed within MINUTES of its application to have you:

- Pulling heavier
- Squatting more
- Jumping higher
- Kicking and punching harder
- Throwing farther
- Pressing bigger!

“*Loaded Stretching* can provide everyone an edge.. Pavel leads you thru a series of stretching techniques that can immediately increase stamina. As one approaches their limits, little strength secrets can make the difference between winning and losing. *Loaded Stretching* is that, secrets.” —**LOUIE SIMMONS**, Westside Barbell

“The loaded hip stretch using a box, the loaded Russian twist, the loaded RKC clean stretch, and the KB loaded triceps stretch are very powerful tools that I have put in my bag of tricks. The loaded RKC clean stretch has been a real blessing to my football and powerlifting ravaged shoulders. There is a lot more here too for every athlete.” —**Jack Reape**, Armed Forces Powerlifting Champion

Instant Results

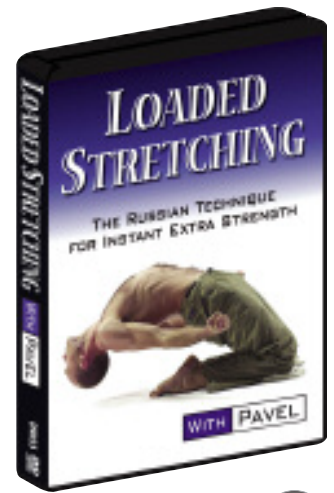
“Loaded Stretching presents thought provoking material concerning preloading muscles prior to performance of a lift. I immediately began to practice a few of the stretches prior to my squats, deadlifts and overhead presses with spectacular results. The performance of each lift was enhanced significantly along with an increase of control. I wish Pavel was in our country years ago to re-introduce strength training to America.” —**Tom Gelveles - Brightwaters, NY**

Return of the Kettlebell plus Loaded Stretching = Success!

“I have recently revisited the teaching of loading stretching by Pavel and it has proved to increase power and strength during the press cycle of the Return of the Kettlebell workout. If you need just a little more power in presses, squats, push/pull movements, buy this DVD and find the hidden potential within!” —**Matt - Mt. Pleasant, SC**

Exceptional Supplemental Technique

“*Loaded Stretching* has certainly improved my strength. The first day I incorporated these techniques I saw optimization in my exercises. Progressively (like all training should be) I have seen expedited advancements in my strength, control, and flexibility.” —**Scott - Tampa, FL**



Loaded Stretching

The Russian Technique for Instant Extra Strength with Pavel

#DV023 \$24.95

DVD Running time: 20 minutes



“It is interesting that we have all these great minds in America, and a tremendous amount of info from the Easter Bloc, but never really entered that special door of duplicating elite performance. It took someone from the Eastern Bloc, to show where the door was. Now he has given the key to that all-important first door to creating elite performance. Pavel's *Loaded Stretching* DVD is that key. Thank You Pavel!” —**Jay Schroeder**, arpprogram.com

24 HOURS A DAY
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Order *Loaded Stretching* online:
www.dragondoor.com/DV023



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DEBUG the Blocks That Are Secretly Sabotaging Your Flexibility, RESTORE Your Lost Freedom of Movement—and REWARD Yourself with Newfound Power, Strength and Speed

Our bodies are like computers...

Fail to run the right neuro-software...

fail to maintain them with the correct drills...

fail to keep them clean of internal clutter...

and you can GUARANTEE you're heading down the slippery slope of reduced capacity, impaired performance and finally...

complete breakdown.

Using his own body and the bodies of countless thousands of warriors, athletes, martial artists, gymnasts, dancers and coaches—and more than a few sackfuls of deconditioned couch potatoes—as the proving ground, Pavel has refined his stretching program into a brilliantly simple-yet-powerful, 5-step operating system for ultimate flexibility.

The lucky folk who attended Pavel's legendary *Unlock!* Seminars got to absorb this powerful stretching knowledge in person, getting personal corrections and targeting training tips from the master himself.

And in his final, never-to-be-repeated *Unlock!* Seminar Pavel excelled himself, with his most succinct, practical and honed program ever. Participants were wild about the stunning flexibility changes they were able to experience in just a few hours—all by implementing just a few simple but deep and far-reaching Master Principles of *Stretching*.

You'll see... when you download this neuro-software of Pavel's into your eager cells and punch the appropriate Command Key, then, boom!... your body'll start releasing and unlocking itself—EVERYWHERE YOU WANT IT TO!

It'll seem like magic, but of course it's based on rock-solid, (yet little-known) scientific principles that have been proven time and time again.

But what's *really magical* is the SYSTEM that Pavel's figured out for you. And that's what all great software does—take the most powerful functions and formulate them into the ultimate winning code.

Just do it, just follow the simple directions and watch your body reconfigure before your eyes!

We got to film-and-capture every detail you'd ever need to implement Pavel's amazing stretching system—in its entirety. We got to capture every moment of Pavel troubleshooting and fixing a cross section of types from elite martial artists, to athletes, to the relatively deconditioned. (If you are a trainer or coach, these sections will be incredibly valuable to you.)

Pavel continues to amaze!

"I've been a practicing martial artist for 30 years. I ordered this seminar hoping that it would facilitate my recovery from injury and help restore my lost flexibility. **It taught me safe and mechanically correct assessment and training methods that none of my six previous martial arts teachers ever touched on.** I experienced immediate improvement from my first training session. Now I can pass on this information to my students and hopefully they won't have to suffer like I have. I give this seminar my highest recommendation."—Scott A. Dollinger Psy.D. - Glen Ellyn, IL

What a rip off!!

"They sold me this for only \$187?! I had to watch this over a 2-week period, one disk per day, and then revisit each disk afterwards. There is so much information here. It's one thing to have read *Relax in to Stretch*, or watch *Forced Relaxation*, but to see Pavel trouble shoot people who are having the same problems you are having, and fix them in minutes, is amazing. It really is like you are there. If you put this on, and just go along with the seminar, you will truly get the 'next best thing to being there'.

This is not just for the person trying to get a Russian split either, this is for you, your wife, your mom and dad, your co workers who complain of sore backs and necks all day, and your buddy who quit playing soft ball because his knee and hip are killing him. It's that good. My highest recommendations!"—Adam T Glass, SSgt, USAF, RKC II, CK-FMS

If I had had these training methods when I was on the Olympic team, I would've captured the gold medal!

"Bravo! Superior to any seminar I've done. Excellent, diverse and thorough. Taught me the foundation of fundamental principles of mobility, which resulted in increases in strength and flexibility. Thank you."—Teimoc Johnston-Ono, Trainer/Coach, 6x World Masters Jujitsu Champion, US Olympic Judo team 1976, US Olympic Training Center, Coach

Hands down the best flexibility product available

"I have purchased every book, DVD, machine, and gizmo to help me get more flexible. Since I found Pavel's first book, *Beyond Stretching*, the only books and dvd's I buy are from Dragon Door. The *Beyond Stretching* dvd set has so much information on it, and so much that was new to me, I was really surprised. There are many different techniques and exercises for all levels of ability, from someone just beginning to someone looking to complete a full split.

I believe if you are a personal trainer, coach, or a martial arts instructor (as I am) this DVD set is invaluable. I sincerely think this is as good as it gets when it comes to stretching and flexibility training. I am very happy with this product and in all honesty would have paid a lot more for all of the information that is on the DVDs."—Jon Frost, Naples, FL





Here's what you get with Pavel's Beyond Stretching: The Seminar 5-DVD set:

You get the complete breakdown of each key principle and how to properly implement that principle for huge gains in stretch, flexibility and range of motion.

Pavel gives you three master principles that will forever alter not only your stretching ability—but every aspect of your movement:

- ✓ Pavel's **first master principle of stretching** is to USE YOUR STRENGTH. Discover how a scientific application of targeted strength techniques can help you immediately blow through your current flexibility limitations!
- ✓ Pavel's **second master principle of stretching** is to FIND SPACE. You'll be astounded at how Pavel's brilliant innovation will rewrite the story of your body and make history of your cramps and blocks.
- ✓ Pavel's **third master principle of stretching** is to SPREAD THE LOAD. Discover another magical method for shifting out of hampering stress and strain to release your body's full potential for stretch and range of movement.

And then Pavel gives you two other key principles that are for stretching only:

- ✓ Pavel's **fourth master principle of stretching** is to RELAX. Some of you may think you know how to relax and some of you may think you know how to relax into a better stretch. Well let me tell you that the information you'll get here about the relax principle is as different from traditional relax techniques as a Ford and a Ferrari!
- ✓ Pavel's **fifth master principle of stretching** is to PRY. Again, the other experts will be shaking their head and asking "Why didn't I think of that?"—as you and they both discover this technique's power to blow through even the most stubborn stretch-block.

It doesn't matter what body part you are looking to make more flexible—hips, legs, neck, spine, glutes, chest, shoulders, you-name-it—just run Pavel's 5-step neuro software through the offending part and watch it release, open and stretch out!



"With forty plus years in physical culture, (athletics, bodywork, martial arts) as a participant and as a coach, and teacher, this is the most comprehensive workshop I have attended."—Michael Reams, Certified Advanced Rolfer, Seattle, WA



Beginner Mid-Level Advanced



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“*Beyond Bodybuilding* is a treasure chest of strength training secrets.”

—Larry Scott, first Mr. Olympia

“Congratulations! You have done it again Pavel. *Beyond Bodybuilding* is a treasure chest of strength training secrets. I love reading your stuff. Your books are never a rehashed... dashed out... serving of the same old thing or even close to it. It's truly 'arm pit soaking', exciting stuff. You are a credit to the game Pavel. I am better for having known you.” —LARRY SCOTT, Author of *Loaded Guns*, former Mr. America, Mr. Universe and the first Mr. Olympia

“I thoroughly enjoyed *Beyond Bodybuilding*. Every few pages, at least, your book reveals another clever kick-ass, air tight, super-intense training modality that I hadn't even considered in my own investigative research as a muscle writer. Talk about thinking many moves ahead of us other writers, training modality wise! *Beyond Bodybuilding* builds the physique page by page.”

—DENNIS B. WEIS, Author of *Mass!*, *Raw Muscle!* and *Anabolic Muscle Mass*, *MuscleMag Int'l* Columnist

“Thanks for your recent contribution to the empire of muscle and might. Very interesting and valuable.”

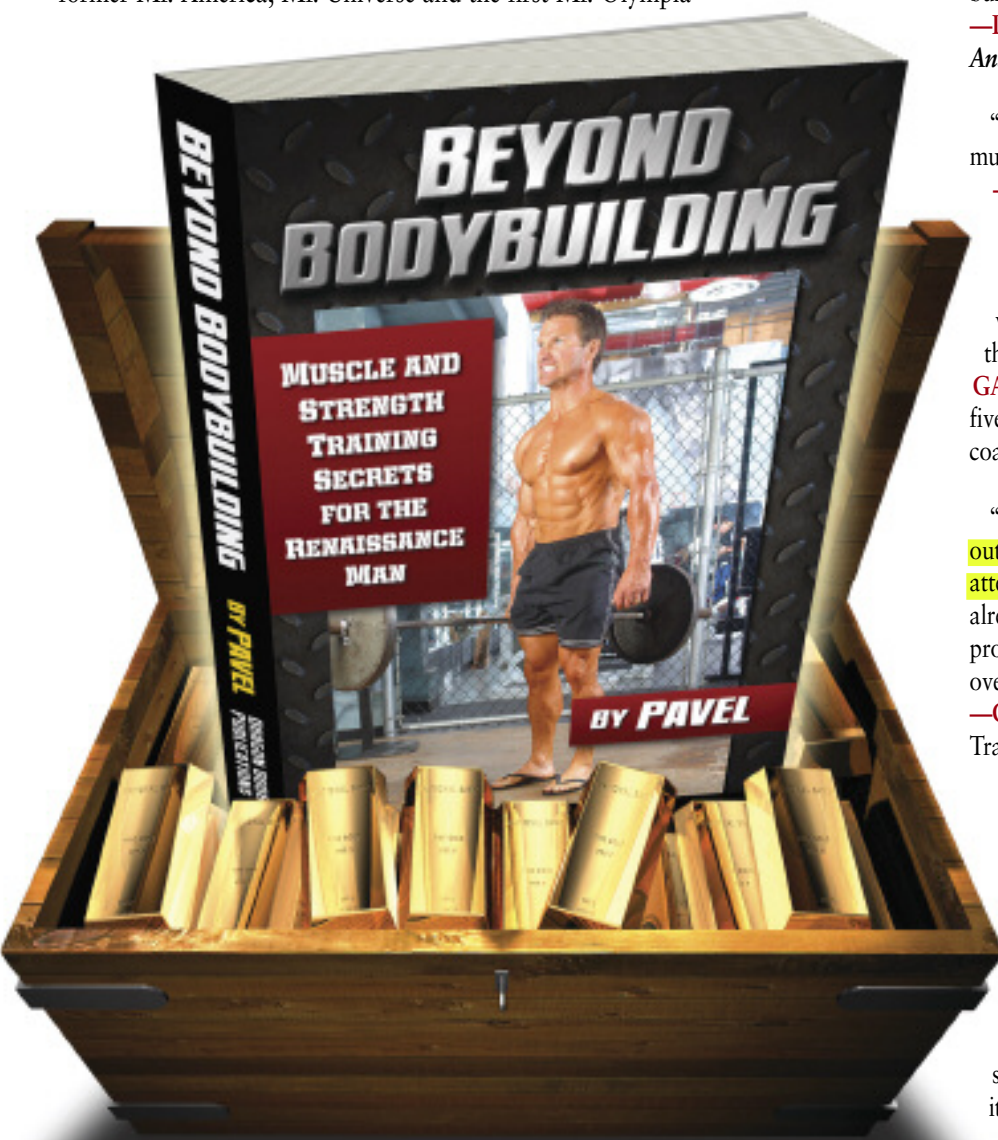
—DAVE DRAPER, Author *Brother Iron*, *Sister Steel*, former Mr. America, Mr. Universe and Mr. World

“If you are serious about physical renovation and want a new approach to progressive resistance training, then purchase *Beyond Bodybuilding*.” —MARTY GALLAGHER, former *washingtonpost.com* columnist, five-time world master powerlifting champion, USA co-coach, 1991 world powerlifting team champions

“When I first received *Beyond Bodybuilding*, I blocked out an entire day so I'd have enough time and undivided attention to savor its contents... If you think you've already seen everything Pavel has to offer, this book will prove you wrong. Don't make me come over there — get over to *dragondoor.com* and get your copy today!”

—CHARLES STALEY, creator of the Escalating Density Training (EDT) system.

“*Beyond Bodybuilding* covers just about any physical topic you could think of. It's one of those books that will speed you toward your goals by giving you the knowledge to remove training obstacles that it would take you forever to learn how to do on your own. This is a book I wish I would've had when I started training. Pavel is one of those few people who can really deal in the science-meets-real world training area. I would jump on it if I were you. You really need this book.” —BUD JEFFRIES, Author of *How to Squat 900lbs*.



Smash Your Training Plateaus, Overcome Injuries, Make Unprecedented Strength Gains and Grow More Muscle... with a Classical Education in the Wisdom of the Past — and the Scientific Breakthroughs of the Modern Day Masters

The fight for greater strength and muscle is the story of a constant struggle against conflicting forces...

Since ancient times — when strength meant survival — to the more modern goals of competitive excellence and physical culture, we've fought a never-ending battle with our own bodies to achieve and maintain maximum performance.

Because our bodies don't want to change! And if we make them, they'll do their best to sabotage us!

Let's face it... our bodies are reluctant partners in the strength game... Anyone who's been around the block, knows this only too well:

The story of strength training is the story of constantly adjusting, constantly engaging in a guerrilla campaign of trickery and skullduggery against our obstinate bods. A small victory here, a setback there, a sudden breakthrough, another setback, another breakthrough, a long stalemate, another breakthrough ... it never ends!

And many of us simply give up from sheer frustration. We quit, when perhaps we could have stayed ahead... We become content to slough back into slackness and physical mediocrity...

And that's mostly because we never got the education we needed — to know how to win — and keep winning — the guerrilla war against our own bodies.

Of course, it doesn't help, in this day and age, that we also have to fight the myth-mongering marketers of strength training half-truths, preying on our ignorance to make a quick buck out of the gullible...

We have to fight against the machines, the gizmos, the quick fixes, the absurd claims — and the downright foolishness of most of what passes for 'training advice' in the magazines and gyms of our country.

Fortunately, there is a solution to all the confusion, ignorance and uncertainty...

When all else has failed you...

Pavel has spent his life immersed in the study and practice of practical strength and muscle training...

as it applies in the very hard testing ground of both American and Soviet Spec ops, of the US Marines, SWAT, professional athletes, martial artists, gymnasts, powerlifters, weightlifters, Olympic champions and numerous other tough, tough competitors — where results are everything and failure is simply not on the menu.

Pavel has, frankly, done the research for you... plundering both the classic and the little-known strength texts from past and present... networking and comparing notes with many of today's great masters... submitting his own body to the pain of infinite experiment. And Pavel has trained thousands of troops and police whose life might depend on his tips... hundreds of athletes and martial artists with the chance to achieve their dreams thanks to his advice.

And of course, tens of thousands have gone to the dragondoor.com strength forum to share the astonishing gains and results they have achieved by employing Pavel's strength advice...

In *Beyond Bodybuilding*, you get the essence of most-all of the strategies, tips, routines and fine points Pavel has developed over many, many years for these elite men and women of the strength game. (*Beyond Bodybuilding* represents a compilation of many of Pavel's best magazine articles over the course of the last few years.)

Now, with *Beyond Bodybuilding*, there are simply no more excuses for not excelling in strength, continuing to gain, continuing to reach new heights in your performance.

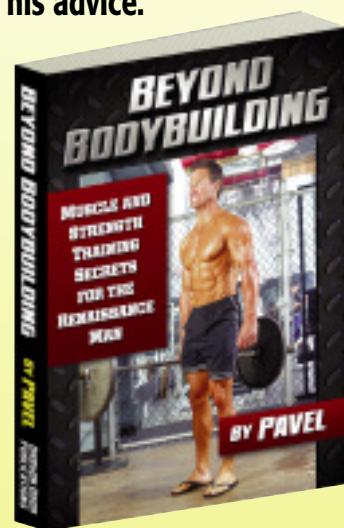
Defeat the enemies of progress

Now, as you'll quickly discover in *Beyond Bodybuilding*, a close ad-herece to classical strength training principles is the true recipe for strength and muscle building success. What are these key principles? You'll find them all in *Beyond Bodybuilding*.

But as mentioned, it's not-by-far enough to just know and employ these key principles. Because without an additional bag of tricks, your body will inevitably find a way to escape...

continued on next page...

Pavel has trained thousands of troops and police whose life might depend on his tips... hundreds of athletes and martial artists with the chance to achieve their dreams thanks to his advice.



Beyond Bodybuilding Muscle and Strength Training Secrets for The Renaissance Man By Pavel

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Beyond Bodybuilding—a treasure chest of strength training secrets

continued from previous page...

Discover the finer points of technique... that separate the champs from the chumps

What finally distinguishes Pavel from almost any strength author on the planet... is his ability to zero in on the finer points of adjustment to the body's continuing effort to sabotage your progress. That—and the sheer breadth and wealth of the fine points Pavel has to offer...

Because to truly succeed with your strength training you need to become a master at making these adjustments...

It's a Good Cop, Bad Cop kind of thing:

You need to know how to cajole, torture, sweet-talk, seduce, beat up and lie to your body... to bend it to your wants! But you also need to know how to feed it, maintain it, make it happy, care for it, sensitize it, protect it... yes, all that good guy nice stuff too.

Trouble is, the rules keep changing on you... When's it time to give the body a good smacking and when's it the time to lighten up?

Pavel steers a path for you through the minefield...

Now, you can stop butting your head against the wall and stride through the door Pavel has opened for you... The already highly skilled amongst you will find a treasure trove of new strategies for elevating your game. After all, give a consummate professional the correct adjustments at the correct time and they can surge forward in their gains... give a championship caliber team the right coaching tips and they can win it all...

For the regular bodybuilder or strength athlete, Pavel gives you the ultimate road map for progress and success. You'll be fired up all over again, as you experience one great breakthrough after another... with your new understanding of the skill of strength.

Fight these crimes against the body:

If there's one thing that makes Pavel as mad as hell... it's the insidious sissification of the body that has been perpetrated in this country, in the name of bodybuilding and fitness. *Beyond Bodybuilding* is a masterplan to eliminate those cheap, cosmetic, skin-deep looks... and move to strength-from-the-inside-out.

Experience a new level of confidence as your power does the talking for you.... Armed with the new knowledge Pavel gives you, you'll find yourself with the power-body of a wild animal — but the mindset of a skilled strength-scientist.

After all you've put yourself through already, you owe it to yourself to get Pavel's short cuts to strength-skill mastery — and make history of your past failures.

Section One: Power Training

- The real secret to spectacular strength gains. Page 2
- The basic laws of successful practice—follow these and you can't help but gain and gain and gain. Page 2
- The perfect number of reps for greater strength. Page 2
- How to finish a workout feeling stronger than when you started! Page 2
- The method that did more for a SWAT instructor's strength in a week -- than conventional training in ten previous years! Page 4
- 'Neurological carry-over training' -- the secret technique that resulted in a 1,200 pound squat. Page 4
- Stuck on your bench press? How the surprising addition of a piece of wood can help you blow through your current plateau. Page 12
- This high-tonnage program will easily pack ten to fifteen pounds of beef on your frame in less than two months. Page 13
- A Soviet Special Forces method to pack on the pounds with kettlebells -- despite sleep deprivation, excessive exercise, stress and a limited protein intake. Page 13.
- How to cheat the 'law of accommodation' -- and gain beyond your wildest dreams. Page 19
- The only training structure for consistent physical gains that is reliable in the long haul. Page 19
- How to jolt your system into fresh gains -- without changing any of your favorite exercises. Page 21
- Discover why the Smolov routine has achieved a cult status. Page 21
- The little-known secret of extensor reflex training can give you a championship edge. Page 21
- Be as strong as an ox! How to use 'after-effect' overloads to make you stronger. Page 21
- How to fool your internal 'governors of strength' into agreeing to let you be stronger. Page 21
- Russian champions consider this the critical component of any strength training. Page 31
- Build greater strength by employing these three fundamental principles of motor learning. Page 31
- The critical secrets for super-strength. Page 31
- Quick! This crash course in the neuroscience of strength may alone be worth the price of this book. Page 41
- The most reliable muscle and strength building method... period. Page 41
- Worried you are wasting your time with obsolete routines? Find out which ones work the best, now. Page 41
- How to take advantage of 'delayed transmutation' to gain, after going nowhere. Page 44
- Feeling burnt out from heavy, heavy lifting? Here's the perfect remedy. Page 44
- Build might and muscle with this classic 'countdown to power.' Page 46
- 7 classic set and rep schemes to build a dense, lifter's physique. Page 46
- Bench press stalled? Jump start your bench with this cool and effective routine. Page 49
- How even the busiest person can still make surprising gains thanks to the Setchinov principle. Page 49
- Sarkis Karapetyan set a teenage world record by deadlifting 3.14 times his bodyweight -- using this simple-as-can-be cycle. Page 52
- Shoulders going nowhere with your military press? Shock them into life and great new strength/size gains with the 'RKC ladder.' Page 54
- Why explosive lifting can be disastrous for your strength program -- but when it might increase your max by up to 15%. Page 55
- How to correctly use eccentric contractions to stimulate muscle growth. Page 55
- This may be the most effective glute exercise in existence. Page 58
- Weak ankles bothering you? This

one technique will do a fine job of fixing ankle strength.

- Why the little-known secrets of tendon training are a must for experienced iron athletes of all persuasions. Page 59
- How to train your connective tissues to be maximally tough. Page 59
- How and why integration, not isolation, is the key to elite performance. Page 64.
- How to use 'active negatives' for power, muscle and safety. Page 64.
- The three major benefits of active negatives. Page 64.
- Are your joints in agony from so much heavy lifting? Protect them better, reduce pain, with 'virtual tissue leverage.' Page 64.
- Try the 'dead squat' program -- two fortysomething guys added at least five pounds a week for a year with this. Page 64.
- The seven fundamentals you must know to succeed in the iron game. Page 76
- How to sculpt a classical physique with 'retro' lifts. Page 76
- Could these be the most important 'lost' bodybuilding secrets of all time? Page 81
- Exercises you should avoid like the plague -- and exercises you should rush to embrace. Page 81

Section Two: Training Planning

- Are you confused about when and how often to hit each bodypart? Discover how to customize your iron schedule for greater gains in strength and muscle. Page 99
- Understand the pros and cons of full body workouts versus split routines. Page 99
- The most foolproof training schedule for high-yield results. Page 99
- How and why you must cycle your loads to keep succeeding in the iron game. Page 104
- What is the optimal volume/intensity ratio for strength gains? Page 104
- How to take advantage of the



'adaptation lag' -- and its tremendous impact on your strength and muscle training. Page 107

- Want this too? Many bodybuilders have reported sensational gains after using this particular workout. Page 108
- Confused about whether it's okay to train twice a day? Page 112
- How 'controlled overtraining' can be gain-superior to 'total recovery training.' Page 115
- Are you a dissatisfied bodybuilder? This approach could breathe new life, vitality and progress in to your strength and mass program. Page 117
- How a used phone book could help you add 15 lbs to your bench in just one month.

Section Three: Back

- Nothing on the planet beats this exercise for all-around back development! Page 125
- This unique drill -- an incredible back developer -- helped Matt Dimel squat 1,010. Page 131
- Shouldn't this vital back-saving skill be made mandatory in our schools? Page 134

- Discover 3 Russian 'low tech/high concept' programs for pullup power and exceptional lat development. Page 138
- Essential pullup techniques you must know to excel and gain.
- The single best exercise for developing huge lats.
- According to Mike Mentzer, this is the King of back exercises. Are you about to disagree?
- How to take carefully measured doses of 'poisonous' exercises to prevent injury and raise your tolerance levels.

Section Four: Legs

- How to forge truly powerful, traffic-stopping legs.
- Try this little-known, killer squat-deadlift combo for greater flexibility, better form and surprising gains. Page 165
- Do you really know how to squat correctly? Precious few do! Here are the fine points you must know to safely make huge gains. Page 175

- Do you have aching, creaky knees? These two tips alone might save you from a fatal date with the surgeon's knife. Page 195

Section Five: Neck and Shoulders

- Worried about your weak neck? You should be! This unique old-timer's version of the back bridge will give you a resilient, powerful neck--and perhaps keep you out of the hospital. Page 199
- The ONE secret to real success in pressing.
- How to be hard on your muscles, but easy on your joints.
- It's the hallmark of an elite athlete! -- How to own a magnificent neck and traps.

Section Six: Arms

- Cheaters will lose! How to stay honest and build truly huge biceps. Page 225
- The elite Soviet climber secret to bulging forearms and uncanny finger strength. Page 226
- Are you making these serious mistakes with your curls?—3 insider tips help you escape elbow pain.
- Learn from the masters—the top ten Russian arm training secrets revealed.
- Add up to two inches to your arms in just two months with this potent mix of old-timer discoveries and cutting-edge research.
- Experience unbelievable strength gains when you employ this little-known neurological law. Page 233

- Blast your muscles—not your tendons—with this unusual 'control' technique. Page 234
- Enlarge and strengthen your biceps with this powerfully simple growth formula -- guaranteed to grow your guns by at least an extra inch. Page 235
- Blast your way to thick, ripped tris with this excellent, powerlifters' favorite. Page 236

Section Seven: Chest

- How to go from average to superior in your bench press—

discover the finer points that separate the champs from the chumps.

- The effect of this martial arts technique on your bench is nothing short of amazing—immediately add 5 reps to your 7-rep max! Page 254
- This favorite of many power athletes will quickly pack on slabs of beef on your chest—thanks to the extreme and unusual overload it generates.
- This tip from strength icon Dr. Fred Hatfield could advance the development of your pecs by light years. Page 261
- This dirty little secret of bodybuilding not only blasts your pecs but builds bigger pipes better than curls. Page 276

Section Eight: Naked Warrior

- Discover the Russian Special Forces ladder to power—it's common for veteran soldiers to add many reps, in short order, to their pullup max...
- Get them here! The secrets of proper pushup form to amplify your strength gains. Page 284.
- Failing to do this during an endurance feat can mean the kiss of death.
- Discover how to take advantage of the 'central pattern generators' in your nervous system -- for longer-lasting energy.

- How to add one inch to your chest in ten days with pushups.
- How to develop cut and muscular legs with the Dragon Walk. Page 295
- The Lizard, an explicitly evil Soviet Spec Ops drill... delivers driving leg power and a ripped, mean, upper body. Page 298

- How to assault your body with a brutal workout—yet save your knees to fight another day. Page 301
- Learn the key mechanics for max body strength.
- Some little-known methods to make bodyweight neck bridges even harder. Page 307
- How to ace the Marine pullup test with the 'Russian rest pause.'

"I wholeheartedly recommend *Beyond Bodybuilding*. I view it as a summation of the accumulated knowledge Pavel Tsatsouline has gathered to this point in his career. Every body part is covered and a blueprint provided for how to build and strengthen every conceivable muscular target. The detail and description is tremendous. The mix between text and photos is spot on; the clarity of the exercise description leaves nothing to the imagination.

Every aspect of training is covered in Pavel's *Beyond Bodybuilding* from flexibility to all types of strength development, U.S.M.C. training, R.K.C. training tips from many of the greatest strength experts around the world, plus a glossary of exercises to fit everyone's needs. I salute Pavel and *Beyond Bodybuilding*."

—Louie Simmons, Westside Barbell



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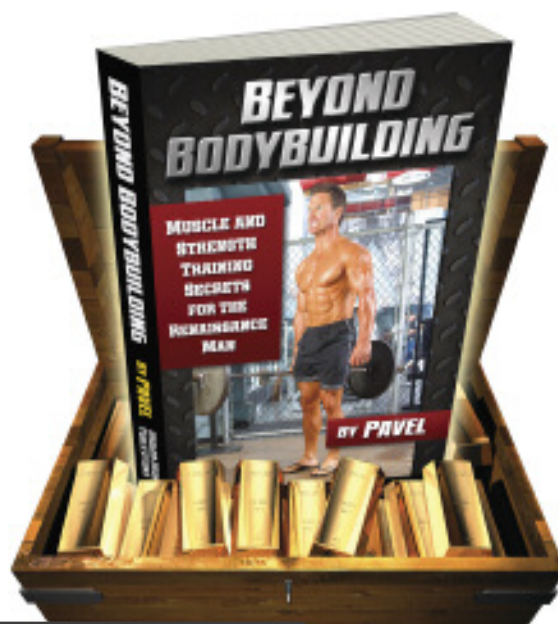
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2

Mid-Level

3

Advanced



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Get stronger and more powerful NOW and this day on—using proven, yet little-known training secrets and strategies from the greatest of the Russian strength masters

Pavel Tsatsouline's landmark classic, *Power to the People!* has helped tens of thousands—be they world-class athletes or basement enthusiasts—achieve and maintain remarkable strength gains, by employing a set of radically effective lifting principles in a scientific manner. Pavel took the guesswork out of strength training and honed in with an elegant simplicity on what *really* worked to get stronger—and continue getting stronger.

The war on weakness is a war we wage our whole lives. There is no final victory in the quest for extra strength. Only hard-fought gains—born of skill, will, and right knowledge. Losses and set-backs are a constant in this see-saw struggle of adaptation and survival. Pavel's great contribution has been to research and identify the proven “battle” strategies that give us the best chance to keep making those strength gains—whatever the odds. And in this, Pavel has succeeded admirably, thanks to his access to the best training secrets not only in the West but

in Russia—justly famous for its history of achievement in the world of strength and powerlifting. And thanks to his ability to ground theory in the proof of hard experience and earned results.

In *Power to the People Professional*, Pavel broadens and deepens this knowledge base to encompass a vast range of little-known but highly effective methods to keep tricking our stubborn bodies into ever-greater strength gains. Some of the chapters are straightforward coverage of “how they do it in Russia”, others represent Pavel's own original work based on years of research and experimentation.

While elite athletes and powerlifters are those most likely to benefit from the advanced training information contained within *Power to the People Professional*, there remains a wealth of cutting-edge tips and tactics that intermediate lifters, athletes from various power sports, and power bodybuilders can use to immediately enhance their strength and power.

Just a few of the breakthrough secrets you'll have at your fingertips with Pavel's *Power to the People Professional*:

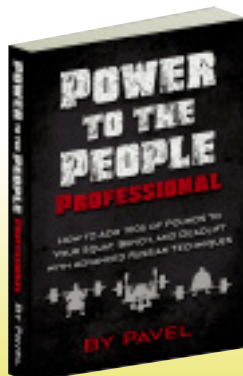
- **How Valentin Dikul** went from wheelchair cripple to master of strength... Pages 2—3
- **When Dikul was asked** what was the secret of his strength, he offered two secrets... See Page 6 for the answer
- **How to make** your muscles jump to your commands... Page 9
- **How to get** stronger for longer—without less effort—using the phenomenon of *synaptic facilitation*... Page 9
- **How to try** no harder than usual—but “magically” beat your previous best... Page 10
- **Why** are the Russian IPF champs SO strong?... Page 13
- **Discover** a proven system for adding 50kg to already big benches—in just 4-5 months... Pages 30—32
- **‘Specialized variety’**: getting stronger with foolproof assistance exercises... Pages 39—60
- **How to recruit** the principle of variety and novelty and build phenomenal strength... Page 41
- **It is doubtful** there is a better leg builder

- for the deadlift than this... Page 44
- **4 strategies and 20 tactics** for getting stronger with *specialized variety* exercises... Page 50
- **The Smolov nightmare**, or how to add up to 100 pounds to your squat in 13 weeks... Pages 63—67
- **Reach 90%** of your peak condition in just three days... Page 64
- **Champion squat** plan for both powerlifters and athletes from other sports... Pages 74—76
- **How to bench big** the Russian way... Pages 89—101
- **If you don't** get this, you don't get strong... Page 100
- **How to achieve** a 600 bench... Pages 102—105
- **The single best formula** for excelling at a lift... Page 102
- **Why these** bench programs are the rage among the Russian power elite... Page 107
- **How to** build insane starting strength... Page 107

- **Could THIS** be the ultimate secret of Soviet lifting success?... Page 114
- **The 14 secrets** to powerful cleans and presses—the Russian way... Page 122
- **The 16 keys to success** in classic press training... Page 138
- **Latvian deadlift secrets**—or how to pull 948 pounds... Page 141
- **Konstantinov's system** for breaking “unbreakable” records... Pages 143—144
- **What the Russian** lifting elite thinks of—and how it has benefited from—

Westside Barbell... Page 150

- **The Smolov** deadlift: another iconic power plan... Page 155
- **10 secrets** to aching the Smolov Sumo deadlift—which have contributed to three All Time Historic World Deadlift Records... Page 161
- **The nine potential** leakage points in the deadlift and how to fix them... Page 169
- **The final secret** to an expert max lift... Page 180



Power to the People Professional

How to Add 100s of Pounds to Your Squat, Bench, and Deadlift with Advanced Russian Techniques

by Pavel #B51 \$49.95
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“A Strength Classic for the Ages, Pavel’s *Power to the People!* Cuts to the Chase — Delivering the Absolute Essentials for Ultimate Success in the Iron Game...”

Discover:

- How to get super strong without putting on an ounce of weight
- OR how to build massive muscles with a classified Soviet Special Forces workout
- Why high rep training to the ‘burn’ is like a form of rigor mortis—and what it really takes to make your muscles stand out in bold relief
- How to design a world class body in your basement—with \$150 worth of basic weights and in twenty minutes a day
- How to instantly boost your strength with Pavel’s High-Tension Techniques™
- How to become super strong and live to tell about it
- How to dramatically amplify your power with the proprietary Power Breathing™ techniques (and why everything you know about breathing when lifting is wrong!)
- How to feel energized and fantastic after your strength workout—rather than dragging and fatigued
- How to get brutally strong all over — with only two old-school exercises

Praise for Pavel’s *Power to the People!*

The Holy Grail of strength training for the everyday gym rat

“This is what I sought for 20+ years. As simple and concise as a strength training program can be, it is the complete antithesis of what you read in the glossy muscle mags. You have access to a barbell and plates and want strength? After laying off the bench for almost 5 years I am benching 275 for reps after 2 1/2 months on *Power to the People!* After laying off the deadlift for almost 5 years I just pulled 505 after the same 2 1/2 months.

You want size? My wife has forbidden me from doing Pavel’s ‘Russian Bear’ since my XL shirts no longer fit my back and my legs won’t fit my pants anymore. Sick of all those nagging little injuries that come with overtraining? Follow Pavel’s protocol and those days are over. You’ll leave the gym feeling just as energetic as you did coming in.

Don’t hesitate in buying *Power to the People!* It costs as much as five of those glossy muscle mags that usually reprint the same complicated routines in so many different words. The difference is that *Power to the People!*’s extremely simple program delivers every bit of what it promises. Not only will you not be disappointed, you will be thrilled.”—John Fox, Ocean Springs, Mississippi

Fantastic, Immediate Results!

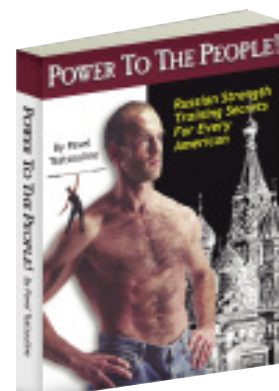
“I’m an Infantryman with the Texas Army National Guard deployed to Iraq. Another Soldier and I have used the *Power To The People!* method to make fantastic gains in strength. My training partner is preparing for Airborne and Ranger Schools and needed a solid foundation of strength. In an 8-week period, he’s gained 100lbs. on his deadlift and 75lbs. on his bench press. Great results in a short time!”—Scott McCoy, Baghdad, Iraq

*Words cannot express my gratitude and satisfaction with *Power to the People!**

“This stuff really works. I am 57 years old and have been actively working out most of my life. I have also done a lot of reading about building strength. I have a strong background in research and have never been satisfied with ‘the junk’ I have read in books and journals. That all changed when I started reading Pavel’s work.

Strength gains and progress have never been so fast. In the last two months I have added 100 pounds to my dead lift and 150 pounds to my health lift and I have been adding weight very slowly keeping a focus on ‘safety first,’ ‘greasing the groove,’ and ‘practice not workout.’

I see people on the street and they say, ‘You look great, what are you doing?’ My 10-year old son told his mom after our canoe ride, ‘Mom, look at Dad, he looks like the Russian.’ What a compliment and testimony that “*Power to the People!*” delivers.”
—Gary N. Kitchen, Spanish Fork, Utah



Power to the People! Russian Strength Secrets for Every American

By Pavel Tsatsouline
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Praise for Marty Gallagher's **THE PURPOSEFUL PRIMITIVE**

"I would venture to say that I have read every book pertaining to weightlifting over the last three decades, and I have probably read the majority of the articles in this area. There are two things I can say unequivocally about what I have read. One, Marty Gallagher is the best writer in the world of physical fitness and strength, bar none, and two, Gallagher's newest book *The Purposeful Primitive* is the best manuscript ever produced in this field.

Teeming with esoteric information on training, biomechanics, nutrition, and sport psychology, *The Purposeful Primitive* is a wealth of information that every serious lifter needs to read. You are going to like this book. NO! You are going to LOVE it. I promise you that. It's Gallagher's best work, and that means it is strictly world class."

—Dr. Judd Biasiotto, author of 46 fitness and health-related books, world powerlifting champion

"I really only have two things to say about Marty Gallagher that bear on his new book, *The Purposeful Primitive*. The first is that there are two classes of writers in powerlifting: 1) Marty Gallagher and 2) all others. The second is that one day, ten years ago, Marty called to say he knew a Russian guy who he thought might be a good writer for MILO, so we invited the guy to submit an article: It was called *Vodka, Pickle Juice, Kettlebell Lifting and other Russian Pastimes*, the author was Pavel Tsatsouline, and rest, as they say, is history."

—Randall J. Strossen, Ph.D, Publisher and Editor-in-chief, Milo Magazine

"As a student, athlete, teacher, researcher, professional coach, and businessman I have spent over 60 years in health, fitness and sport, devoted to 'how to become the best

you can be'. *The Purposeful Primitive* has been a very interesting journey for me... back-to-the-future...

Marty does a wonderful job bringing out the art and science of training, extracting many of the critical universal and specific principles (guiding rules to action—social, emotional, mental, physical and spiritual) that are applicable to living a productive life in general, and in training for health, fitness and sport, specifically. In addition, I like the way Marty personalizes the lives of outstanding athletes and shows how they applied these fundamental, can't-miss principles in their training to help them become the best they could be in their sport. My recommendation: if you want to achieve something 'great in your life', add *The Purposeful Primitive* to your training library... yesterday."

—Dr. Bob Ward, Sports Science Network, former head strength and conditioning coach, Dallas Cowboys

"For the intellectual athlete who actually thirsts for knowledge and sees content as King, you will get 30 years of genius and experience in the Iron Game mixed with the passion and ability of Hemmingway all wrapped up in one book and the result is *The Purposeful Primitive*. From me to you—Go buy the book and enjoy!!"

—Rickey Dale Crain, IPF/WPC/AAU World Champion, 2000 Powerlifting Hall of Fame Inductee

"Marty Gallagher is a brilliant writer who thinks deeply about subjects he knows and loves. His manifesto/encyclopedia contains a ton of wisdom, one-of-a-kind role models, awesome color photos... a truly fascinating read."

—Clarence Bass, author of the Ripped series, *Lean For Life, Challenge Yourself, and Great Expectations*

"From Olympic lifting to power lifting and bodybuilding, whether muscle gain or fat loss, from cooking to supplements, from changing exercise and eating habits to molding the psychology of a champion (whether one is even remotely interested in competition or not), Marty has covered it all. I only wish I had had a book like this when I was growing up and trying my best to get bigger and stronger. Marty has demonstrated, without question, that he is the current and undeniably best 'trainer of champions' and 'ultimate guide to physical—and mental—transformation.' This book not only provides the simplest instructions and cheapest financial and lifestyle requirements, it is absolutely the single best book ever written on being the best you can be physically and otherwise."

—James E. Wright, Ph.D, former Director of Sports Science, U.S. Army Physical Fitness School; former Health and Science Editor, Flex Magazine

"Absolutely magnificent. What a breathtaking book on a life with iron. Marty Gallagher delivers an outstanding, comprehensive book with a writing style worthy of Hemingway himself. This book takes you on a journey through the iron-history of the great ones and in the most sophisticated way Marty presents probably the best ever written material on life, iron and mental fortitude.

This book is impossible to put down once you start reading it. It should be the first read of any who aspire to lift weights and be healthy. There are not enough words in the English language (or Danish for that matter) to describe how excellent this book is. It is an absolute must to any Strength & Health enthusiast. I give it my highest recommendation!!"

—Kenneth "the Dane of Pain" Jay



"Marty Gallagher has written the Great American Novel of Strength." —*Pavel Tsatsouline*

"Marty Gallagher has produced an absolute classic! I couldn't put it down... packed with real no b.s info from real ironmen. I am proud to be included with the outstanding athletes and their stories... A breath of fresh air!" —*Dorian Yates, 6-time IFBB Mr. Olympia*

THE PURPOSEFUL PRIMITIVE

From Fat and Flaccid to Lean and Powerful—Using the Primordial Laws of Fitness to Trigger Inevitable, Lasting and Dramatic Physical Change

Since the birth of the Olympics in 776 BC, humanity has celebrated the struggle for physical transformation—and exalted to almost godlike status those men and women who have succeeded in transcending their "common mortal frames" through a combination of supreme effort and dedicated will.

In the 21st century, this drive, this search for the Holy Grail of physical perfection has climbed to ever-greater heights—but has also plunged us to unforeseen depths.

Elite athletes worldwide continue to shatter records that would have been considered inconceivable only decades earlier. Our current stars are unimaginably bigger, stronger and faster than their earlier counterparts. And yet, for the general populace the story is quite different. Obesity and abject weakness have exploded across our land like an all-consuming virus. And the gap between the super-fit and the obscenely unfit widens by the day.

While an elite minority seems to possess the secret to supreme physical transformation, our fitness landscape is littered with the road kill of those who failed to make genuine progress in their quest for change.

According to leading fitness author, world powerlifting champion and coach extraordinaire, **Marty Gallagher**, the reasons for this sorry state of affairs are clear and the solution obvious. In *The Purposeful Primitive*, Gallagher exposes the flaws and myths rampant in the modern fitness community, then reveals what could be termed "The Way of the Masters"—his foolproof program for guaranteeing physical transformation,

based on the received wisdom of the greats who have gone before us.

As someone who has trained with some of the greatest strength athletes of the century, as someone who has coached numerous world champions to ever more impressive records and as someone who has had spectacular results applying these same methods to average folk, Marty Gallagher knows whereof he speaks. His inspirational message: simply follow The Way of the Masters—with the necessary drive and desire—and you CANNOT fail, you WILL transform physically. Change—change for the better—is inevitable.

The problem with modern day fitness, says Gallagher, lies in the sheer plethora and over-complexity of methods, the fragmented partiality of specialized systems and the general confusion about what really works to gain and retain muscle while losing significant body fat.

The great masters of fitness became masters by following a four-fold path: right weight training, right cardio, right eating and right mind-training. All four modes have to be practiced together as a synergistic whole. Then $1+1+1+1=16$, or even more... For those who are up to the challenge, Gallagher lays out every detail of this four-fold path to supreme physical greatness—teaching only the methods that worked for his masters, for himself, for his champions and last—but far from least—his every day clients.

The purposefully primitive Way of the Masters is deliberately and potently stripped down to the core essentials of truly effective training methods. Cutting-edge science combines with Old School basics—forcing the body to transform, whether it likes it or not.

Discover:

- ▶ How to completely transform your body—in 90 days or less
- ▶ How to train for only five hours a week—yet be superbly lean and strong
- ▶ The two best eating plans to optimize your fat loss while gaining muscle
- ▶ Training protocols favored by the legends of champion-level strength
- ▶ How combining an Eastern mystic's mind secrets with a Western scientist's brain train methods can lead to massive leaps in your performance
- ▶ What foods will certainly sabotage your progress and what foods put you on the fast track for glory
- ▶ The very best cardio methods to complement rather than hinder your weight training



The Purposeful Primitive

From Fat and Flaccid to Lean and Powerful
By Marty Gallagher

#B37 \$39.95

Paperback 8.5 x 11 480 pages
198 photos, charts and illustrations
Original drawing of *The Purposeful Primitive* by Ori Hofmekler



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65

“Move Well, Move Often! And Here’s How...”

Restore Your Natural-Born Ability to Move with Grace and Power—While Dramatically Reducing Your Risk of Future Injury

“Exercise and rehabilitation time is valuable—too valuable not to use a system. Gray Cook’s *Movement* uses a systematic approach to exercise and rehabilitation built on the fundamentals of authentic human movement.”
—Peyton Manning, *Indianapolis Colts*

“Once a decade a book comes out that you will keep reading, rereading, and crowding with notes until it falls apart. Then you buy a new copy and enthusiastically start over. In the 1990s it was Verkhoshansky and Siff’s *Supertraining*. In the 2000s McGill’s *Ultimate Back*. Enter the 2010s and Gray Cook’s *Movement*. It is a game changer.”
—Pavel Tsatsouline, author of *Enter the Kettlebell!*

Small children roll, squat, lunge, run and lift with instinctively perfect form. The human animal is a “natural born athlete” primed and encoded to move with effective grace as it engages with life.

However, life is a series of insults and challenges to the development and maintenance of quality movement. Inflicted trauma, poor habits and a host of other factors start to degrade the elemental patterns of human movement into an increasingly dysfunctional system.

According to **Gray Cook**, this dysfunction is primarily due to the existence of asymmetries and imbalances in the body. Survival-based compensations for these asymmetries and imbalances create a cascade of increasingly harmful micro-trauma that set the stage for a potentially devastating injury.

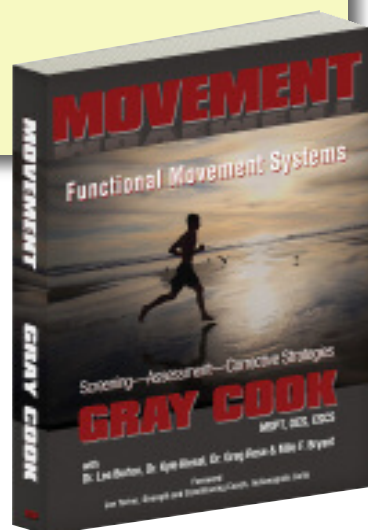
With brilliant insight, Gray Cook has identified seven primal patterns, which are the basis for all significant human movement. Cook has further developed a set of screens to identify the imbalances and asymmetries lurking within any one primal movement pattern.

Once these imbalances and asymmetries have been recognized, then appropriate corrective exercises can be prescribed to restore balance and symmetry. Once balance and symmetry are restored, the risk of injury plummets while the quality of movement soars.

These protocols for recognizing and addressing imbalance and asymmetry—through screening, assessment and corrective strategies—are known as **FMS**, or **Functional Movement Systems**.

Research with professional sports teams and with the US military, in particular, has now proved that the FMS—and its clinical sister **SFMA** (**Selective Functional Movement Assessment**)—indeed succeeds in dramatically reducing future injury, while enhancing or restoring lost performance.

Gray Cook’s eagerly-awaited masterpiece, *Movement*, presents the complete functional movement system in all its glory. *Movement* is monumentally thorough, yet highly accessible. Fitness professionals of every kind and level will discover a treasure trove of performance-enhancing and injury-preventing protocols they can quickly implement for both themselves and their clients. Clinicians of every ilk will be delighted by the breadth and depth of the **SFMA** protocols, to enhance the therapeutic strategies they are currently using to heal patients.



Movement
Functional Movement
Systems
Screening, Assessments &
Corrective Strategies
By Gray Cook, MSPT,
OCS, CSCS, RKC
with Lee Burton, Kyle Kiesel,
Greg Rose & Milo F. Bryant

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Mid-Level Advanced

“I use the **Functional Movement Screen** in my work with training professional football players, and you can use it for your work with hearty athletes, personal training clients and rehabilitation patients as well. It’s that versatile, that effective and that appealing...”

Everything we do at the **Indianapolis Colts** is built on a Functional Movement Screen base—it’s the foundation of our program.

The fact is, full strength and power is not realized or used without movement efficiency. Being strong doesn’t mean much without fluid, efficient movement; staying strong and stable while being bombarded is what players need in football. The screen has provided this clarity for me. I now have a huge appreciation for movement efficiency... functional and foundational movement. Understanding human motor development, as you’ll learn through your functional movement systems study,

clears up cloudy thinking, and healthy, powerful action follows.

You’ll gain insight into motor development and human postures and patterns. And you’ll understand the reality of the core, of posture and of breathing. It’s all in here, and when you get it, it’ll provide a system upon which your rehabilitation and training programs can be checked for movement.

Do what’s best for your people by having a system that creates lines of communication from the

medical field to the performance field, one that increases durability, predicts and decreases injury, increases movement efficiency and provides a purpose for exercise while reducing the time spent training.

Enjoy and appreciate the brilliance of a never-ending lifelong journey provided by Gray Cook. I know I and those I work with will continue to reap the rewards.”

—**Jon Torine**, Strength and Conditioning Coach, **Indianapolis Colts**

“We have integrated many of Gray Cook’s movement principles and corrective strategies into our programs to help accomplish our mission of preserving and maintaining the Commander’s combat power. The FMS screening and assessment tools are very useful in establishing the baseline for our performance training system.”

—**Mike Strock**, US NAVY, Human Performance Consultant

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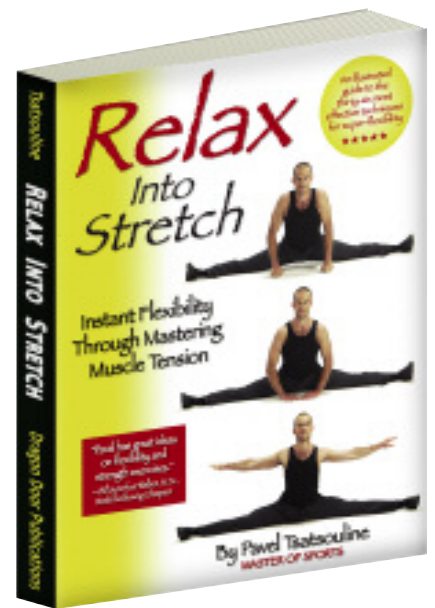


Picture of me in a split - that says it all, and I owe it all to **Relax Into Stretch**. —Steve

I had a severely herniated lumbar disc a few years back; Pavel's "Power To The People!" was the beginning of my salvation, his "Russian Kettlebell Challenge" taught me to add endurance and some flexibility to my strength, and "Relax Into Stretch" was the icing on the cake, teaching me how to go from not being able to touch my toes to being able to do splits within the space of 6 months while almost 50 years old!"

— Steve Freides - Ridgewood, New Jersey

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Discover New Keys to Superior Athletic Achievement

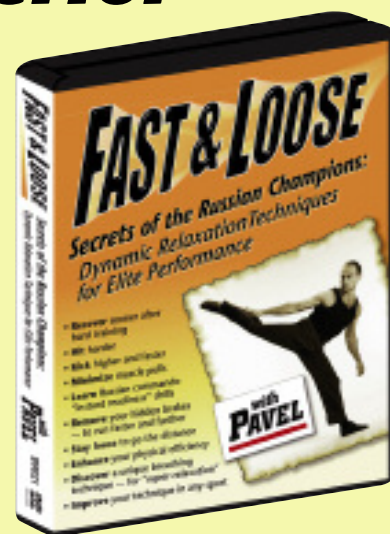
In his strength books Pavel emphasizes the importance of learning to maximally tense the muscles. Because tension IS strength. But strength/ tension is only half of the total performance package. The other half is relaxation. The body of a karate expert will freeze in total tension at the moment of impact, but will remain totally loose before and after.

Mastery of relaxation is the hallmark of an elite athlete. Soviet scientists discovered that the higher the athlete's level, the quicker he can relax his muscles. The Soviets observed an 800% difference between novices and Olympians. Their conclusion: total control of tension = elite performance.

If you can master your muscular tension, a new dimension of athletic excellence opens to you. New achievements. New heights of performance. Some genetically-endowed superstars seem to possess this ability from birth. But according to former Soviet Special Forces trainer, Pavel, a SKILL-SET is available that can transform *anyone's* current physical limitations.

Now, for the first time, Pavel reveals these little known Soviet performance secrets, so you too can become the master of your body — not its victim. From years of research and experience, Pavel has selected these *Fast & Loose* techniques as the best-of-the-best for practical and quick results.

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"Fast & Loose is another amazing tool from Pavel... Everyone knows that once you really start pushing the envelope on your current abilities, you need those subtle yet all-important tools to move from average to elite performance. They can seem insignificant to the untrained observer, but are better than gold to those who have the faculties to incorporate them. Pavel delivers as always."

—Mark Hanington, Huntington Beach, CA.



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Have you noticed—the greater a man's skill, the more he achieves with less? And the skill of strength is no exception. From the ancient days of Greek wrestling, to the jealously guarded secrets of Chinese Kung Fu masters, to the hard men of modern spec ops, warriors and allied strongmen have developed an amazing array of skills for generating inhuman strength.

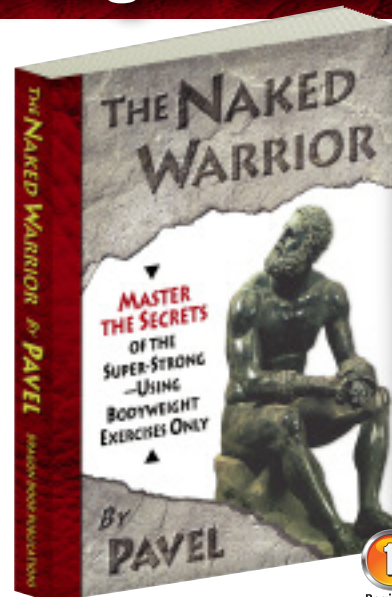
But these skills have been scattered far and wide, held closely secret, or communicated in a piecemeal fashion

that has left most of us frustrated and far from reaching our true strength potential.

Now, for the first time, Russian strength expert and former *Spetsnaz* instructor Pavel has gathered many of these devastating techniques into one highly teachable skill set. In *The Naked Warrior* Pavel reveals exactly what it takes to be super-strong in minimum time—when your body is your only tool.

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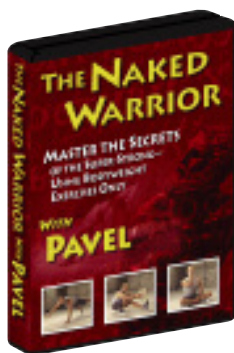
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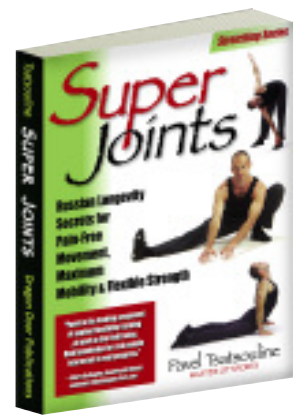
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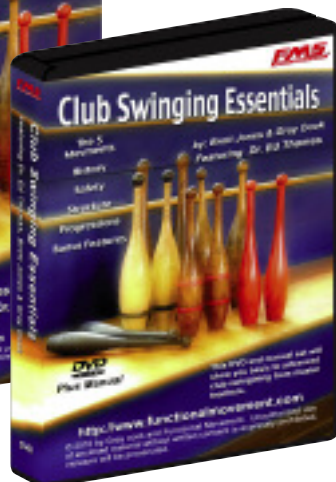
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Like the **Kettlebell**, the ancient **Indian Club** was a once-prized exercise tool that fell on hard times. Once a favored training device of royalty, military, elite athletes and enthusiastic amateurs alike, the club became relegated, by the 1930s, to dusty attics, damp basements and the moldy memories of old-school fitness diehards.

In its final, most refined incarnation, the Indian Club had been developed, in turn, by British, German and American military and civilian experts into a highly sophisticated system of restorative health drills. The unique circular weight lifting movements of the Indian Club were considered to promote not only greater overall strength and flexibility but to act as a magnificent “neural tune-up” for the whole body. Sadly, as the exercise community changed its focus, the Indian Club—and its myriad of health benefits—all but disappeared. Just like the kettlebell.



Yet **Indian Club Swinging Exercises**—in just minutes a days—**WILL**:

- **Strengthen** your back, shoulders, pecs, biceps, triceps, forearms, grip—and most importantly—your connective tissue, ligaments and tendons
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- **Develop** your grace, coordination, balance and agility
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For ultimate durability, hand feel and superb balance **Dragon Door** recommends the 21st century breakthrough in Indian Club design used by modern Indian Club master and pioneer, **Dr. Ed Thomas**. These beautiful black resin **Indian Clubs** are virtually impervious to the elements, dimensionally stable and will last you a lifetime. They look and feel... fantastic.

(The **Indian Clubs** are made of reinforced, talc-filled polypropylene—a space age material providing maximum durability that won’t crack, break, chip or fade/discolor over time. This polymer is comprised of specially formulated molecular properties and additives during its manufacture, which make these clubs virtually impervious to the elements: sun, water, heat and



cold. That’s why these Indian Clubs are the **Dragon Door** choice: they meet our love for toughness, hardness, tensile strength—and superb craftsmanship!


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Begin with the **1lb Indian Club**, whatever your current strength, to ensure you perfect your technique. When you are ready to progress, the **2lb Indian Clubs** will help you develop additional strength and power. Both size clubs will not only increase shoulder and extreme range of motion strength but also enhance your grip, wrist, and forearm strength. Both sizes of Indian Clubs will help you reduce injuries due to the full circular movement patterns.

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How Do YOU Stack Up Against These 6 Signs of a TRUE Physical Specimen?

According to Paul Wade's *Convict Conditioning* you earn the right to call yourself a "true physical specimen" if you can perform the following:

- ✓ 1. AT LEAST one set of 5 one-arm pushups each side—with the ELITE goal of 100 sets each side
- ✓ 2. AT LEAST one set of 5 one-leg squats each side—with the ELITE goal of 2 sets of 50 each side
- ✓ 3. AT LEAST one set of 1 one-arm pullups each side—with the ELITE goal of 2 sets of 6 each side
- ✓ 4. AT LEAST one set of 5 hanging straight leg raises—with the ELITE goal of 2 sets of 30
- ✓ 5. AT LEAST one set of 1 stand-to-stand bridges—with the ELITE goal of 2 sets of 30
- ✓ 6. AT LEAST one set of 1 one-arm handstand pushups—with the ELITE goal of 1 set of 5

Well, how DO you stack up?

Chances are that whatever athletic level you have achieved, there are some serious gaps in your OVERALL strength program. Gaps that stop you short of being able to claim status as a truly accomplished strength athlete.

The good news is that—in *Convict Conditioning*—Paul Wade has laid out a brilliant 6-set system of 10 progressions which allows you to master these elite levels.

And you could be starting at almost any age and in almost in any condition...

Paul Wade has given you the keys—ALL the keys you'll ever need—that will open door, after door, after door for you in your quest for supreme physical excellence. Yes, it will be the hardest work you'll ever have to do. And yes, 97% of those who pick up *Convict Conditioning*, frankly, won't have the guts and the fortitude to make it. But if you make it even half-way through Paul's Progressions, you'll be stronger than almost anyone you encounter. Ever.

Here's just a small taste of what you'll get with *Convict Conditioning*:

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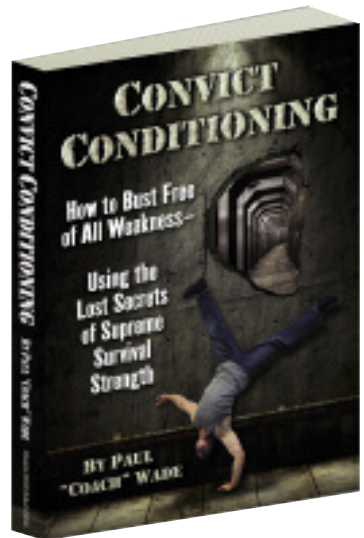
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Dragon Door Customer Acclaim for Paul Wade's *Convict Conditioning*

A Strength Training Guide That Will Never Be Duplicated!

"I knew within the first chapter of reading this book that I was in for something special and unique. The last time I felt this same feeling was when reading *Power to the People!* To me this is the Body Weight equivalent to Pavel's masterpiece.

Books like this can never be duplicated. Paul Wade went through a unique set of circumstances of doing time in prison with an 'old time' master of calisthenics. Paul took these lessons from this 70 year old strong man and mastered them over a period of 20 years while 'doing time'. He then taught these methods to countless prisoners and honed his teaching to perfection.

I believe that extreme circumstances like this are what it takes to create a true masterpiece. I know that 'masterpiece' is a strong word, but this is as close as it gets. No other body weight book I have read (and I have a huge fitness library)...comes close to this as far as gaining incredible strength from body weight exercise.

Just like *Power to the People*, I am sure I will read this over and over again...mastering the principles that Paul Wade took 20 years to master.

Outstanding Book!" —*Rusty Moore - Fitness Black Book - Seattle, WA*



A must for all martial artists

"As a dedicated martial artist for more than seven years, this book is exactly what I've been looking for.

For a while now I have trained with machines at my local gym to improve my muscle strength and power and get to the next level in my training. I always felt that the modern health club, technology based exercise jarred with my martial art though, which only required body movement.

Finally this book has come along. At last I can combine perfect body movement for martial skill with perfect body exercise for ultimate strength.

All fighting arts are based on body movement. This book is a complete textbook on how to max out your musclepower using only body movement, as different from dumbbells, machines or gadgets. For this reason it belongs on the bookshelf of every serious martial artist, male and female, young and old." —*Gino Cartier - Washington DC*

I've packed all of my other training books away!

"I read CC in one go. I couldn't put it down. I have purchased a lot of bodyweight training books in the past, and have always been pretty disappointed. They all seem to just have pictures of different exercises, and no plan whatsoever on how to implement them and progress with them. But not with this one. The information in this book is AWESOME! I like to have a clear, logical plan of progression to follow, and that is what this book gives. I have put all of my other training books away. CC is the only system I am going to follow. This is now my favorite training book ever!" —*Lyndan - Australia*

Brutal Elegance.

"I have been training and reading about training since I first joined the US Navy in the 1960s. I thought I'd seen everything the fitness world had to offer. Sometimes twice. But I was wrong. This book is utterly iconoclastic.

The author breaks down all conceivable body weight exercises into six basic movements, each designed to stimulate different vectors of the muscular system. These six are then elegantly and very intelligently broken into ten progressive techniques. You master one technique, and move on to the next.

The simplicity of this method belies a very powerful and complex training paradigm, reduced into an abstraction that obviously took many years of sweat and toil to develop.

Trust me. Nobody else worked this out. This approach is completely unique and fresh.

I have read virtually every calisthenics book printed in America over the last 40 years, and instruction like this can't be found anywhere, in any one of them. *Convict Conditioning* is head and shoulders above them all. In years to come, trainers and coaches will all be talking about 'progressions' and 'progressive calisthenics' and claim they've been doing it all along. But the truth is that Dragon Door bought it to you first. As with kettlebells, they were the trail blazers.

Who should purchase this volume? Everyone who craves fitness and strength should. Even if you don't plan to follow the routines, the book will make you think about your physical prowess, and will give even world class experts food for thought. At the very least if you find yourself on vacation or away on business without your barbells, this book will turn your hotel into a fully equipped gym.

I'd advise any athlete to obtain this work as soon as possible." —*Bill Oliver - Albany, NY, United States*



More Dragon Door Customer Acclaim for *Convict Conditioning*

Fascinating Reading and Real Strength

"Coach Wade's system is a real eye opener if you've been a lifetime iron junkie. Wanna find out how really strong (or weak) you are? Get this book and begin working through the 10 levels of the 6 power exercises. I was pleasantly surprised by my ability on a few of the exercises...but some are downright humbling. If I were on a desert island with only one book on strength and conditioning this would be it. (Could I staple Pavel's "Naked Warrior" to the back and count them as one???) Thanks Dragon Door for this innovative new author."—**Jon Schultheis**, RKC (2005) - Keansburg, NJ

Single best strength training book ever!

"I just turned 50 this year and I have tried a little bit of everything over the years: martial arts, swimming, soccer, cycling, free weights, weight machines, even yoga and Pilates. I started using **Convict Conditioning** right after it came out. I started from the beginning, like Coach Wade says, doing mostly step one or two for five out of the six exercises. I work out 3 to 5 times a week, usually for 30 to 45 minutes.

Long story short, my weight went up 14 pounds (I was not trying to gain weight) but my body fat percentage dropped two percent. That translates into approximately 19 pounds of lean muscle gained in two months! I've never gotten this kind of results with anything else I've ever done. Now I have pretty much stopped lifting weights for strength training. Instead, I lift once a week as a test to see how much stronger I'm getting without weight training. There are a lot of great strength training books in the world (most of them published by Dragon Door), but if I had to choose just one, this is the single best strength training book ever. BUY THIS BOOK. FOLLOW THE PLAN. GET AS STRONG AS YOU WANT. —**Wayne** - Decatur, GA

Best bodyweight training book so far!

"I'm a martial artist and I've been training for years with a combination of weights and bodyweight training and had good results from both (but had the usual injuries from weight training). I prefer the bodyweight stuff though as it trains me to use my whole body as a unit, much more than weights do, and I notice the difference on the mat and in the ring. Since reading this book I have given the weights a break and focused purely on the bodyweight exercise progressions as described by 'Coach' Wade and my strength had increased more than ever before. So far I've built up to 12 strict one-leg squats each leg and 5 uneven pull ups each arm.

I've never achieved this kind of strength before - and this stuff builds solid muscle mass as well. It's very intense training. I am so confident in and happy with the results I'm getting that I've decided to train for a fitness/bodybuilding comp just using his techniques, no weights, just to show for real what kind of a physique these exercises can build. In sum, I cannot recommend 'Coach' Wade's book highly enough - it is by far the best of its kind ever!"—**Mark Robinson** - Australia, currently living in South Korea

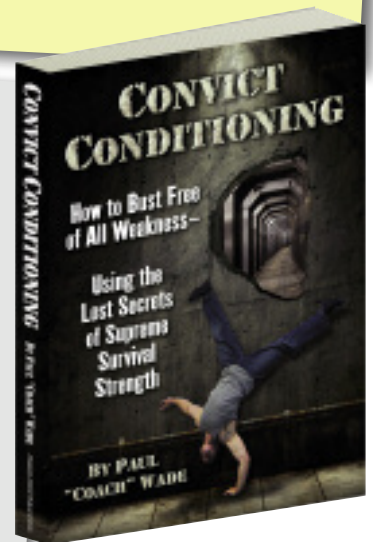
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This is one of the BEST books I've ever read on real strength training which also covers other just as important aspects of health; like staying injury free, feeling healthy and becoming flexible. It's an excellent book. He tells you the why and the how with his progressive plan. This book is a GOLD MINE and worth 100 times what I paid for it!"—**Horst** - Woburn, MA

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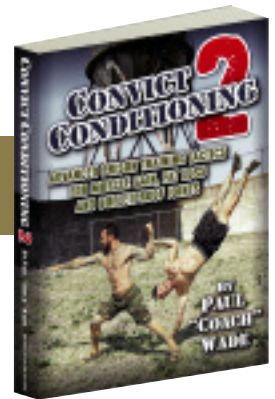
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Is This THE Ultimate Exercise for Training the Obliques?

An excerpt from *Convict Conditioning 2* by Paul "Coach" Wade



Seems like everyone these days wants to train “obliques”. Those cord-like muscles running up the sides of the abdomen are the subject of some kind of gold rush—at least if you buy into the fitness media. It’s impossible to pick up a magazine, skim a training book or watch an ab-gadget infomercial without being beaten around the head with the term *obliques*. It’s like some kind of ab-training buzzword...like a cake just ain’t complete without frosting, your abs aren’t complete until you’ve worked those obliques.

If you’re anything like me, you find this excessive focus on developing such a minor body part in isolation for purely aesthetic reasons pretty sickening. It reminds us of the *narcissism* of our species; plus our amazing capacity to waste precious time and energy on insignificant crap. And if the idea itself isn’t bad enough, checking out modern training methods for working the obliques will surely make you to make you want to hurl or put a gun to your skull. The bulk of techniques applied by coaches and personal trainers consist of *side crunches*, *twisting crunches*, *side cable crunches* and similar silly garbage.

This group of popular techniques are both misguided and ineffective. They are *misguided*, because they attempt to train a small muscle with *isolation* movements, when that muscle evolved to function as a link in a larger chain. They are *ineffective* because movements like the crunch aren’t *strength exercises*—they are *low-resistance tension exercises*. They make it

feel like you’re working, while you are actually producing zero results. (Stop and “tense” your quads for three sets of twenty reps, three times a week. Will they get any bigger? Nope. Any stronger? Nope. It kinda *feels* like work, but your quads won’t actually change at all, unless you actually bend those knees and start squatting.)

If you *really* want to strengthen and harden your obliques, you need to work them following the same four tried-and-true principles you would use to effectively work any muscle group. You need to:

- Use bodyweight as resistance
- Apply techniques which integrate the body as a total unit
- Work hard
- Keep moving on to progressively tougher techniques

Use this as a basis for your strength training philosophy, and you *will* get great results, no matter what muscle group you want to work. Don’t be afraid of getting strong!

The modern obliques myth

This warning—*don’t be afraid of getting strong*—isn’t nearly as dumb as it might sound. Believe it or not, there are guys and girls in gyms all over the world scared to death of training their obliques hard, for fear that it will thicken their waists, detract from their “V taper” and spoil the symmetry of their physiques. Only one response to that attitude—bulls***!

There are only two things which will bloat out your waistline and give you chunky “love handles”. One is excess body fat. The other is steroid and growth hormone abuse, which will cause *all* your muscles to gain water and expand the size of your internal organs, swelling your overall midsection. Functional strength training won’t affect your waist size—unless it causes you to lose body fat and become slimmer.

The obliques are small, dense muscles, and naturally working them to maximum strength will cause them to become powerful and sculpted, but it won’t stretch the tape much. Just look at elite martial artists and gymnasts. These men and women need *incredibly* powerful obliques for their respective disciplines; but take a look at their waists and you’ll see that they are slim, tight, and hard as iron.

Modern gym-rats could take a lesson from these athletes. If you have been



brainwashed into doing light, pointless exercises for your obliques, don't panic, partner. In this chapter I'm going to show you how to get a waist that's Bruce Lee-strong; no side crunches, cables, rubber bands or ab-gadgets required.

Do you need to work your obliques?

Before we get started, it might be helpful to ask a simple question: *do you really need to start performing specific oblique work at all?*

If you read the ab-training articles in modern muscle rags, you'll assume the answer is obviously "yes". But wait. Hold your horses. Don't forget that all the muscles of the midsection work together, a bit like a big, muscular girdle. When one of these muscles fires hard, they all have to fire—even if only isometrically. This anatomical reality also applies to the obliques. Your obliques fire when you do bridges, and when you squat—and the harder you work on these exercises, the harder your obliques have to work to keep up.

This effect is enhanced if you perform specific work for the abdomen—particularly leg raises. If a tight, powerful midsection is what you're looking for, strict hanging leg raises will get the job done. Not only do leg raises work the hell out of your anterior chain, the obliques get a great workout just holding the hips in place. In *Convict Conditioning*, I also included *twisting leg raises* as a supplemental variant exercise for those athletes who wanted to amplify the effects of leg raises for their obliques.

In reality, if you are working hard on leg raises and the rest of the Big Six movements detailed in *Convict Conditioning*, you may not feel the need to give your obliques any specific ancillary work at all. Truth is, they're already getting a workout from what you are doing.

That said, there will always be sportspeople who need to give their obliques extra specific training for their chosen sport. The muscles of the flank (including the obliques) are responsible for bringing the side of the ribcage and hips closer together, so optimal obliques



Al Kavadlo demonstrates a classic clutch flag. The body is perfectly aligned.

are essential for any sport that involves kicking or lifting the legs out to the side. Acrobats, skaters and dancers are examples of athletes who need beyond-normal oblique strength. There will also be some hardcore bodyweight athletes for whom mastering leg raises is just not enough—they have to master *everything*. These brutes will also want to know how to work their obliques right.

Plus, the moves I'm gonna teach ya in this chapter are badass...as cold as ice. They are satisfying as hell to master, and goddam impressive to show off to others. A lot of bodyweight athletes will want to experiment with oblique training for these reasons.

And why not? You pay taxes too, right?

The ultimate lateral chain movement: the flag

Bridges work the *back* of your body: hamstrings, glutes, spinal muscles, traps—the *posterior chain*. Leg raises work the *front* of your body: abs, hips, deep thigh muscles—the *anterior chain*. If you are looking for an exercise to work the muscles of the *side* of your body—the *lateral chain*—look no further than the human flag.

There are many variations of the flag, but the hardest versions all involve maintaining a straight body out from a vertical base. From this position you look like a flag standing out in the wind—hence the most common name of the exercise. (Though you should know that the term "flag" is not a universal one. Some call it a *side* or *horizontal lever*. The athlete who taught me the movement called it the *side plank*, and I didn't hear of it referred to as anything else until years later.)

The flag is a wonderful example of a total body exercise. Maintaining this position works the entire lateral chain—not just the obliques, but also the *lats* under the armpits, the *serratus* of the ribcage, the *intercostals*, the *hip abductors*, and the *tensors* on the outside of the thigh. The spine and trunk muscles need to be steely to lock everything in place safely. Because the lower leg has to be held up against gravity, the *adductor* muscles of the inner thigh also get trained by this hold. It also works the upper body hard, because the athlete has to hold onto the base with the arms. For sure, the flag can leave the side of your waist sore for days after you do it, but *every muscle in your body* has to be strong if you want to have a hope of holding the flag.



Advance Praise for Paul Wade's *Convict Conditioning 2*

"Coach Paul Wade has outdone himself. His first book *Convict Conditioning* is to my mind THE BEST book ever written on bodyweight conditioning. Hands down. Now, with the sequel *Convict Conditioning 2*, Coach Wade takes us even deeper into the subtle nuances of training with the ultimate resistance tool: our bodies.

In plain English, but with an amazing understanding of anatomy, physiology, kinesiology and, go figure, psychology, Coach Wade explains very simply how to work the smaller but just as important areas of the body such as the hands and forearms, neck and calves and obliques in serious functional ways.

His minimalist approach to exercise belies the complexity of his system and the deep insight into exactly how the body works and the best way to get from A to Z in the shortest time possible.

I got the best advice on how to strengthen the hard-to-reach extensors of the hand right away from this exercise Master I have ever seen. It's so simple but so completely functional I can't believe no one else has thought of it yet. Just glad he figured it out for me.

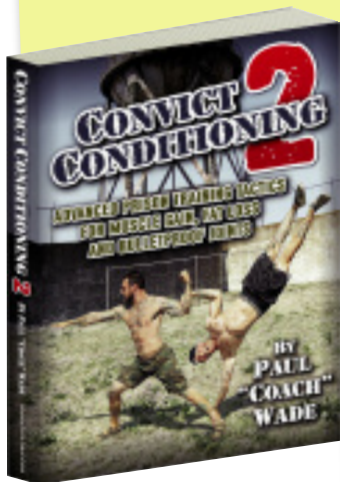
Paul teaches us how to strengthen our bodies with the simplest of movements while at the same time balancing our structures in the same way: simple exercises that work the whole body.

And just as simply as he did with his first book. His novel approach to stretching and mobility training is brilliant and fresh as well as his take on recovery and healing from injury. Sprinkled throughout the entire book are too-many-to-count insights and advice from a man who has come to his knowledge the hard way and knows exactly of what he speaks.

This book is, as was his first, an amazing journey into the history of physical culture disguised as a book on calisthenics. But the thing that Coach Wade does better than any before him is his unbelievable progressions on EVERY EXERCISE and stretch! He breaks things down and tells us EXACTLY how to proceed to get to whatever level of strength and development we want. AND gives us the exact metrics we need to know when to go to the next level.

Adding in completely practical and immediately useful insights into nutrition and the mindset necessary to deal not only with training but with life, makes this book a classic that will stand the test of time.

Bravo Coach Wade, Bravo." —Mark Reifkind, Master RKC, author of *Mastering the HardStyle Kettlebell Swing*



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Mid-Level



Advanced

"The overriding principle of *Convict Conditioning 2* is 'little equipment-big rewards'. For the athlete in the throwing and fighting arts, the section on Lateral Chain Training, Capturing the Flag, is a unique and perhaps singular approach to training the obliques and the whole family of side muscles. This section stood out to me as ground breaking and well worth the time and energy by anyone to review and attempt to complete. Literally, this is a new approach to lateral chain training that is well beyond sidebends and suitcase deadlifts.

The author's review of passive stretching reflects the experience of many of us in the field. But, his solution might be the reason I am going to recommend this work for everyone: The Trifecta. This section covers what the author calls The Functional Triad and gives a series of simple progressions to three holds that promise to oil your joints. It's yoga for the strength athlete and supports the material one would find, for example, in Pavel's *Loaded Stretching*.

I didn't expect to like this book, but I come away from it practically insisting that everyone read it. It is a strongman book mixed with yoga mixed with street smarts. I wanted to hate it, but I love it."
—Dan John, author of *Don't Let Go* and co-author of *Easy Strength*

"I've been lifting weights for over 50 years and have trained in the martial arts since 1965. I've read voraciously on both subjects, and written dozens of magazine articles and many books on the subjects. This book and Wade's first, *Convict Conditioning*, are by far the most commonsense, information-packed, and result producing I've read. These books will truly change your life.

Paul Wade is a new and powerful voice in the strength and fitness arena, one that is commonsense, inspiring, and in your face. His approach to maximizing your body's potential is not the same old hackneyed material you find in every book and magazine piece that pictures steroid-bloated models screaming as they curl weights. Wade's stuff has been proven effective by hard men who don't tolerate fluff. It will work for you, too—guaranteed.

As an ex-cop, I've gone mano-y-mano with ex-cons that had clearly trained as Paul Wade suggests in his two *Convict Conditioning* books. While these guys didn't look like steroid-fueled bodybuilders (actually, there were a couple who did), all were incredibly lean, hard and powerful. Wade blows many commonly held beliefs about conditioning, strengthening, and eating out of the water and replaces them with result-producing information that won't cost you a dime." —Loren W. Christensen, author of *Fighting the Pain Resistant Attacker*, and many other titles

"*Convict Conditioning* is one of the most influential books I ever got my hands on. *Convict Conditioning 2* took my training and outlook on the power of bodyweight training to the 10th degree—from strengthening the smallest muscles in a maximal manner, all the way to using bodyweight training as a means of healing injuries that pile up from over 22 years of aggressive lifting.

I've used both *Convict Conditioning* and *Convict Conditioning 2* on myself and with my athletes. Without either of these books I can easily say that these boys would not be the BEASTS they are today. Without a doubt *Convict Conditioning 2* will blow you away and inspire and educate you to take bodyweight training to a whole NEW level."
—Zach Even-Esh, Underground Strength Coach

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"Paul Wade's section on developing the sides of the body in *Convict Conditioning 2* is brilliant. Hardstyle!" —Pavel Tsatsouline, author of *The Naked Warrior*

Online Praise for *Convict Conditioning 2*

Best Sequel Since *The Godfather 2!*

"Hands down the best addition to the material on *Convict Conditioning* that could possibly be put out. I already implemented the neck bridges, calf and hand training to my weekly schedule, and as soon as my handstand pushups and leg raises are fully loaded I'll start the flags. Thank you, Coach!"

—Daniel Runkel, Rio de Janeiro, Brazil

The progressions were again sublime

"Never have I heard such in depth and yet easy to understand description of training and physical culture. A perfect complement to the first book although it has its own style keeping the best attributes of style from the first but developing it to something unique. The progressions were again sublime and designed for people at all levels of ability. The two books together can forge what will closely resemble superhuman strength and an incredible physique and yet the steps to get there are so simple and easy to understand."

—Ryan O., Nottingham, United Kingdom

Well worth the wait

"Another very interesting, and as before, opinionated book by Paul Wade. As I work through the CC1 progressions, I find it's paying off at a steady if unspectacular rate, which suits me just fine. No training injuries worth the name, convincing gains in strength. I expect the same with *CC2* which rounds off CC1 with just the kind of material I was looking for. Wade and Dragon Door deserve to be highly commended for publishing these techniques. A tremendous way to train outside of the gym ecosystem."

—V. R., Bangalore, India

Very Informative

"*Convict Conditioning 2* is more subversive training information in the same style as its original. It's such a great complement to the original, but also solid enough on its own. The information in this book is fantastic-- a great buy! Follow this program, and you will get stronger."

—Chris B., Thunder Bay, Canada

Just as brilliant as its predecessor!

"Just as brilliant as its predecessor! The new exercises add to the Big 6 in a keep-it-simple kind of way. Anyone who will put in the time with both of these masterpieces will be as strong as humanly possible. I especially liked the parts on grip work. To me, that alone was worth the price of the entire book."

—Timothy Stovall / Evansville, Indiana

If you liked CC1, you'll love CC2

"*CC2* picks up where *CC1* left off with great information about the human flag (including a version called the clutch flag, that I can actually do now), neck and forearms. I couldn't be happier with this book."

—Justin B., Atlanta, Georgia

From the almost laughably-simple to realm-of-the-gods

"*Convict Conditioning 2* is a great companion piece to the original *Convict Conditioning*. It helps to further build up the athlete and does deliver on phenomenal improvement with minimal equipment and space.

The grip work is probably the superstar of the book. Second, maybe, is the attention devoted to the lateral muscles with the development of the clutch- and press-flag.

"*Convict Conditioning 2* is more of the same - more of the systematic and methodical improvement in exercises that travel smoothly from the almost laughably-simple to realm-of-the-gods. It is a solid addition to any fitness library."

—Robert Aldrich, Chapel Hill, GA

Brilliant

"*Convict Conditioning* books are all the books you need in life. As Bruce Lee used to say, it's not a daily increase but a daily decrease. Same with life. Too many things can lead you down many paths, but to have Simplicity is perfect."

—Brandon Lynch, London, England

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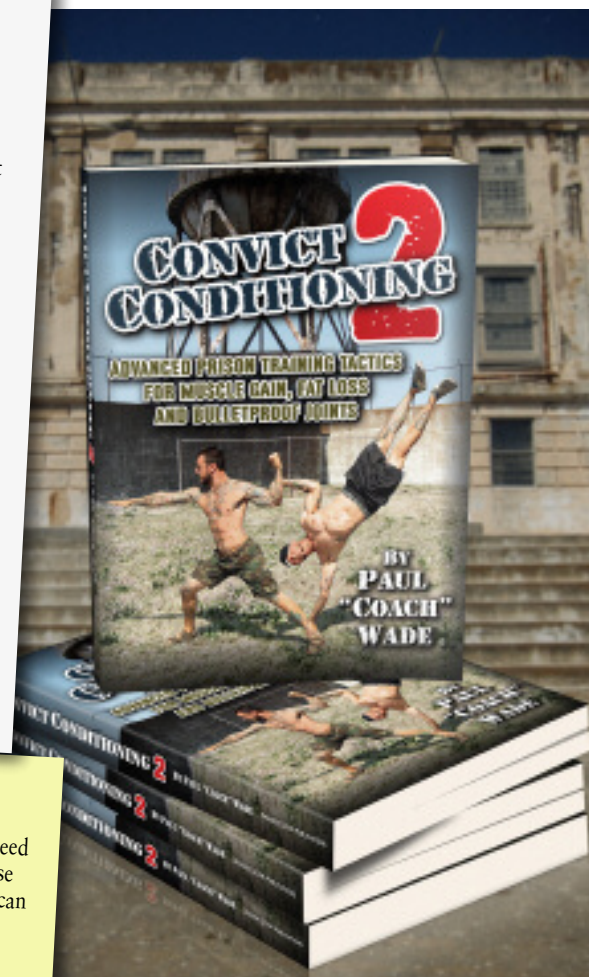
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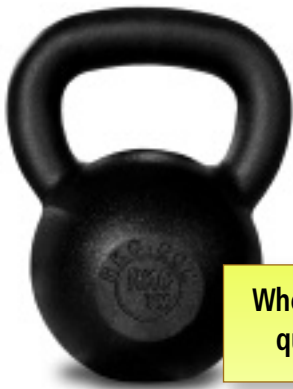


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Dragon Door does not guarantee that a participating RKC exists in a preferred location near you and

Dragon Door does not guarantee that your receipt of the coupon will result in a free kettlebell lesson. The offer is subject strictly to the current availability of participating RKC's.

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Customer Service Questions? Please call us between 9:00am- 11:00pm EST Monday to Friday at 1-800-899-5111. Local and foreign customers call 513-346-4160 for orders and customer service

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Sold To: **A**

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 Street _____
 City _____
 State _____ Zip _____
 Day phone* _____
** Important for clarifying questions on orders*

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 Street _____
 City _____
 State _____ Zip _____
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ITEM #	QTY.	ITEM DESCRIPTION	ITEM PRICE	A OR B	TOTAL

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This may be the last issue of the catalog you receive.

If we rented your name, or you haven't ordered in the last two years you may not hear from us again. If you wish to stay informed about products and services that can make a difference to your health and well-being, please indicate below.

HANDLING AND SHIPPING CHARGES— FOR MAIL ORDERS ONLY				TOTAL	
Phone orders—your Dragon Door representative will give you the exact price Website orders—shipping and handling will display automatically				Total of Goods	
Total Amount of Order Add (Excludes kettlebells and kettlebell kits):				Shipping Charges	
\$00.00 to 29.99	Add \$6.30	\$100.00 to 129.99	Add \$14.70	Rush Charges	
\$30.00 to 49.99	Add \$7.35	\$130.00 to 169.99	Add \$16.80	Kettlebell Shipping Charges	
\$50.00 to 69.99	Add \$8.40	\$170.00 to 199.99	Add \$18.90	OH residents add 6.25% sales tax	
\$70.00 to 99.99	Add \$11.55	\$200.00 to 299.99	Add \$21.00	MN residents add 7.125% sales tax	
		\$300.00 and up	Add \$25.20	TOTAL ENCLOSED	
Canada and Mexico add \$6.00 to US charges. All other countries, flat rate, double US Charges. See Kettlebell section for Kettlebell shipping and handling charges.					

Name _____
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 Account No. (Please indicate all the numbers on your credit card) _____ EXPIRATION DATE _____
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Day Phone: () _____ **Signature:** _____ **Date:** _____

Name _____
 Address _____
 City _____ State _____ Zip _____

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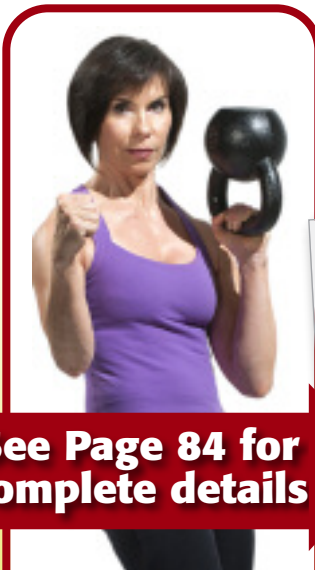
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See Page 31 for complete details
 on Dragon Door’s new 18 kg
 (40 lbs)
 and 22 kg
 (48 lbs) RKC
 kettlebells.



18 kg (40 lb)	22 kg (48 lb)
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#P10W	#P10X
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**See Page 84 for
 complete details**

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