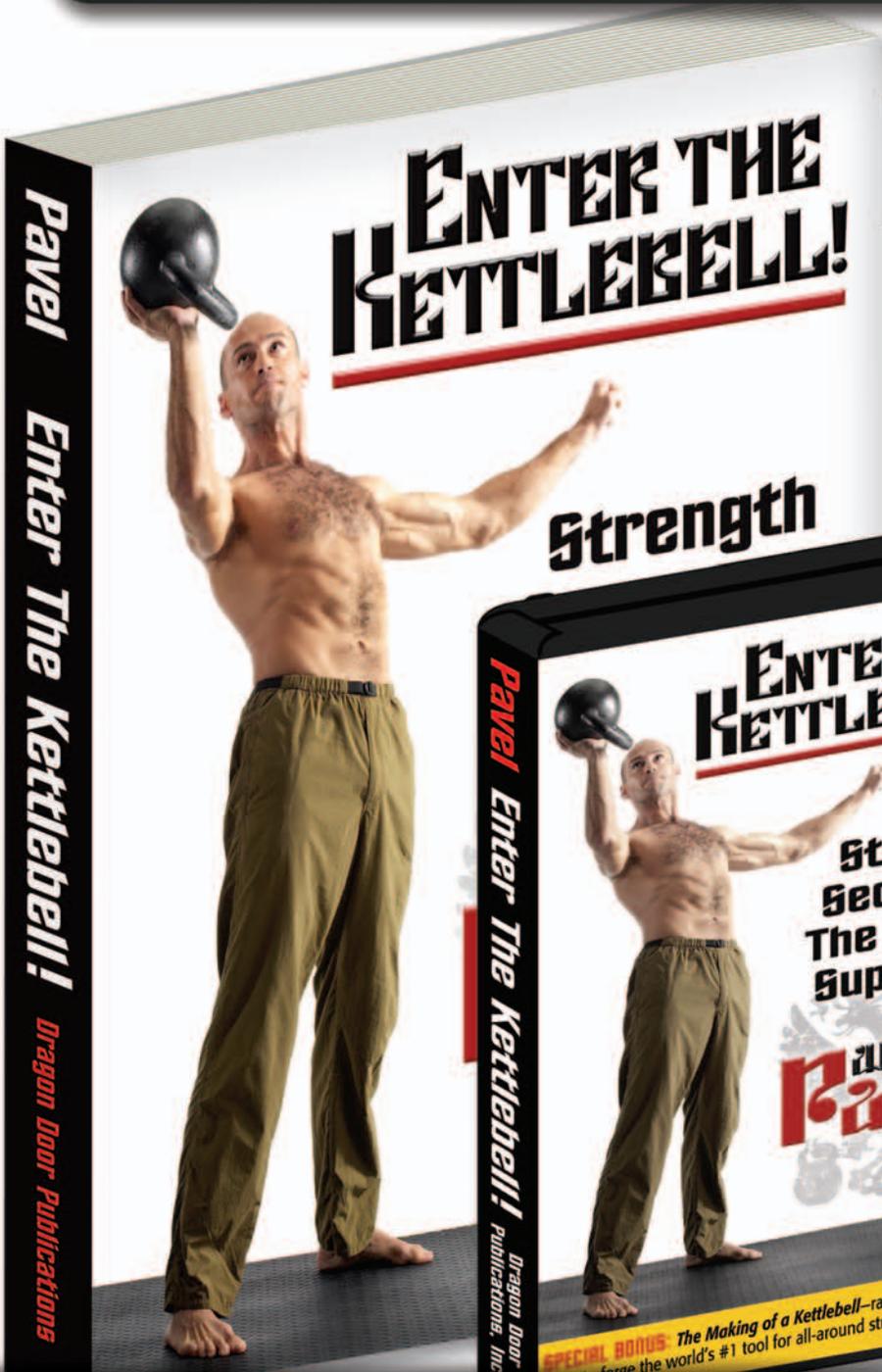


DRAGON DOOR PUBLICATIONS PRESENTS

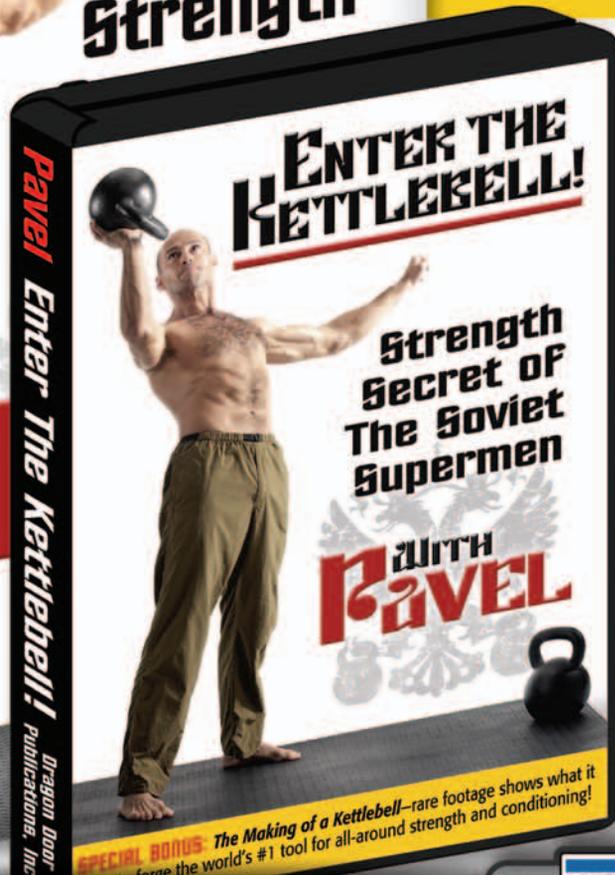
HARD-STYLE

HARD CORE TOOLS FOR HARD LIVING TYPES



Brand New From

PAVEL:



Enter The Kettlebell!

Book & DVD

See pages 6-9

1-800-899-5111 24 hours a day
 fax your order (866)-280-7619



www.hard-style.com

Pavel Redefines Kettlebell Training With His New Book and DVD, *Enter the Kettlebell!*

Let us give credit where credit is due: where would the Kettlebell Nation be without the foresight and brilliance of author Pavel Tsatsouline?

Before Pavel, kettlebells were not much more than a footnote in the history of Western strength training. Now, in just a few short years, kettlebells—and the kettlebell training movement Pavel has inspired—are changing the face of exercise as we know it.

Pavel's brand new *Enter the Kettlebell!* book and DVD are aptly named in many ways—but not least for the reference to the great Bruce Lee and the impact he had on the world of martial arts.

Enter the Kettlebell! presents the absolutely essential knowledge and skills you need to excel with kettlebells. No question, it belongs in the hands of every person who is even remotely interested in enhancing their physical condition and performance. Get your copy today—or else!—as Pavel likes to say...

5th Anniversary of Kettlebells Was This April—and Dragon Door Will Turn 15 This October

Can you imagine? It has only been five years since Pavel and Dragon Door launched what has now become a worldwide revolution in fitness training, with the introduction of our Russian Kettlebells in 2001 and the publication of Pavel's landmark title *The Russian Kettlebell Challenge*.

We shipped out our first kettlebell in April, 2001 and to celebrate that anniversary had a very successful one-day, internet only kettlebell sale. I am sure we will do the same on our tenth-year kettlebell anniversary!

Speaking of anniversaries, this October Dragon Door will be celebrating its 15th anniversary as a publishing house. Perhaps we should hold an **October Revolution Celebration**, to recognize the impact our Russian author Pavel and his Party of Comrades has had on this country's health, strength and well-being....

In fact October 2006 marks the first time ever Dragon Door has offered a fourth RKC certification in the same calendar year. Our first

RKC certification was a two-day event in September 2001 and had thirteen participants. Our three-day RKC certifications are now selling out six months in advance, at a 65-person cap. On Sunday at our April 2006 cert, I counted 140 people participating with kettlebells at our free kettlebell training session. I would call that growth!

Pavel, Dragon Door, RKC Go Global

This year also marks Pavel and Dragon Door's RKC cert going global as RKC's Kenneth Jay and Tommy Eli host the first-ever RKC abroad, in Denmark, this August. (See our website for full details.)

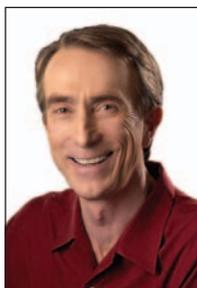
And VirginActive in the UK is hosting Pavel for a two-day stretching workshop in July 2006. Again see our website for more details.

New Inductee to the BEAST Hall of Fame

One of the highlights of our RKC certs is now the BEAST TAMER CHALLENGE. At our April, 2006 cert mutant-extraordinaire, Steve Cotter became the second successful inductee to the BEAST TAMER HALL OF FAME. If you don't already have it, I strongly recommend you pick up Steve Cotter's masterly DVD-set *The Encyclopedia of Kettlebell Lifting*. Not only will Steve take your strength and conditioning to new heights—you'll quickly see why taking the BEAST challenge was a piece of cake for Mister Steve...

Second *Unlock!* seminar draws rave reviews...next date set for October 2006

The second *Unlock!*, a collaboration between myself, Pavel and Steve Maxwell to bring you the very best techniques for mobility, stretching and opening up the body, was a huge success. We expect the new October 2006 workshop to fill quickly, so register now to be sure of a place—go to pages 75-77 of this issue or visit www.dragondoor.com for full details.



All the Best,

John Du Cane

John Du Cane
Publisher



Dragon Door Publications presents

Hard-Style
www.hard-style.com
www.dragondoor.com

Publisher & Editor-in-Chief
John Du Cane

Editorial
Training Editor
Pavel Tsatsouline
Editorial Assistant
Dennis Armstrong

Contributors
Steve Cotter, Brett Jones,
Efim Kourbatski, Mike Mahler,
Steve Maxwell, Thomas Phillips

Art Direction & Design
Derek Brigham
www.dbrigham.com

Internet Architect
James McConnell,
webmaster@dragondoor.com

Dragon Door Corporate Customer Service
Dennis Armstrong, Tammy Drury,
call 651-487-2180,
support@dragondoor.com

Orders & Customer Service on Orders: call 1-800-899-5111

Dragon Door Publications corporate address:

Dragon Door Publications
5 East County Rd B, #3
Little Canada, MN 55117

Chronicle of The Russian Kettlebell Invasion of America

BY PAVEL

"They'll all be doing it soon. I'm just ahead of the curve."
—Reggie Sanders, St. Louis Cardinals outfielder, on kettlebells

American iron men of old knew the value of kettlebells. You can see a pair in the training "dungeon" of one of the greatest deadlifters of all time, Tennessee farmer Bob Peoples, who pulled more than 700 pounds weighing a buck eighty before steroids and supportive gear. Sig Klein was a big proponent of kettlebells. I bought a pair of antique 1917 American kettlebells (they look like miniature Weber grills) from a 70-year-old friend, a "once a lifter, always a lifter" who still does good mornings with 405 pounds.

Then America got prosperous and forgot its rugged frontier past. Kettlebells went the way of the California gold prospectors and the gunslingers of the Old West. The kettlebell would have remained but a chapter in manly American history if not for my friend Marty Gallagher, former Coach, Powerlifting Team USA.

Marty and I were enjoying steaks in his backyard in an undisclosed location on the East Coast. We were trading old war stories over a mouthful of Mennonite raised beef. Marty told me about Ed Coan, Kirk Karwoski, and other champions he had coached. I told him about kettlebells.

Gallagher thoughtfully finished chewing his steak and suggested, "Why don't you write an article for *MILO?*" You know, the magazine for crazy guys who bend nails and lift rocks.

I said, "Marty, you don't get it, this is the most painful workout one can do, who would want to do it or even read about it?" Earlier I had made a

mistake of explaining a Russian slur, the "collective farmer", to Marty. He used it on me and told me that I did not understand Americans.

The subversive *Vodka, Pickle Juice, Kettlebell Lifting, and Other Russian Pastimes* was published in 1998. The article was extremely well received by the most ruthless critics in the strength world. I started getting mail from guys with busted noses, cauliflower ears, scars, or at least Hell's Angels tattoos. Incredulous, I told my friend and editor John Du Cane about it. He thought for a minute and said: "Let's do it! I'll make kettlebells and you teach people how to use them."

Behind John's reticent Cambridge demeanor is the heart of an American pioneer. A Brit who grew up in Africa, John drove from England to India—through Pakistan and Afghanistan—and lived for a few years in a Yoga community. He built his publishing company in the U.S. while driving a limousine to pay the bills. Fledgling Dragon Door Publications demanded undivided attention and John could not afford "wasting" his time on sleep. Du Cane took naps in the limo while waiting for his customers and used every spare minute to build his American Dream.

When presented with a new opportunity this rugged, self-reliant individual risked everything he had accomplished in his hard years as an entrepreneur publisher and decided to invest in manufacturing and promoting Russian kettlebells. Hindsight is always 20/20 and today it is obvious to anyone that the kettlebell is a winner. But that was

not the case back then. "A cannon ball with a handle? Are you out of your mind?!"

2001 was the year of the kettlebell.

Dragon Door published *The Russian Kettlebell Challenge* and forged the first US made Russian style cast iron kettlebell. RKC, the first kettlebell instructor course on American soil, also kicked off in 2001. Given the kettlebell's harsh reputation, most of my early students looked like they came from the federal witness protection program. People often ask if Steve Maxwell and I are brothers. Steve, I love you, man, but I don't think it's a compliment for either of us.

Times change. Hard living Comrades remain the loyal core of 'the Party'. But now they have to begrudgingly share the Russian kettlebell with Hollywood movie stars and other unlikely kettlebellers. Fed up with the sissified mainstream fitness advice, smart folks go hardcore.

In 2002 our Russian kettlebell made it into *Rolling Stone's* exclusive Hot List as 'the Hot Weight'. In 2004 Dr. Randall Strossen, one of the most respected names in the strength world, stated, "In our eyes, Pavel Tsatsouline will always reign as the modern king of kettlebells since it was he who popularized them to the point where you could almost find a country filled with his converts..."

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

How the Kettlebell Has Bred Weakness Out of The Russian Gene Pool

by **PAVEL**

If Charles Atlas were Russian, he could have told a different story . . .

Sergey Mishin was a heavy, slow, decidedly nonathletic kid. He picked up his first kettlebell, a 53-pounder, at 17 and was dismayed when he could not lift it with either arm. Undeterred by his weakness, Mishin found a plumbing pipe, hammered its middle flat so it would hold the kettlebell handle in place, and started jerking the kettlebell with two hands, like a barbell. The year was 1975. Two years later, Mishin could press a 70-pounder, which he had found abandoned in a park after a festival held on Railroad Worker Day, 30 times with each arm.

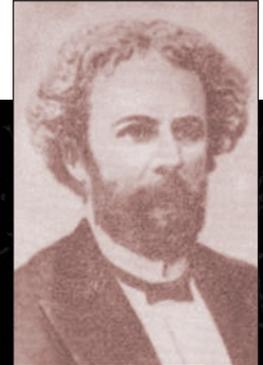
Mishin kept kettlebelling in the army, and when he was discharged he bragged to a friend that he would make a Master of Sports national ranking in the first kettlebell lifting competition he entered. And he did!

Sergey lost more than 100 pounds; became fast, wiry. And went on to become the number-one kettlebell lifter in the world—170 jerks with a pair of 70-pound kettlebells in 10 minutes!—and Russia's sport legend. The president of Russia awarded Mishin a medal "For Accomplishments for the Benefit of the Motherland." (II degree).

In Russia kettlebells are a matter of national pride and a symbol of strength. In the olden days, any strongman or weightlifter was referred to as a *girevik*, or "kettlebell man." Steeled by their kettlebells, generation after generation of Russian boys has turned to men. A century before Mishin, another young boy, Pyotr Kryloff, found kettlebells at a butcher's shop. It was love at first sight. Pyotr never parted with his kettlebells, and when he became a merchant marine he took them with him around the world. Eventually the kettlebell fanatic became a circus strongman and performed until he was 60. The public called him the "King of Kettlebells." Kryloff could cross himself in the Russian Orthodox manner with a 70-pound kettlebell, military pressed the same kettlebell with one arm 88 times, and juggled *three* of them at once! Pyotr applied his kettlebell power to all sorts of feats. He broke stones with his fist, bent coins, made "ties" and "bracelets" out of strips of iron, broke horseshoes, jerked a "barbell" with two beefy soldiers sitting inside two hollow spheres, and set a few world weightlifting records.

Enter "Heavy Athletics"

"It can be said with a good deal of certainty that Russian weightlifting was born and grew thanks to the devotees of the kettlebell sport," stated Weightlifting Masters World Champion Prof. L. Dvorkin. Indeed, it was the father of kettlebells, Dr. Vladislav Krayevskiy, who coined the term "heavy athletics" (*tyazholaya atletika*), the name for the sport of Olympic weightlifting in today's Russia.



Dr. Krayevskiy, the father of kettlebells.

The Red Army and the kettlebell are inseparable. Every Russian military unit has a gym called "the courage corner." Every courage corner is equipped with kettlebells. While other countries waste time testing their troopers with push-ups, Russia tests repetition kettlebell snatches with a 53-pound kettlebell. "The rank and file of the Red Army was magnificent from a physical point of view," marveled Lt. Gen. Giffard Martel, chief of the British military mission to the USSR during World War II. "Much of the equipment we carry on vehicles accompanying the infantry is carried on the man's back in Russia. The Russians seem capable of carrying these great loads. They are exceptionally tough."

Law enforcement tactical teams—even the Russian federal tax police, who are handier with firearms than with calculators—also make kettlebells their strength training tool of choice. In the last days of the Soviet empire, the prison system was plagued with riots and hostage situations. Interior ministry troops were called in to suppress the riots. They did the job, but finesse was sure lacking. For instance, in 1986 they stormed a prison camp and burned it to the ground in the process of ruthlessly suppressing the riot.

In 1991 the interior ministry formed special tactical teams for every administrative prison district. Their mission: hostage rescue, riot suppression, search and arrest of escaped criminals. Since that memorable year when the USSR fell apart, these TAC teams have earned their keep on many occasions, in harsh Russian prisons and in Chechnya.

Russian federal prison SWAT teams are manned with former military special operators, paras, and vets of other elite services; each one had to compete against nine or more rival applicants to make the team. The selection process is similar to that of the army Spetsnaz. Here is what the trooper has to do back-to-back: a 10K forced march in full kit, an obstacle course and rappelling, plus another 10K run. A cherry on the top when you are beyond smoked is a 12-minute full-contact sparring session—with fresh opponents rotating in every three minutes. Once on the team, operators aggressively compete against their colleagues in the frequently held law enforcement sports events. Their specialties: hand-to-hand combat and the kettlebell sport. A matter of specificity and pride.

It is hard to understand the logic of governments—both Russian and American—that encourage inmates to strength train, but Russian prisoners lift kettlebells as well. You may have seen the black-and-white archive footage in a History Channel documentary about Russian organized crime—a wiry prisoner doing kettlebell swings, flips, and side presses. Some Russian prisons even host kettlebell competitions for the inmates! Go figure. Perhaps the law enforcement likes a challenge.

★ **Why Soviet Scientists Gave the Kettlebell Two Thumbs-Up**

In the 20th century, Soviet science validated what Russian hard men had known for centuries: kettlebell lifting is one of the best tools for all-around physical development.

Voropayev (1983) observed two groups of college students over a period of a few years. To gauge their performance, he used a standard battery of the armed forces physical training (PT) tests: pull-ups, a standing broad jump, a 100-meter sprint, and a 1K run. The control group followed the typical university PT program, which was military oriented and emphasized the above exercises. The experimental group just lifted kettlebells. In spite of the lack of practice on the tested drills, the kettlebell group showed better scores in every one of them!

Vinogradov and Lukyanov (1986) found a very high correlation between the results posted in a kettlebell lifting competition and in a great range of dissimilar tests: strength, measured with the three powerlifts and grip strength; strength endurance, measured with pull-ups and parallel bar dips; general endurance, determined by a 1K run; and work capacity and balance, measured with special tests.

Lopatin (2000) found a positive correlation between soldiers' kettlebell sport ranking and their obstacle course performance.

Kettlebells improve coordination and agility (Luchkin, 1947; Laputin, 1973).

Kettlebells develop professional applied qualities and general physical preparedness (Zikov, 1986; Griban, 1990).

★ **Kettlebells are highly effective for building strength.**

The official Soviet armed forces strength training manual approved by the ministry of defense (Burkov & Nikityuk, 1985) declared kettlebell training to be “one of the most effective means of strength development,” representing “a new era in the development of human strength-potential.”

★ **Kettlebell lifting is great for your heart.**

Siberian scientist Shevtsova (1993) verified what is obvious to any girevik. She studied 75 gireviks with three to five years of experience and recorded a long-term decrease in the heart rate and the blood pressure. The kettlebellers had what Russians call “a cosmonaut's blood pressure”: 110/70 in the summer and 114/74 in the winter. They clocked an average resting heart rate of 56 beats per minute. The heart rate took a dive not just at rest, but also during and after exercise. And the time it took the heart to slow down back to normal, after exercise, also decreased. Besides, the experienced gireviks' systems had also adapted to be better “primed” and ready for upcoming action.

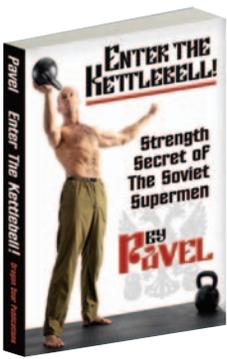
★ **Properly used, kettlebells are surprisingly safe.**

Only 8.8 percent 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.

★ **Kettlebell training improves body composition.**

According to Voropayev (1997), who studied top Russian kettlebell lifters, 21.2 percent increased their bodyweight since taking up kettlebelling, and 21.2 percent (the exact same percentage, not a typo), mostly heavyweights, decreased it. Another study of elite gireviks revealed a consistently low body fat (Gomonov, 1998).

“A girevik is characterized by a balanced development of all organs and musculature with significant hypertrophy of the muscles of the shoulder girdle.” (Rasskazov, 1993).



“Pavel’s *Enter the Kettlebell!* helps you weed out weakness... **develop explosive power, strength and never-quit endurance**—with his **PROVEN** system for rapid, spectacular and across-the-board gains in physical performance”

The kettlebell has proved its worth many times over since Pavel has introduced it to America. Elite athletes, fighters, special operators, and regular hard Comrades swear by the extraordinary strength and conditioning delivered by this ancient Russian tool. Now, it is YOUR turn to *Enter the Kettlebell!*

For a kettlebell novice, the hardest part is knowing where to begin. And what you really need to do to get off to a quick—yet rock-solid—start. Pavel delivers.

For the Comrade who’s already put in a year or two of kettlebell time, it’s easy to hit a plateau after explosive early gains. Pavel

knocks him out of his sophomore slump and helps him take his game to a higher level.

Then there’s the grizzled KB vet who’s been around the block and got too arrogant to practice his fundamentals (or never learned them in the first place). Pavel hammers the fundamentals because “it is the mastery of the basics that separates the elite from the rest.”

With *Enter the Kettlebell!* Pavel has done all the work for you—**honing a masterplan of essential training secrets that guarantee to make you powerful, resilient, and enduring**—if you simply follow the proven guidelines.

Lift Your Kettlebell Like a Pro...

- Are you making these beginner’s mistakes in your training?
- Nine secrets of greater strength and reduced injuries
- Get the most technique improvement with the least instruction
- How to stop fighting your body and get stronger
- These two movements will give you **the biggest bang for your KB buck**
- Discover a “simple & sinister” routine for killer conditioning and muscular shoulders
- A common cause of back pain after workouts—you would never guess what it is!—and how to avoid it
- How to stretch your back after training—everyone does it wrong
- One style of breathing will weaken you and make your back vulnerable—the other style of breathing **gives you the explosive power of a trained fighter**... know which is which
- The top five reasons RKC kettlebell training is great for your back
- You have been misled: sucking your stomach in does not protect your back but makes it more vulnerable! **How to really protect your back when lifting**
- Reducing the odds of arthritis—with ballistic loading
- A surefire shortcut to **loosening stuck shoulders**
- How to temper your shoulders for sports that trash them
- A great visualization for resilient elbows and shoulders
- Why cool-downs are important to your heart health
- What you must know about your heart rate and kettlebell training
- The new prescription for a power pump heart and great body composition
- This little-known drill guarantees improvement in your squatting depth, flexibility, technique and power
- How to make a simple towel your kettlebell coach—and reach your training goals faster
- Get this one foundational drill down—and most of the remaining exercises will be a piece of cake to learn and master
- Why most Comrades should choose pulls over squats
- How to strengthen your legs and hips without blowing them up
- How to time the hip movement for maximum explosive power
- How to be the indisputable master of the force you generate
- Understand the crucial value of “slow strength” training—the counterintuitive and rarely revealed secret of Russian athletic might
- What it takes to be more resilient in the ring
- A simple way to increase an experienced fighter’s punching power
- How to master the natural athletic rhythm of tension and relaxation
- A killer one-two combination for the gym and ring
- The key characteristics of a kettlebell pro’s press
- Master this skill and you will wield **awesome pressing power**
- How to make the heaviest kettlebell feel like a toy in your hand
- Prof. Verkhoshansky’s secret for improving your strength by up to twenty percent
- How amateurs “leak” strength from their knees—and how pros fix the drain
- How to get the most out of your press while putting the least amount of stress on your shoulders
- A unique isometric drill to improve your pressing power
- Where to look—and not look—when pressing
- An unexpected assistance exercise for achieving a one-arm pull up
- Smoke your abs and obliques the old fashioned way
- A foolproof method for accelerating the curve on snatch mastery
- The snatch is a three-stage rocket—how to finesse the stages
- How to avoid bruising the forearm when snatching
- A crucial warning about shoulders and elbows in your first year of snatches
- How to accomplish the USSS Counter Assault Team 10-min snatch test—**and be a man among men**
- How to keep your training targeted while still having fun with new exercises
- How to idiot-proof your kettlebell workout—**for consistently powerful gains**
- The little-understood but crucial value of “in-between-strength”
- Russian research finds the day of the week when you are strongest—and it is not Monday
- Work harder? Or do more work?
- The “ladder” method for highly effective strength building
- The kettlebell rules for conditioning
- A gambler’s method for deciding your high-rep workout
- How to log your workouts for optimal results
- How to use timed sets—for a **foolproof and flexible practice**
- What makes the **kettlebell superior to other weights and fitness equipment?**
- Should you train with the kettlebell as a stand-alone tool or mix it up with a barbell and dumbbells?
- How to get superior gains in athletic performance without sport specific training
- The kettlebell “what the hell effect”—**for improving at skills you have not practiced**

“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

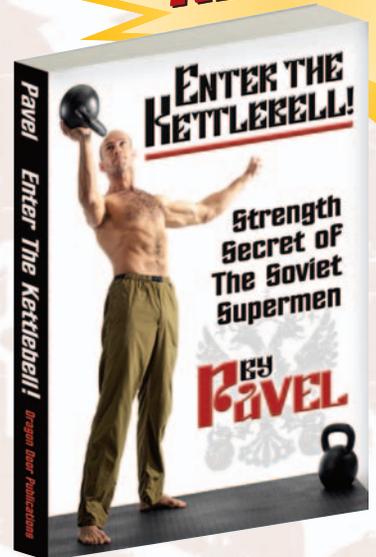
Jumps you to the next level of physical excellence with Pavel’s proven RKC formula for exceptional strength and conditioning.

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.

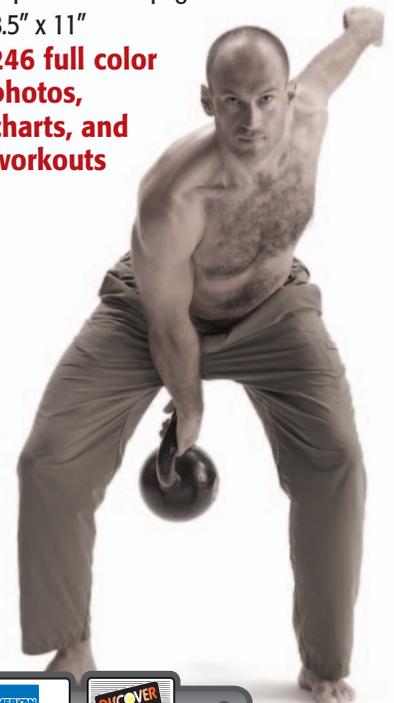
**NEW
RELEASE**



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**



Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Enter The Kettlebell! Highlights

Foreword by Dan John

Preface: A Step to the Left and I Shoot
“Do it this way!”... the no-more-guesswork, failure-is-not-an-option, quick-start guide to kettlebell success... *Power to the People!* for kettlebells.

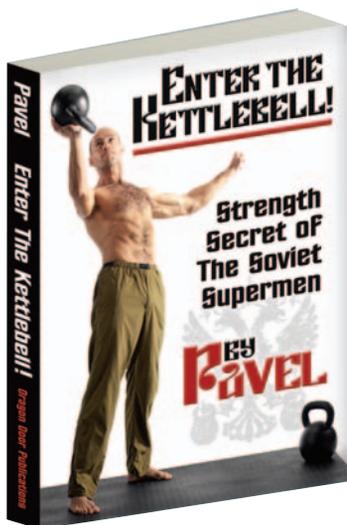
Introduction: When We Say “Strength,” We Mean “Kettlebell.” When We Say “Kettlebell,” We Mean “Strength.”

How the Kettlebell Has Bred Weakness Out of the Russian Gene Pool

The Russian recipe for doubling or tripling your strength ... kettlebells as the backbone of Russian military strength training... why Soviet scientists gave the kettlebell two thumbs-up... the Voropayev study—kettlebells boost pull-ups, jumping, and running... the Vinogradov & Lukyanov study—kettlebells improve fitness across the board... the studies by Luchkin and Laputin... the Soviet armed forces strength training manual—kettlebell training “one of the most effective means of strength development potential”... the Shevtsova study... the Gomonov study—consistently low body fat in kettlebell lifters.

Chronicle of the Russian Kettlebell Invasion of America

Kettlebells and the American iron men of old... rise of the machines... kettlebells change the face of exercise in America.



Enter the Kettlebell!
Strength Secret of The Soviet Supermen
by Pavel #B33 \$34.95

Chapter 1: Enter the Kettlebell!

Which Kettlebells Should I Start With?

Choosing the correct size of kettlebell for men and women of differing backgrounds, strength and skills... understanding your goals with kettlebells.

How to Make Your Hips, Back, and Shoulders Speak Russian Body Language

Developing flexibility in the hip flexors for greater power... the kettlebell preschool test... the kettlebell Sumo Deadlift checklist... how to make the fastest gains... the Halo for looser shoulders... the Pump Stretch.

“It’s Your Fault”: Kettlebell Safety 101

Ten key tips to have your strength and your health too... practicing safety to make safety permanent.

Safety as a Part of, Not the Opposite of, Performance

Nine secrets for guaranteeing greater strength and reduced risk of injury in your kettlebell training.

Chapter 2: The New RKC Program Minimum

Practice Before Workout:

The Break-in Plan

The two staples of the Russian Kettlebell Challenge program—Swing and Get-up... building skill by practicing, not working out.

The Swing—for Legs and Conditioning That Won’t Quit

The single most effective strength and conditioning exercise in the world?... mechanics of a good and a bad Swing... the three essential standards for a perfect Swing ... Swing mastery, Steps 1 through 4.

The Get-up—for Shoulders That Can Take Punishment and Dish It Out

Miraculous shoulder comebacks... developing shoulder mobility and stability... pressing heavier... the six essential standards for a perfect Get-up... Get-up mastery, Steps 1 through 4.

The New RKC Program Minimum

For the most important and immediate concerns: world-class conditioning, rapid fat loss, a steel back, muscular, flexible, and resilient shoulders—and a skill base for the rest of the RKC drills... “simple and sinister” S&C routine.

The Next Step

What to do next, once you are rocking on the RKC Program Minimum.

Chapter 3: The RKC Rite of Passage

The RKC Proven Formula: Low-Rep Grinds + High-Rep Quick Lifts

The priority in RKC-style training... the value of “slow strength” training... a counter-intuitive and rarely revealed secret of Russian athletic might... the advantages of slow strength for a fighter... definition of power... mastering the natural athletic rhythm of tension and relaxation... a killer one-two combination for the gym and the ring.

A Pull and a Press—Sound Familiar?

A PTP format for kettlebells... pulls to build backs... a dramatic way to reduce back injuries... building stronger abs... forging a vice grip... why kettlebell presses rule... how to go from regular guy to hard guy—a set of goals... and a set of goals for women.

The Clean—Crisp Like a Punch

Defining the RKC Clean... the six essential standards for a perfect Clean... Clean mastery, Steps 1 through 4.

The Press—for a Classic Torso

The five essential standards for a perfect Press... Press mastery, Steps 1 through 5.

The Snatch—for Android Work Capacity and the Pain Tolerance of an Immortal

The Tsar of kettlebell lifts... snatches for military and law enforcement... physical and mental benefits of the Snatch... The six essential standards for a perfect Snatch... Snatch mastery, Steps 1 through 6.

Chapter 4: A Step-by-Step Guide to Becoming a Man Among Men

Have Your Borsch and Eat It Too:

The Hazards of Variety and

How to Dodge Them

A system for the really ambitious man... constructive corrections and waving the loads... the function of variety days... working your “in-between strength”... schedules for the RKC Right of Passage.

The RKC Ladder to Pressing Power

The intensity and volume equation... the “ladder,” for highly effective strength building... the perfect rest interval between sets... the role of density in your strength training... George Hackenschmidt’s regimen ... compressed rest periods... Pull-ups as a great addition to your Presses.

Rest Less, Snatch More

The kettlebell rules for conditioning... when to do your high-rep kettlebell pulls... the heavy-light-medium template... how to log your workouts... warning for shoulders and elbows in your first year of kettlebelling... how to get the same results for different fitness levels with the same workout... the Russian science of periodization in your kettlebell training... high-intensity intervals—the new Rx for heart health.

From Boy to Man

Testing yourself for progress in the RKC Rite of Passage... the United States Secret Service kettlebell Snatch rules... the RKC Rite of Passage training plan summary... how to measure a man’s true character.

Chapter 5: FAQ

Is kettlebell training a fad?

What makes the kettlebell superior to other weights and fitness equipment?

Should I train with the kettlebell as a stand-alone tool or mix it up with a barbell and dumbbells?

How can I combine kettlebell training with *Power to the People!* and *The Naked Warrior*?

How can I incorporate *Bullet-Proof Abs* exercises into my kettlebell regimen?

I have a bad back. Can I train with kettlebells?

The top five reasons RKC kettlebell training is great for your back.

What diet do you recommend?

Will kettlebells help my sport-specific strength?

The pros and cons of sports-specific training... the kettlebell “what-the-hell effect” for improving at things you have not practiced... how to truly excel at a certain exercise... when to do “special strength” training.

Why are your exercise descriptions so detailed? Come on, kettlebells are not rocket science!

Reverse-engineering what the greats do naturally... learning how to move like the elite... refining the basics.

Can I substitute the . . . with the . . . ?

Once I have put up the RKC Rite of Passage numbers, where do I go next?

If Russian stuff is so tough, why did the USSR lose the Cold War

Chapter 6: The Making of a Kettlebell

The kettlebell pattern... pressing the kettlebell mold... crucible for a hot kettlebell... pouring the kettlebell molds... shaking out the kettlebell... hammer and kettlebell... sandblasting the kettlebell... grinding the kettlebell.

DISCOVER **THE PAVEL SYSTEM** —And **Master** The Key Kettlebell Secrets For **Rapid** Development of Exceptional **Power, Strength and Endurance**

The Kettlebell. K-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.

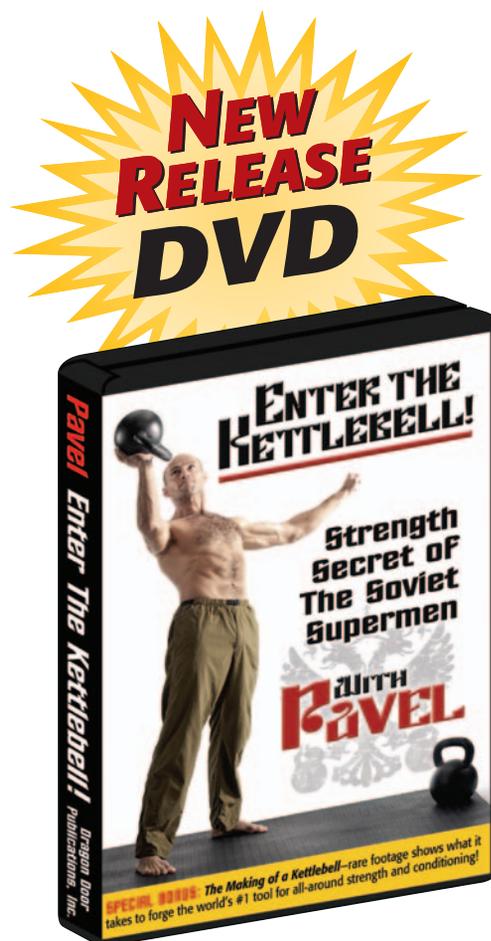
With *Enter the Kettlebell!* Pavel delivers a significant upgrade to his original landmark work, *The Russian Kettlebell Challenge*. Drawing on five years of developing and leading the world's first and premiere kettlebell instructor certification program, and after spending five years of additional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

Inside, discover the absolutely essential kettlebell training secrets anyone—from the rawest newbie to most grizzled of vets—can use to rapidly develop exceptional power, strength and endurance.

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

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
with Pavel

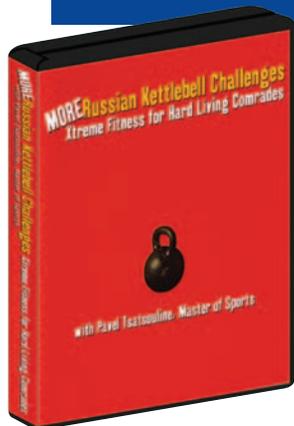
#DV036 **\$29.95**
DVD Running time: 46 minutes

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

“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 tape, 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

VIDEO #V111 \$59.95

DVD #DV005 \$59.95

Running Time: 40 minutes



“Pavel has done another excellent job in presenting challenging drills that will take your kettlebell practice and fitness to new heights. Pavel’s trademark humor is ever present, and his instruction is no-nonsense and, as always, well done. Multiple camera angles are used, and are very helpful in grasping the fine points of the drills. Pavel’s instruction is pure gold — detailed and meticulous. There is a tremendous amount of valuable information packed into this 40-minute tape. Watch and listen closely, follow Pavel’s advice, and you’ll find something remarkable in the fitness industry — someone actually delivering on what might appear to be the usual marketing hyperbole.”—John Quigley, Hazleton, PA

“The video takes you through some new moves with great detail and also revisits some older ones with more attention to the finer points. This tape will give you many more weapons in your arsenal of KB exercises. KB’s offer variety of exercises and great flexibility in program design and

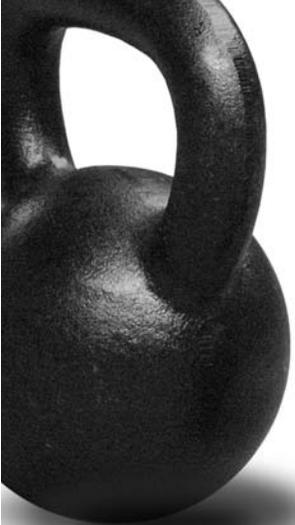


this video will give you more to work with. Highly recommended!” — Dave Randolph, RKC, Louisville, KY

“Pavel Tsatsouline delivers some outstanding instruction that has to be seen to be appreciated. Do your self a favor and get this video. The quality is what you would expect of a Tsatsouline video. The drills are demonstrated with adept skill and perfect execution. He is an example that this stuff works. 25 drills in this video. Some of them expand on the ones previously demonstrated in the “Russian Kettlebell Challenge”, and make them more challenging.

Others are ones you’ve never seen before. All of them are “must haves” in your KB lifting repertoire. All of them are tough. There are no namby-pamby exercises in this video. Tsatsouline 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, is heaving and hoisting kettlebells. I am very satisfied with the purchase of the video. My kettlebell lifting has already improved from it. More RKC definitely will improve my KB lifting for a long time to come.”—Christian Rubio, RKC, Lake Mary, FL





Which Kettlebells Should I Get?

BY PAVEL

If you can train with a 53-pound kettlebell for a 700-pound bench, that's great, why go heavier?

—Louie Simmons, Westside Barbell Club

Russian kettlebells traditionally come in *poods*. One *pood*, an old Russian unit of measurement, equals 16 kilograms, approximately 35 pounds. The most popular sizes in Russia are 1 *pood*, the right kettlebell for a typical male beginner; 1 1/2 *pood*, or a 53-pounder, the standard issue in the military; and the “double,” as the 2-*pood*, or 70-pound kettlebell, is called. Doubles are for advanced gireviks.

Heavy kettlebells are traditionally called “bulldogs.” “Heavy” is in the eye of the beholder; we usually dump the bells heavier than 32 kilograms in that category. 48 kilograms is as heavy as traditional kettlebells go, but it does not stop Russia’s strongest from going heavier. Weightlifting legend Yuri Vlasov was heartbroken when someone stole his custom-made 56-kilogram kettlebells.

Dragon Door makes top-quality, classic, Russian-style cast iron kettlebells ranging from 26 to 106 pounds and rubber-coated ladies’ kettlebells ranging from 9 to 18 pounds. Which ones do you need?

Start with one kettlebell; the table below will help you pick the right one. If you have the funds, get a set of three or four kettlebells, referring to the table for sizes.

Do you need two kettlebells of the same size?—Not yet. Double kettlebell drills are great—look what they have done for Senior RKC Mike Mahler—but they are not for beginners. Get good with single kettlebell exercises, then we’ll talk.

An average man should start with a 35-pounder. What is “average”?—Given the bench press as a typical, albeit misguided, standard of strength, men with a bench press under 200 pounds should start with

a 35-pounder. If you bench more than 200, a 44 that weighs as much as a big barbell plate will do the trick.

Unless you are a powerlifter or a strongman, you have no business starting with a 53. I know, it does not sound like a lot, but a kettlebell feels a lot heavier than its weight suggests! To give you an idea, for a few years we ran an 88-pound kettlebell military press challenge at our booth at the Arnold Fitness Expo. The rules are simple: the fist must be lower than the chin at the start of the press, and the knees must remain locked. You don’t even have to clean the bell because I do not want any of the “this is all technique” whining. We’ll hand it to you if you insist.

Let us face it, one-arm pressing 88 pounds overhead is not a feat of strength. Definitely not for a 250-pound man who can bench close to 400 pounds. Yet most can’t do it. Let this be a lesson: err on the lighter side when ordering your kettlebells. There is no dishonor. Even superpowerful men like 1,000-pound squatters RKC’s Donnie Thompson and Marc Bartlett find plenty of things to do with 35- and 53-pounders.

An average woman should start with an 18-pounder. A strong woman can go for a 26-pounder. Most women should advance to a 35-pounder. A few hard women will go beyond. Catherine “Steel Kate” Imes, RKC, can press the 70-pounder for a few reps, putting many men to shame.

You must have noticed that, unlike dumbbells, kettlebell weights do not go up in small increments. There is simply no need for extra iron. Inventive gireviks don’t need a ton of weight to provide progressive resistance. And you get to save money and space.

Poods and Kilograms to Pounds			
Approximate Conversion			
Poods	kgs.	lbs.	
0.25	4	9	 <i>The most popular sizes in Russia are shaded in red.</i>
0.375	6	13	
0.5	8	18	
0.75	12	26	
1	16	35	
1.25	20	44	
1.5	24	53	Male beginner’s weight
1.75	28	62	
2	32	70	Most popular in the military
2.5	40	88	
3	48	106	Advanced men

Start out with the Right Kettlebell!		
Is It You?	Kettlebell to Start with	Ideally, Buy This Set
An average lady	18 lbs.	18, 26, 35 lbs.
A strong lady	26 lbs.	26, 35, 44 lbs.
An average gentleman	35 lbs.	35, 44, 53, 70 lbs.
A stronger-than-average gentleman	44 lbs.	44, 53, 70 lbs.
A very strong gentleman	53 lbs.	53, 70, 88 lbs.

Don’t chase ever heavier kettlebells just for the heck of it; keep your goals in mind. Anatoly Taras, a special operations veteran and a leading hand-to-hand combat expert in the countries of the former Soviet Union, believes that once a fighting man can do 50 snatches per arm, switching hands only once, with a 24-kilogram kettlebell, he has reached the point of diminishing returns. “People of a certain personality type will ask, why not [really crank up those numbers]?” says Taras. “You could if you have the time and the desire, but it is not necessary unless your goal is setting records. Having set a few records of this kind will not make you fight any better.”

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

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

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

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

“Kettlebells—Hot Weight of the Year”—*Rolling Stone*

Why train with kettlebells?

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

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

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

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

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

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

“Kettlebells—A Workout with Balls”—*Men's Journal*

Who trains with kettlebells?

Hard comrades of all persuasions.

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

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

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

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

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

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

Am I kettlebell material?

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

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

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

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

How do I learn to use the kettlebell?

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

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

—Kid Peligro, *Grappling* magazine

What is the right kettlebell size for me?

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

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

"Kettlebells are like weightlifting times ten."

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

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

Announcing:

**Two
New
Sizes!**

Many of you have asked for an intermediate kettlebell between the 4kg and 8kg. So here it is... the 6kg (13lb), which like its sisters has a steel handle and core with rubber casing. Great for weighted joint mobility drills!

And then, we've uncaged **"THE BEAST"**, a monstrous 48kg (106lb) of solid iron, for the ultimate in hardcore training. Swing it, clean it, snatch it —and, if you dare, try pistols, pullups and presses! Are you man (or woman) enough to tame THE BEAST — or will THE BEAST tame you?

See page 23

RUBBER CASED



CLASSIC STYLE



STEEL HANDLE & CORE/RUBBER CASING

	Price	MAIN USA	AK&HI	CAN
#P10D 4kg (approx. 9lb) —.25 poods	\$89.95	S/H \$11.00	\$49.00	\$27.00
#P10K 6kg (approx. 13lb) — .50 poods	\$97.95	S/H \$14.00	\$56.00	\$32.00
#P10E 8kg (approx. 18lb) — .50 poods	\$99.95	S/H \$17.00	\$65.00	\$38.00

CLASSIC KETTLEBELLS (SOLID CAST IRON)

#P10G 12kg (approx. 26lb) — .75 poods	\$82.95	S/H \$21.00	\$79.00	\$47.00
#P10A 16kg (approx. 35lb) — 1 pood	\$89.95	S/H \$27.00	\$94.00	\$58.00
#P10H 20kg (approx. 44lb) — 1.25 poods	\$99.95	S/H \$32.00	\$109.00	\$70.00
#P10B 24kg (approx. 53lb) — 1.5 poods	\$109.95	S/H \$36.00	\$125.00	\$81.00
#P10J 28kg (approx. 62lb) — 1.75 poods	\$129.95	S/H \$38.00	\$142.00	\$90.00
#P10C 32kg (approx. 70lb) — 2 poods	\$139.95	S/H \$43.00	\$158.00	\$99.00
#P10F 40kg (approx. 88lb) — 2.5 poods	\$179.95	S/H \$57.00	\$190.00	\$124.00
#P10L 48kg (approx. 106lb) — 3 poods	\$247.95	S/H \$67.00	\$223.00	\$158.00

SAVE! ORDER A SET OF CLASSIC KETTLEBELLS & SAVE \$17.00

#SP10 Classic Set (one each of 16, 24 & 32kg)	\$322.85	S/H \$106.00	\$377.00	\$238.00
---	----------	--------------	----------	----------

ALASKA/HAWAII KETTLEBELL ORDERING

Dragon Door now ships to all 50 states, including Alaska and Hawaii, via UPS Ground.

CANADIAN KETTLEBELL ORDERING

Dragon Door now accepts online, phone and mail orders for Kettlebells to Canada, using UPS Standard service. UPS Standard to Canada service is guaranteed, fully tracked ground delivery, available to every address in all of Canada's ten provinces. Delivery time can vary between 3 to 10 days.

IMPORTANT — International shipping quotes & orders do not

include customs clearance, duties, taxes or other non-routine customs brokerage charges, which are the responsibility of the customer.

- KETTLEBELLS ARE SHIPPED VIA UPS GROUND SERVICE, UNLESS OTHERWISE REQUESTED.
- KETTLEBELLS RANGING IN SIZE FROM 4KG TO 24KG 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 THE 32KG AND 40KG KETTLEBELLS.
- **NO RUSH ORDERS ON KETTLEBELLS!**



www.hard-style.com

13

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!

The Making of an RKC Dragon Door Kettlebell

BY
PAVEL

"Iron—Cold Iron—Is Master of Men All!"

—Rudyard Kipling

Black sand crumbles and reveals hot kettlebells. In an apocalyptic, *Terminator*-like scene, they glow red among smoke, ash, and deafening noise. You cannot help looking for skulls among the mayhem.

Kettlebell making is a primal, manly process that has not changed much in centuries and still depends more on muscle than on technology. The kettlebell starts with a "pattern" that is shaped out of metal to look like a kettlebell. Making a pattern is a complex and labor-intensive process that takes two weeks.



Each kettlebell is cast in a mold of its own. A metal box called the "flask" opens vertically to receive the pattern. Then it is filled with specially formulated sand. A machine rams the sand to pack it and the pattern is removed leaving behind a kettlebell "crater"—steel workers call it an "impression". The process is then repeated with the other half of the box. The top and the bottom of the mold are put together like a sandwich. The kettlebell-shaped cavity inside the compressed sand is ready to receive molten metal.

A monster magnet picks up iron scrap—among the junk are kettlebells that have failed our strict quality control—and drops it into the furnace. It is hot, 2600-2800 degrees Fahrenheit. Hot enough to be a kettlebell.

Once melted, the iron is poured into a pitcher-like "crucible". Foundrymen pour glowing iron from this large crucible into a smaller one. Special alloys and inoculants are then added to the "bath", as steel workers call molten metal. These additives will give the kettlebell the mechanical properties we want.

A hard man pulls the crucible to the conveyor where molds held together with special "jackets" are waiting. He fills each mold with molten metal. The metal is poured through a hole in the sand called the "gate" into the mold and into a cylinder shaped "riser". The riser is attached to the kettlebell shape and sits above it. It is a reservoir for displaced air and excess molten metal; it is called the "riser" because metal "rises" in it, get it?

The alien growths of the gate and the riser had to be attached to the pattern when it was made. If you did not have the riser, two things would have gone wrong. First, some of the air trapped inside the cavity would be unable to escape from the fast pouring metal. Do you want bubbles in your kettlebells? I didn't think so. Let the riser take a sissy bubble bath with the displaced gas. The unwanted air escapes from an opening at the top of the riser. How come the liquid metal doesn't also escape? Because the riser is set higher than the mold, Comrade, and there is not enough metal to climb that high.

The second problem the riser tackles is metal shrinkage. Iron shrinks when it cools. You don't want a lighter kettlebell, do you? Unless you are a big sissy, no, you don't. Gravity—now you know another strategic reason to position the riser above the mold—will force extra molten metal from the riser back down into the mold. Metal hardens in seconds and the process of shrinkage and compensation is very quick.

The cast iron will solidify within minutes. The end product, the kettlebell, is called the "casting". The castings are allowed to cool some before the "shakeout", the process of removing them from their molds. The molds are dumped onto a vibrating conveyor. Black sand falls off to reveal sinister, red-hot kettlebells.

The conveyor takes the kettlebells—with riser-shaped growths still attached—to a man whose job has been done the same way for centuries. He grabs one casting at a time and chops off the riser blob the old-fashioned way—with a sledgehammer. Foundry work is for real men.

The raw kettlebells have burrs—small ridges and rough edges that can rip and shred the skin if left untended. Blood does not phase us but lost training time does.

Enter the Wheelabrator, another primeval machine—which tumbles and sandblasts the skin-ripping burrs, until the kettlebells are ready for their final grinding. This powerful machine tumbles and sandblasts the skin-ripping burrs, until the kettlebells are ready for their final grinding.

The wheelabrated kettlebells demand more hard manual labor. The bottoms of the kettlebell will still have some riser growth after the sledgehammer treatment. Time for a husky steel worker to grab each kettlebell by its horns, inspect the bottom, then grind off the excess riser blob. If necessary the worker will grind away any sharp seams between the kettlebell "halves". It's done. Enter the kettlebell!



“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.

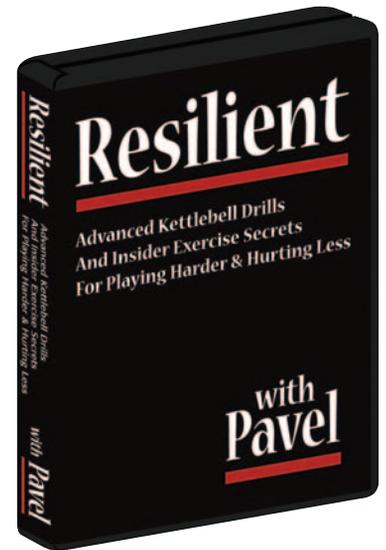
You get sidelined! You can't do what you want to do anymore. People don't want you on their team anymore. You can't compete anymore. You're... let's face it...washed up, as a card-carrying member of the active elite. Sometimes all it takes is one sudden injury to that one weak spot you neglected to strengthen 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 **\$59.95**
DVD Running time: 36 minutes

Customer reviews from Dragon Door's website

"Worth every penny! This DVD is probably the best I have ever viewed. The moves for the shoulders are excellent, the RKC arm bar, the triceps extension, and the one that really surprised me the most was the hack shoulder stretch was the best and made an immediate impact on my shoulders. Keep up the good work."
—Donnie, West Hamlin, WV

"Concise and truly beneficial. Pavel breaks these drills down wonderfully: first demonstrating, then focusing on finer points and offering visualizations for safety, power, and keeping form. As a member of a special reaction team, our training requires performance in any condition. Pavel's products and drills like these

help keep me mobile and ready. A great DVD!"
—Michael Ottaway, FE Warren AFB, WY

"Ever get beat up? I had one of those months. Between wrestling, brazilian jiu-jitsu, training for the Washington State Kettlebell Championships and the June 2004 RKC, I was run down and hurting. Just lots of hard training, plus getting bounced off the mat 100 times a day in my takedown class I felt like everything hurt. So I took a month, and all I did was Resilient exercises with my 26 lb kettlebell, Super Joints, and a little juggling with my 26 lb kettlebell. All my joints feel SOOOOO GOOD. Coming back I feel stronger and more solid everywhere. Now I'm still doing the

Resilient exercises as preventive medicine. The neck stuff is REALLY good for my Brazilian Jiu Jitsu."
—Joshua Hillis RKC, NASM-CPT - Denver, CO

"If as a male, you thought 8kg or 12kg KB were for women only? I strongly suggest you think again. With this product, Pavel shows, yet again the information you need to "re-install & repair" your joints. Nothing's a patch on Pavel. In fact, I wonder if I went to the Australian Government & asked for my HECS fees back, if they'd agree. I spent four years at Uni with a double major in Physical Education, yet this information was not provided!"
—Pete Rogers, Hobart, Tasmania

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

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.hard-style.com today and sign on!

Participants at Pavel's September 2005 RKC Workshop



Participants at Pavel's April 2006 RKC Workshop



**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.

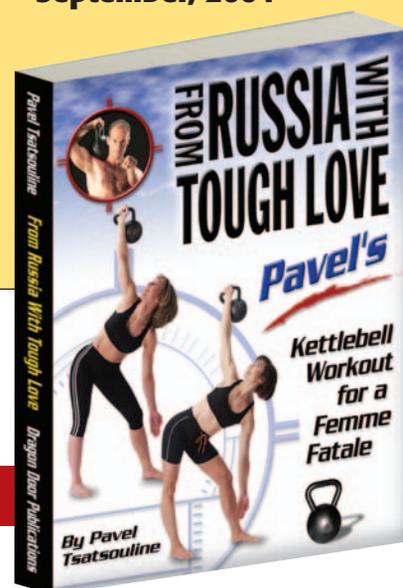
And one handy, super-simple tool—finally available in woman-friendly sizes—does it all. No bulky, expensive machines. No complicated gizmos. No time-devouring trips to the gym.

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.

Penélope Cruz Trains with Kettlebells

"To build core strength, Penélope uses kettlebells... For a total body workout her trainer Gunnar Peterson suggests swinging one like a pendulum... Swing the bell down low as you lower into the squat; lift as you rise up."
—*Fitness Magazine, September, 2004*



Just some of what *From Russia with Tough Love* reveals:

- How the *Snatch* eliminates cellulite, firms your butt, and gives you the cardio-ride of a lifetime
- How to get as strong as you want, without bulking up
- How the *Swing* melts your fat and blasts your hips 'n thighs
- How to supercharge your heart and lungs without aerobics
- How to shrink your waist with the *Power Breathing Crunch*
- *The real secret to great muscle tone*
- How the *Deck Squat* makes you super flexible
- An incredible exercise to tone your arms and shoulders
- The *Clean-and-Press*—for a magnificent upper body
- The *Overhead Squat* for explosive leg strength
- Cool combination exercises that deliver an unbelievable muscular and cardiovascular workout in zero time

From Russia with Tough Love

Pavel's Kettlebell Workout for a Femme Fatale

Book By Pavel Tsatsouline
Paperback 184 pages 8.5" x 11"
#B22 \$34.95

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!

www.hard-style.com

From Russia with Tough Love Highlights

- How to strip away stubborn flab and morph into graceful strength.
- How Russian Kettlebells let you have it all: strength, speed, endurance, and flexibility.
- How Soviet science discovered kettlebell lifting to be one of the best tools for all-around physical development.
- Kettlebells for shoulder and hip flexibility—and as a highly effective tool for strengthening the connective tissues, especially in the back.
- How kettlebells set your fat on fire like no other form of exercise.
- Extra benefits: cheap, indestructible and easy to store.
- How only K-bells deliver strength, explosiveness, flexibility, endurance, and fat loss in one tight package.

What Makes The Kettlebell Workout Unique?

- How KBs strengthen and recruit the deeper, harder-to-work, stabilizing and supporting muscles.
- Gaining greater daily functional strength.
- Why KBs are better at burning off body fat.
- Gives you better muscle definition... stronger tendons and ligaments.

Fast-Track Training Secrets

- How to avoid injuries while gaining strength faster.
- The vital process of synaptic facilitation...how to get more juice of your muscles.
- Succeeding with daily submaximal training...the powerful Russian concept of continuity of the training process.
- Your speed lane to fat loss.
- How to get rid of unwanted soreness.
- The delayed training effect...the power of the adaptation lag.
- Intelligent short-term overtraining.

How To Get Very Strong Yet Stay Slender

- Why the mind-muscle link is your real key to strength.
- The structural approach to strength training vs. the functional approach.
- Conscious practice vs. the mindless workout.
- How to rev up recruitment and firing

rate to build strength without adding muscle.

- Developing the skill of staying tight for greater safety and performance.
- The real secret to great muscle tone.

Advanced Weight Lifting Secrets

- External and internal resistance training.
- The impracticality of isolation exercises.
- How to optimize full-body tension for your primary muscles.
- How to make heavy metal your best friend.
- How to master the secret of intra-abdominal pressure for greater and safer lifting power...the miraculous effects of Virtual Power Breathing.
- Molding hard obliques... the unexpected benefits of low reps.
- When controlled overtraining or overreaching beats out total recovery training.
- Building up your adaptation reserves for greater gains.
- Little-known secrets that help you grade-out higher on the press.
- How to optimize strength by manipulating the extensor reflex.
- Why locking out your joints is A-Okay.

Get Younger And Healthier With Kettlebells

- Success stories: curing a host of maladies with KBs.
- Rehabilitating hopeless back injuries...from wheelchair to national ranking.
- KBs for better joint health.

Anti-Isolation For Power And Safety

- Why isolation as a key cause of injury in the gym.
- How to take advantage of irradiation for greater strength.
- Maximizing tension with the secret of bracing.
- Using Starling's law and the obtyazhka maneuver to get stronger in your press.

Think And Be Strong

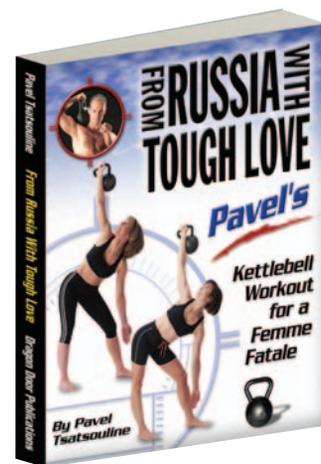
- The power of thought to make you firmer.
- The Russian sports science concept of skill strength.
- The dating game, iron-style: why's it all

about lessons and practice.

- Treating your kettlebell practice as "iron yoga."
- Focusing on the mind, muscle, and breathing connection.

Workouts for the Perfect Female Form

- Unlock the power of your hips with the BOX SQUAT.
- How to improve squatting depth, flexibility, technique, and power.
- Stretch and strengthen your glutes and hamstrings with the GOOD MORNING STRETCH.
- Blast your glutes, hams, inner and outer thighs—and even abs!—with the ONE LEGGED DEADLIFT.
- Strengthen and harden your whole body—and especially your obliques—with the ONE ARM DEADLIFT.
- Firm and shrink your waist, boost your overall strength, and protect your back with the POWER BREATHING CRUNCH.
- Why the conventional crunch is a waste of time and effort...how to avoid neck problems.
- The foolishness of high-rep ab training.
- How to perform Power Breathing for harder abs and a slimmer waist.
- Controlled striking to generate stronger tension.
- Get super flexible and work your hips and thighs even harder with the DECKSQUAT.
- Melt fat and blast your hips and inner thighs with the SWING.
- Get cool and slim with the CLEAN.
- Add power and definition to your hips, thighs, and even abs with the FRONT SQUAT.
- Strengthen and firm your arms and shoulders with the MILITARY PRESS.
- What if I want to work my pecs more?— The unique kettlebell floor press.
- The cardio and fat-burning powers of the clean-and-press.
- Strengthen your legs and open your shoulders with the OVERHEAD SQUAT.
- Mold a graceful and athletic body with the TURKISH GETUP.
- Shed cellulite, get a hard butt, and enjoy the cardio workout of a lifetime with the SNATCH.
- How to concoct cool combination exercises that deliver an unbelievable muscular and cardiovascular workout in a very short period.



From Russia with Tough Love Pavel's Kettlebell Workout for a Femme Fatale

Book By Pavel Tsatsouline
Paperback 184 pages 8.5" x 11"
#B22 \$34.95

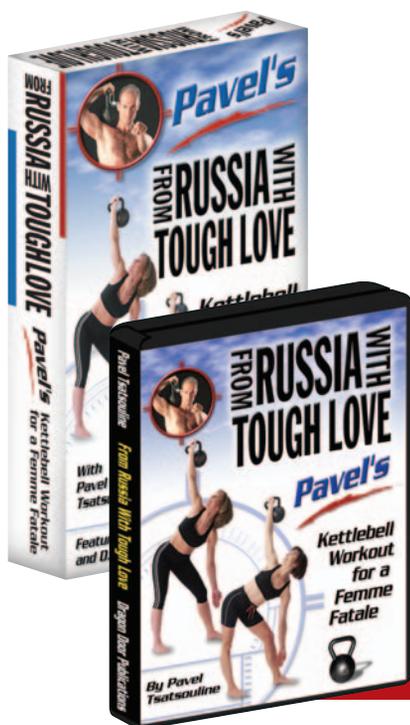
- The WINDMILL—an unreal drill for a powerful and flexible waist, back, and hip.
- Forge iron wrists and grip and firm up your waist with the BOTTOMS-UP CLEAN-AND-PRESS.
- Get an even harder stomach and tie your upper and lower body into a strong unit with the ROLLING SITUP.
- Cut up your legs and burn calories with the DRAGON WALK—the evil alternative to the lunge.

Freestyle Kettlebell Training

- The tremendous versatility of KBs—fitting your ideal practice schedule.
- Why KB's are NOT for brainless, senseless sissies.
- The first commandment of kettlebell training.
- Fragmentation of training volume for more effective strength adaptation.
- The secret power of multiple mini-sessions.
- Why fresh and frequent rules.
- Variation cycling for quicker progress.
- When best to practice what.
- Circuit training and the phenomenon of fatigue specificity.
- Two great alternatives to straight sets: Interval training and the ladder, a Russian Special Forces favorite.



“Download this tape into your eager cells and watch in stunned disbelief as your body reconstitutes itself, almost overnight”



From Russia with Tough Love

Pavel's Kettlebell Workout
for a Femme Fatale

With Pavel Tsatsouline

Running Time: 1hr 12 minutes

VIDEO **#V110 \$29.95**

DVD **#DV002 \$29.95**



The Sure-Fire Secret to Looking Younger, Leaner and Stronger AND Having More Energy to Get a Whole Lot More Done in the Day

What you'll discover when "Tough" explodes on your monitor:

- The *Snatch*—to eliminate cellulite, firm your butt, and give you the cardio-workout of a lifetime
- The *Swing*— to fry your fat and slenderize hips 'n thighs
- The *Power Breathing Crunch*— to shrink your waist
- The *Deck Squat*— for strength and super-flexibility
- An incredible exercise to tone your arms and shoulders
- The *Clean-and-Press*— for a magnificent upper body
- The *Overhead Squat*— for explosive leg strength
- The queen of situps— for a flat, flat stomach
- Combination exercises that wallop you with an unbelievable muscular and cardio workout

Spanking graphics, a kick-ass opening, smooth-as-silk camera work, Pavel at his absolute dynamic best, two awesome femme fatales, and a slew of fantastic KB exercises, many of which were not included on the original Russian Kettlebell Challenge video.

At one hour and twenty minutes of rock-solid, cutting-edge information, this video is value-beyond-belief. I challenge any woman worth her salt not to be able to completely transform herself physically with this one tape.

“In six weeks of kettlebell work, I lost an inch off my waist and dropped my heart rate 6 beats per minute, while staying the same weight. I was already working out when I started using kettlebells, so I'm not a novice. There are few ways to lose fat, gain muscle, and improve your cardio fitness all at the same time; I've never seen a better one than this.”

—Steven Justus, Westminster, CO

“I have practiced Kettlebell training for a year and a half. I now have an anatomy chart back and have gotten MUCH stronger.”

—Samantha Mendelson,
Coral Gables, FL

“Kettlebells are without a doubt the most effective strength/endurance conditioning tool out there. I wish I had known about them 15 years ago!”

—Santiago, Orlando, FL

“I know now that I will never walk into a gym again - who would? It is absolutely amazing how much individual accomplishment can be attained using a kettlebell. Simply fantastic. I would recommend it to anyone at any fitness level, in any sport.

—William Hevener,
North Cape May, NJ

“It is the most effective training tool I have ever used. I have increased both my speed and endurance, with extra power to boot. It wasn't even a priority, but I lost some bodyfat, which was nice. However, increased athletic performance was my main goal, and this is where the program really shines.”

—Tyler Hass, Walla Walla, WA

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

19

Customer Praise for the *From Russia with Tough Love* Kettlebell Program

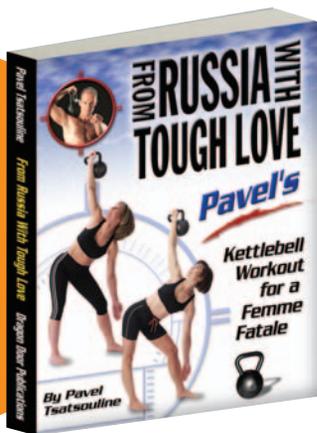
"Best Fitness Video I Have Ever Bought"

"I am a 56 year old gal, have videos from Jane Fonda, Tai Chi, the FIRM, etc. *From Russia with Tough Love* is the best workout video I have ever bought. Well worth every cent."

—*rkb beginner, Knoxville, TN*

"All Of Pavel Tsatsouline's Products Are Excellent"

"I am truly pleased with every Pavel Tsatsouline book and video that I have purchased (and I have bought everything other than the Rapid Response videos which I will be buying before Christmas). The *From Russia With Tough Love* book and video include excellent Kettlebell moves for the legs and back, and Ms. Du Cane and Ms. Maxwell show themselves as truly inspiring athletes in the bonus workout at the end of the video. *The Russian Kettlebell Challenge* book and video address upper body exercises that I will include in my exercise routine for life. The strength, stretching, joint mobility, and abdominal books and videos are awesome, too.



From Russia with Tough Love

Pavel's Kettlebell Workout for a Femme Fatale

Book By Pavel Tsatsouline

Paperback 184 pages 8.5" x 11"

#B22 \$34.95

Mr. Tsatsouline's workout advice is effective, efficient, and fun. I was in good shape before starting to work out with Kettlebells, but now I am in the best shape of my life and have never felt better. My husband noticed the improvements right away. After working out the Tsatsouline way, I would never consider owning a gym membership again (and I had a gym membership for 10 years).

I am so pleased with these DragonDoor products. They are worth every penny."

—*Comrade Giryagirl - Philadelphia, PA*

"This Book is For Everybody, Not Just For Women"

From Russia With Tough Love is a goldmine and belongs in every comrade's library. I believe the material in the book is also useful for putting any kid on kettlebell training."

—*Craig - Fayetteville, AR*

"Video Is Outstanding For Everyone"

"As a high school teacher getting the Kettlebell routines started at my high school I found the *From Russia With Tough Love* video to be informative for all individuals in the class. The fact that the exercises are demonstrated by ladies who are fit and feminine is an outstanding attribute. The teenage girls see fit lady athletes performing the exercises. Of course the teenage boys in the class not to be outdone, have to demo that they too can do what the ladies are doing!! Good job Dragon Door...keep it up!!!"—*Mike Burgener, high school coach - Vista, CA*

"This is Fun!"

"Pavel gives a simple straightforward workout, with emphasis on steady progress and safe technique. I started this program to strengthen my back. I am staying with it because IT IS FUN! To quote Pavel, Comrade Ladies, enjoy!"

—*Christine Deane - Knoxville, TN*

"You Can Always Tell People You Bought it for Your Wife..."

"I used the excuse that I was getting this book for my wife and daughter. But this book would be an excellent addition to anyone's fitness library. If you already use kettlebells, *From Russia with Tough Love* will give you more ideas and drills to try. If you haven't started kettlebell training yet, what are you waiting for? Get this book and the *Russian Kettlebell Challenge*. No matter what your fitness goals are kettlebells can help you achieve them, and this book is a must have. You can always tell people you bought it for your wife..."—*jam1868, IL, USA*

"Great Bang For The Buck! Best Kettlebell Video"

The *From Russia with Tough Love* video gives you an hour and 10 minutes of great instruction given from different angles. Pavel shows how to tighten the gut when lifting and ways of breathing to maximize strength and exercise effectiveness. This video is very detailed and demos many kettlebell exercises including the swing, snatch, clean, windmill, 2 turkish getup variations, 1 arm overhead squat, deck squats, 2 sizzling ab exercises using the kettlebells and some sample routines.

I am male and found this video to be very user friendly towards both genders. Though geared for women guys can benefit tremendously. There is a lot to learn and this video is just the cat's meow. I purchased it because I was curious about kettlebells and now I'm hooked. Kettlebell workouts will trim you up, strengthen you, and are just damn fun. I have a cracked spine and the swings have made my back stronger and tightened all my abdominal muscles including the serratus, obliques and intercostals. Kettlebell workouts will build a nice girdle of strength in the waistline and trim you up very nicely. My abs and midsection has never been this toned. You can't go wrong with this video. I really lucked out when I gave it a chance..."

—*Robert Cisek, New York, NY*

If you are looking for a **SUPREME EDGE** in your chosen sport —seek no more!

The Russian Kettlebell Challenge—Xtreme Fitness for Hard Living Comrades

Book By Pavel Tsatsouline

#B15 \$34.95 Paperback 170 pages

With Pavel Tsatsouline

Running Time: 32 minutes

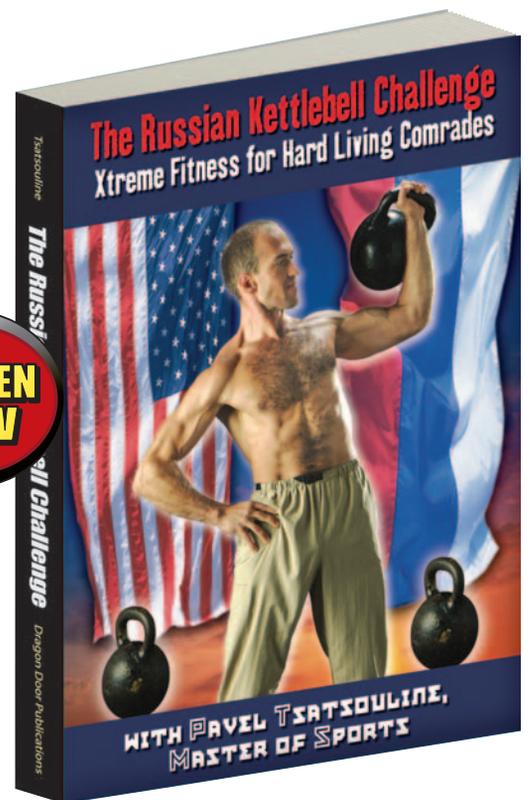
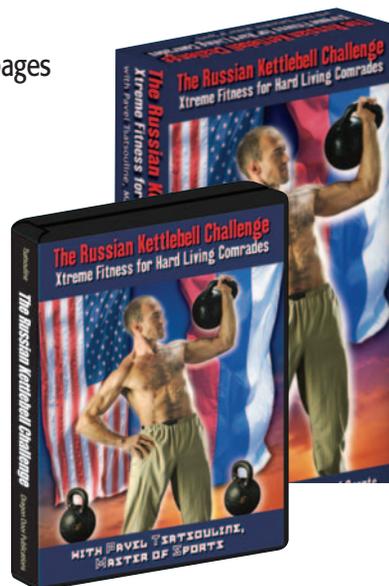
Video #V103 \$39.95

DVD #DV001 \$39.95

Both the Soviet Special Forces and numerous world-champion Soviet Olympic athletes used the ancient Russian Kettlebells as their secret weapon for xtreme fitness. Thanks to the kettlebell's astonishing ability to turbocharge physical performance, these Soviet supermen creamed their opponents time-and-time again, with inhuman displays of raw power and explosive strength.

Now, former Spetsnaz trainer, international fitness author and nationally-ranked kettlebell lifter, Pavel Tsatsouline, delivers this secret Soviet weapon into your own hands. You NEVER have to be second best again! Here is the first-ever complete kettlebell training program—for Western shock-attack athletes who refuse to be denied—and who'd rather be dead than number two.

- **Get** really, really nasty—with a commando's wiry strength, the explosive agility of a tiger and the stamina of a world-class ironman
- **Own** the single best conditioning tool for killer sports like kickboxing, wrestling, and football
- **Watch** in amazement as high-rep kettlebells let you hack the fat off your meat—without the dishonor of aerobics and dieting
- **Kick** your fighting system into warp speed—with high-rep snatches and clean-and-jerks
 - **Develop** steel tendons and ligaments—with a whiplash power to match
 - **Effortlessly absorb** ballistic shocks—and laugh as you shrug off the hardest hits your opponent can muster
 - **Go ape** on your enemies—with gorilla shoulders and tree-swinging traps



“Pavel started a veritable revolution, no less, when this book came out...” —**Randall Strossen**, Ph. D., *Iron Mind Enterprises*, ironmind.com

“In *The Russian Kettlebell Challenge*, Pavel Tsatsouline presents a masterful treatise on a superb old-time training tool and the unique exercises that yielded true strength and endurance to the rugged pioneers of the iron game. Proven infinitely more efficient than any fancy modern exercise apparatus, the kettlebell via Pavel's recommendations is adaptable to numerous high and low rep schemes to offer any strength athlete, bodybuilder, martial artist, or sports competitor a superior training regimen. **As a former International General Secretary of the International All-Round Weightlifting Association, I not only urge all athletes to study Mr. Tsatsouline's book and try these wonderful all-round kettlebell movements, but plan to recommend that many kettlebell lifts again become part of our competitions!**”—**John McKean**, current IAWA world and national middleweight champion

“Everybody with an interest in the serious matter of body regulation over a lifetime should commit themselves to Pavel's genre of knowledge and his distinct techniques of writing. Any one of the dozens of suggestions you hit upon will pay for the *Russian Kettlebell Challenge* hundreds of times.”—**Len Schwartz**, author of *Heavyhands: the Ultimate Exercise System* and *The Heavyhands Walking Book!*

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *The Russian Kettlebell Challenge—Xtreme Fitness for Hard Living Comrades*



your back, shoulders, and biceps.... Incorporating KB's into drop sets—for greater mass and vascularity.

Kettlebells for arm-wrestlers

World champion arm wrestler gives KB's two thumbs up....why the kettlebell is one of the best grip and forearm developers in existence....

Getting younger and healthier with kettlebells

The amazing health benefits of KB training.... Doctor Kravetskiy's 20-year age-reversal.... successful rehabilitation of hopeless back injuries with kettlebells.... Valentin Dikul—from broken back to All Time Historic Deadlift of 460kg, thanks to KB's....why KB's can be highly beneficial for your joints.

How kettlebells melt fat and build a powerful heart—without the dishonor of dieting and aerobics

Spectacular fat loss....enhanced metabolism.... increased growth hormone....a remarkable decrease in heart rates....

SECTION THREE Doing It—Kettlebell Techniques and Programs for Xtreme Fitness

Why Kettlebells?

The many reasons to choose K-bells over mainstream equipment and methods.... KBs suitable for men and women young and old.... perfect for military, law enforcement and athletic teams....*Giryas*—a 'working class' answer to weightlifting and plyometrics promoting shoulder and hip flexibility....best bet for building best-at-show muscles....highly effective for strengthening the connective tissues....fixing bad backs....cheap and virtually indestructible....promotes genuine 'all-around fitness'—strength, explosiveness, flexibility, endurance, and fat loss.

The program minimum

The Russian Kettlebell Challenge workout: the program-maximum

Pavel's own free style program....the top ten Russian Kettlebell Challenge training guidelines....how often and how long to train.... The secret key to successful frequent training....THE most effective tool of strength development....difficulty and intensity variation....how to add *Power to the People!* and other drills to your kettlebell regimen

The kettlebell drills: *Explode!*

- **Swing/snatch pull**
- **Clean**—The key to efficient and painless shock absorption.... making the clean tougher....the pure evil of the two K-bells clean....seated hang cleans, for

gorilla traps and shoulders....

- **Snatch**—The one-arm snatch—Tsar of kettlebell lifts
- **Under the leg pass**—A favorite of the Russian military—great for the midsection.
- **Jerk, Clean & Jerk**
- **Jump shrug**

The kettlebell drills: *Grind!*

- **Military press**—How to add and maximize tension for greater power....One hundred ways to cook the military press...The negative press....the 'powerlifter's secret weapon for maximal results in your lifts....why to lift what you can't lift.... the graduated press.... how to get more out of a 'light' weight.... the two-kettlebells press....technique for building strength and muscle mass....the 'waiter press' for strict and perfect pressing skill....
- **Floor pullover and press**
- **Good morning stretch**—Favored by Russian weightlifters, for spectacular hamstring flexibility and hip strength.
- **Windmill**—An unreal drill for a powerful and flexible waist, back, and hips.
- **Side press**—A potent mix of the windmill and the military press—"one of the best builders of the shoulders and upper back."
- **Bent press**—A favorite lift of Eugene Sandow's—and The Evil One.... why the best-built men in history have been bent pressers....leads to proficiency in all other lifts....how to simultaneously use every muscle in your body.... A Brazilian Jiu Jitsu champion's personal kettlebell program

SECTION FOUR Classic Kettlebell Programs from Mother Russia:

The official Soviet weightlifting textbook *girevoy sport* system of training

The *Weightlifting Yearbook girevoy sport* programs

Three official armed forces *girevoy sport* programs

Group training with kettlebells—Red Army style

Xtreme kettlebell training—Russian Navy SEAL style

Performing snatches and other explosive kettlebell drills under water...pseudo-isokinetic resistance....how to make your muscle fibers blast into action faster than ever.



SECTION ONE

The History of the Russian Kettlebell—How and Why a Low-Tech Ball of Iron Became the National Choice for Super-Tech Results

Vodka, pickle juice, kettlebell lifting, and other Russian pastimes

'The working class sport'

Finally: Xtreme all around fitness!

Why Soviet science considers kettlebells to be one of the best tools for all around physical development....

Kettlebells in the Red Army

The Red Army catches on....every Russian military unit equipped with K-bells....the perfect physical conditioning for military personnel....the vital combination of strength and endurance....*Girevoy sport* delivers unparalleled cardio benefits....why *Spetsnaz* personnel owe much of their wiry strength, explosive agility, and stamina to kettlebells....

SECTION TWO

Special Applications—How The Russian Kettlebell Can Dramatically Enhance Your Chosen Endeavor

Kettlebells for combat sports

Russian wrestlers do lion's share of conditioning with kettlebells.... Why KB one arm snatches work better than Hindu squats....KB's strengthen respiratory muscles.... boxers appreciate newfound ability to keep on punching....KB's reduce shoulder injuries....develop the ability to absorb ballistic shocks....build serious tendons and ligaments in wrists, elbows, shoulders, and back—with power to match....why kettlebell drills are better than plyometrics as a tool for developing power....KB's the tool of choice for rough sports.

Why Russian lifters train with kettlebells

Famous Soviet weightlifters start Olympic careers with KB's.... Olympic weightlifters add KB's for spectacular gains in shoulder and hip flexibility.... for developing quickness.... overhead kettlebell squats unmatched in promoting hip and lower back flexibility for powerlifters.

Get huge with kettlebells—if you wish

Why the *girya* is superior to the dumbbell or barbell, for arm and chest training....how to gain muscle size doing KB C&J's.... repetition one arm snatches for bulking up

Westside Inspired Kettlebell Program For Exceptional Speed And Explosive Strength

BY MIKE MAHLER, SENIOR RKC

While the benefits of kettlebell training for muscular endurance, cardio, and fat loss are well known, it is not so well known that kettlebells can also be used to build tremendous speed and explosive power.

This is achieved by choosing the most beneficial kettlebell exercises and doing lots of low rep to ensure optimal speed and power on every rep. In this article I am going to reveal a kettlebell program that was inspired by top powerlifting coach Louie Simmons. The program is great for blasting through strength plateaus.

Louie Simmons is one of the best strength coaches in the business and a legend in the powerlifting community. He has produced some of the strongest men and women in the world with his innovative and unconventional methods. One of the foundations for Louie's "Westside" program is the emphasis on speed. Louie states that if you are fast he can make you strong.

While powerlifting looks like a slow sport, the intent is to move the weights as fast as possible.

Your fast-twitch muscle fibers are what make you strong and incorporating some speed training is very important. As a result, Louie has a few training days each week that are focused on speed training. For example, he will have an athlete take 50-60% of his one rep max on the bench press and do several sets of three as fast as possible with short breaks. The speed that is developed from such training carries over well to heavy training. The faster you can move a heavy weight, the less time you are under tension and the less likely you are to fail.

Seventy-two hours after doing some speed work, it is time to have a maximum effort day to apply your new skill set. Focus on one exercise for a few weeks and build up to a new PR (personal record). Then switch to another exercise that is similar and repeat. Using kettlebells as an example, in month one focus on the Double Military Press. In month two, focus on the seated

Military Press and in month three focus on the Alternating Military Press.

The following program is outstanding for trainees that want to get faster and more explosive for the purpose of getting stronger for training. While this program can also be beneficial to athletes, you do not have to have a sport-specific purpose in mind to benefit from this program. In other words it is a great program for the purpose of simply getting stronger for the sake of getting stronger.

Monday:

(Speed Day: Upper Body Focus)

Clean and Speed Press 8x3 (eight sets of three and take one-minute breaks in between each set)

One-arm Hang Snatch 6x3 1,r (six sets and one-minute breaks)

**Move as quickly as possible on the above exercises.

Renegade Row 2x5 1,r (two sets of five and one-minute breaks) (do not apply speed to this exercise. Use the high-tension techniques)

Tuesday:

(Speed Day: Lower Body Focus)

Explosive Lunge 8x3 (eight sets of three and take one-minute breaks in between each set)

Explosive Double Swing 6x3 1,r (six sets and one-minute breaks)

**Move as quickly as possible on the above exercises.

Turkish Get-up 2x3 1,r (two sets of three and one-minute breaks) (This exercise is not done quickly)

Thursday:

(Strength Day: Upper Body Focus)

A-1: **Double Military Press** 5x5

A-2: **Double Bent Over Row** 5x5

Do A-1 and A-2 back to back. In other words do a set of A-1, rest for ninety seconds and then do a set of A-2 and rest for ninety seconds. Keep going back and forth until you have completed 5x5 for both exercises. Use heavy kettlebells. The last set should be very difficult and a maximum effort should be applied.

Rest for a minute and then do:

Double Windmill 3x5 1,r (left and right and one-minute breaks in between each exercise.)

Friday:

(Strength Day: Lower Body Focus)

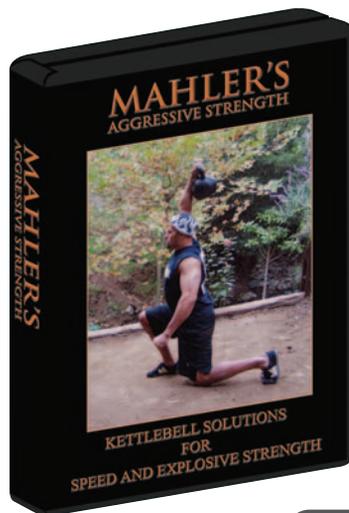
A-1: **Double Front Squat** 5x5

A-2: **Double Swing** 5x5

Do A-1 and A-2 back to back. In other words do a set of A-1, rest for ninety seconds and then do a set of A-2 and rest for ninety seconds. Keep going back and forth until you have completed 5x5 for both exercises. Use heavy kettlebells. The last set should be very difficult and a maximum effort should be applied.

Rest for a minute and then do:

TGU 2x3 1,r (one-minute breaks)



For more information on the speed exercises mentioned in the article and many more make sure you pick up my new DVD **Kettlebell Solutions For Speed And Explosive Strength**. (See pages 24-25 of this HardStyle) For more info on Louie Simmons, go to <http://www.westside-barbell.com>

Praise for Mahler's NEW DVD **Kettlebell Solutions For Speed and Explosive Strength**

"Great program design tips about training quality, keeping the reps low, maintaining the speed of movement. As a 100-meter sprinter looking to increase my speed and power, this DVD came at a great time. I am already implementing the principles into my training. You are one of the best strength coaches out there, Mike. I was talking with my twin brother Keats and we both agreed that you are one of the only coaches out there putting out high, high, HIGH quality information. Thanks for the DVD and all that you do." —Franz Snideman, RKC, Revolution Fitness Center and Co-author of the 12 week Kettlebell Fat Loss Program

"*Kettlebell Solutions for Speed and Explosive Strength* is incredible! All of the exercises are explained and displayed perfectly and leave you with no questions. There is absolutely no filler and it gives so many options to add to your arsenal. Watching it gets me so amped up to train! I love all of the exercises and together with *The Kettlebell Solution For Size and Strength*, I will never get bored of training!"—Chris Pontius of MTV's *Wildboyz* and *Jackass*

"Mike Mahler delivers the goods again! When I found out Mike Had a new DVD on Speed & Explosive Power, I was looking forward to seeing it. I expected to find useful info on increasing speed and I did. What surprised me though was that Mike has adapted the legendary Westside Barbell principles to kettlebell training. Very informative, very entertaining and very useful. Thanks for another great DVD Mike!"—David Whitley, RKC and founder of Irontamer.com

"The way you describe each exercise, offer tips on completing it and the demonstration show your extensive knowledge of KB training for entire body development. Your Solutions for Size

and Strength DVD changed the way I trained with KBs and the outcome has been incredible. With the summer sports season approaching I can't wait to integrate some of these new exercises into my current KB routine. Thanks again for a great DVD. I will highly recommend it to everyone I know."—Mark Wilson

"Fantastic!!! 90 minutes of kettlebell exercises designed to increase speed and explosive strength. Mike's great personality and passion for the iron game shines through making the DVD fun to watch from start to finish. There is no fluff in this DVD just 90 minutes of useful information.

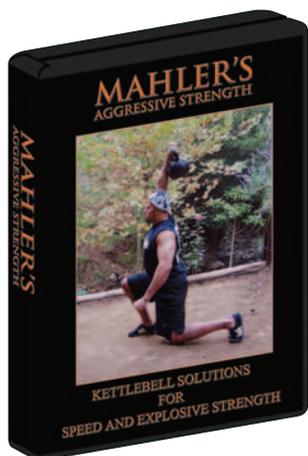
Each exercise is demonstrated from multiple angles, which I believe, will really help viewers with their exercise form. He also breaks down each movement going over possible technique flaws, demonstrating learning progressions, and explaining how each exercise may benefit athletes in there prospective sports.

If you are looking to develop explosive speed and strength either for yourself or your athletes and are into kettlebells this is a must have DVD. Mike's stuff just gets better and better. Congrats Mike on your new DVD and your continued success."—Andy Schnadig, Strength And Conditioning Coach

"I would really like to send a big THANK YOU VERY MUCH for this DVD. This was great! I was unable to press the 36 lb bell with my left arm Jan 28 at Lisa's seminar and haven't tried since. I watched this DVD, and followed every tip, replayed etc to make sure I had gotten them all, applied them to my presses and lo and behold I pressed it both with arms, twice.

Now thinking I was some kind badass for being able to press the 36lb bell, I was quickly humbled by the attempts at several of the rest of the exercises on this DVD and realized I still have much work ahead of me. Nonetheless, every time I come across your work, I get stronger, more inspired and my ass kicked big time and still return for more. It is always a great experience to learn and get my ass kicked Mike Mahler style."—Regina Hurley

"It is a great DVD! With your clear-cut descriptions and a view shown from every conceivable angle, I was able to put your program into immediate use. This is an exciting product that every athlete or anyone who wants to move like an athlete should have! Again, thanks for a great presentation."—Eric P McCarty, Author of "Does God Have A Hero: Meditations For Compassionate Living."



Mahler's Aggressive Strength Kettlebell Solutions For Speed and Explosive Strength With Mike Mahler

Running time: 90 minutes
DVD #DV035 \$49.95

Get Faster, Stronger, And More Explosive With Mike Mahler's NEW DVD *Kettlebell Solutions For Speed and Explosive Strength*

"Explosive training for athletes must be effective, safe, and low tech. Mike Mahler's *Kettlebell Solutions for Speed and Explosive Strength* is all of the above and fun too. I highly recommend it to any practitioner of hard style kettlebell training." —Pavel Tsatsouline, Chief RKC Instructor

Mahler's Aggressive Strength Kettlebell Solutions For Speed and Explosive Strength

With Mike Mahler Running time: 90 minutes
DVD #DV035 \$49.95

Imagine what you could do with more speed and more explosive power...If you are an athlete, you know that increasing speed, strength, and explosive power are critical components of your success. Whether you are a professional athlete or a weekend warrior, life demands you to be faster and more explosive... or you'll simply become: Lower-food-chain munchies for your harder, faster, tougher opponent!

In this very comprehensive DVD Mike Mahler reveals how to build speed and explosive power in four different categories:

Full body explosive power, upper body explosive power, lower body explosive power, and rotational explosive power...

Exercises to Generate Greater Full Body Explosive Power

Double Clean and Speed Press

The Clean and Press is a well-known full body exercise that hits just about every muscle in the body.

Explosive Squat Shrug

This is a great exercise for developing full body explosive power. The best part about this exercise is that it is not technically demanding and fairly easy to learn. It does not require the technique of the clean or snatch, yet has many of the benefits. It is also a tremendous trap developer and strengthener.

Full Body Attack

This is an incredible exercise that will teach you how to use your body as one unit and build explosive power from the ground up. It is particularly beneficial for combat athletes.

Full Body Defense

This is a variation of the full body attack in which the exercise starts in the rack position of the Clean. This is another exercise that is beneficial to combat athletes, as the sprawl helps you defend against takedowns. This is a great exercise for teaching you how to move from a standing position to the ground quickly. The fact that you are working against resistance makes it even more effective.

Double Stomp Jerk

The Double Stomp Jerk is the opposite of the Russian Kettlebell Jerk. This is another great

exercise for developing explosive full body power.

You learn how to explode with your legs and then immediately explode with your upper body all in one exercise. Then you learn how to absorb shock as you bring the bells back down to the starting position in one swift move.

Exercises to Generate Greater Upper Body Explosive Power

Lifeline TNT Military Press

Stuck at a Military Press plateau? You need the power of forced acceleration and the TNT Military Press will get you there in full effect. Work with the TNT cable for a few weeks and then go back to the Kettlebell Military Press. You will have a sensation of the kettlebells flying up on each rep.

Alternating Hang Clean

This is a killer exercise for building upper body explosive power. Also a great exercise for variety when you have two kettlebells that are too easy for regular cleans.

One-arm Hang Snatch

The Kettlebell Snatch is a great exercise for developing full body explosive power with particular emphasis on the hamstrings.

Double Hang Snatch

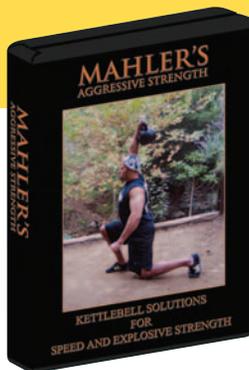
Time to take the benefits of the one-arm hang snatch up a big notch. The Double Hang Snatch requires more explosive power and coordination. Great exercise for working up to heavier Double Snatches.

Kettlebell Front Snatch

The Kettlebell Front Snatch is an incredible upper back developer. It is also a great exercise for building explosive upper body power.

Guard Attack

This is an exercise for MMA fighters and grapplers. Sports in which you often end up on your back called the guard and have to fight off an opponent in the mount position. Learning how to be strong and powerful out of the guard position is a valuable skill. The Guard Attack will help build explosive strength from the guard position. This exercise combines some of the benefits of the Turkish Get-up and the Alternating Floor Press in one drill.



Exercises to Generate Greater Lower Body Explosive Power

Lifeline TNT Military Press

The Double Kettlebell Swing is one of the most powerful ballistic drills that you can use with kettlebells.

One-arm Kettlebell Stomp Snatch

The Stomp Snatch is another exceptional kettlebell drill that develops tremendous hamstring explosive power. The Stomp snatch is a very effective move for moving up to a heavier kettlebell. The more explosive you are on snatches, the more weight you can get overhead. Break that plateau with the One-arm Stomp Snatch!

Explosive Kettlebell Lunge

Teaches you how to absorb shock and put the breaks on with your hamstrings. This is an invaluable skill for sport specific application. A great addition to squats for building strong and toned legs with particular emphasis on the glutes and hamstrings.

Kettlebell Split Jerk

The Kettlebell Split Jerk is another excellent exercise for building explosive power for takedowns as well as learning how to put the breaks on with your hamstrings. Great exercise for wrestlers and grapplers for improving takedown speed and power.

Kettlebell Split Snatch

Learn how to combine the benefits of the Explosive lunge with the benefits of the One-arm Kettlebell Snatch. This is a two-step explosive power drill.

Exercises to Generate Greater Rotational Explosive Strength

Crossover Snatch

Rotational strength is very important for throws and powering an opponent to the ground. This is an incredible exercise for explosive strength from a different angle than regular snatches. Great exercise for building strong rear delts and powerful rotational power. Great application to boxing, any striking martial art, and Judo.

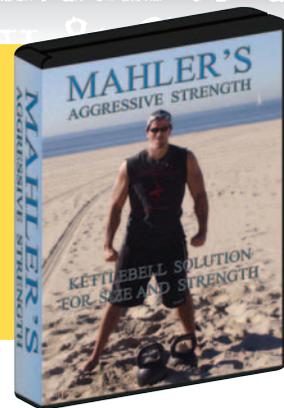
Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com



"I choose 'the hard style' of kettlebell training, crisp and powerful like a karate punch. **The Kettlebell Solution for Size & Strength** is right down my alley. Mike Mahler impresses with strength and clearly explains how to apply the High Tension, Power Breathing, and Rooting Techniques to a variety of powerful double kettlebell drills. Last but not least are his highly effective routines." —**Pavel Tsatsouline**



DVD #DV022
\$49.95

More Praise for *The Kettlebell Solution for Size and Strength*

"You've taken KB training to new heights. You've worked hard at improving your skills and produced a DVD for serious trainers. Your lifting was terrific and your detailed explanation of the fine points of each movement was excellent. You sure put on a show for people who are or aspire to be elite KB lifters. You take up where Pavel leaves off. He set a high standard and you've added a new level of proficiency. Good job. We're impressed!"—**Clarence Bass, Author of the "Ripped" books and videos and Bodybuilding Champion.**

"Mahler's DVD concentrates on the strength-building attributes associated with hoisting heavier bells and demonstrates his facile and fluid technique in tugging and pushing the purposefully awkward kettlebells. At 90-minutes in length this video has enough meat to keep adherents busy for the next twelve months. His explanations are detailed and thankfully he is a clear speaker who is as fluid verbally as he is physically."—**Marty Gallagher, powerlifting champion and author of "Coan: The Man, The Myth, The Method"**

"My two assistant coaches Mike Tolloti and David Bass have also watched Mike's new DVD. And we all agree that Mike has done an excellent job with this. It is very informative and easy to understand. The production and title work is excellent. His demonstrations are super. Mike speaks very well, is easy to understand and gives the listener great tips to be successful on each lift. We thoroughly enjoyed this DVD and highly recommend it to all folks interested in learning the technique of kettlebells, especially with two at a time, and for those folks that want to get big and truly strong using kettlebells!"—**Ethan Reeve, Wake Forest Head Strength Coach**

"I have all of Mike's Kettlebell DVD's and can flat out say they are excellent!! He not only makes each exercise look simple (holding the 70's too!!), he walks you through each step so that you progress in a safe and efficient manner. I find myself constantly going back to review the techniques each week to get more pointers and motivation...I highly recommend anyone interested in improving their fitness or martial arts conditioning to the highest level must apply Mike's training methods...they are excellent!!" —**Jon Hinds CNT Professional Strength and Conditioning Coach NBA, MLB, NFL Owner Monkey Bar Gymnasium, VP of Lifeline USA**

"Iron Mike does a superb job instructing on the principles of the kettlebell workout. For functional strength and optimization of athletic performance, Mike's methods can really make the difference. Athletes at every level can benefit from the diversification that kettlebell training brings. I've personally recommended his video to many of my athletes and readers."—**Dr. Carlon Colker, M.D and Author of "The Greenwich Diet"**

"Mike, Just got your KB Solutions DVD and was really impressed. Even though I have my RKC I realized how many fine points I forgot. Your selection of exercises and COMPLETE description of how to properly execute each lift is outstanding. The manual gave me so many options to use KB's with PROVEN strength programs that it literally revitalized my KB training. Great job and I'll recommend your DVD's to my clients who really want to ramp up there KB training results!"—**Tim Larkin, Founder & CEO of Target Focused Training**

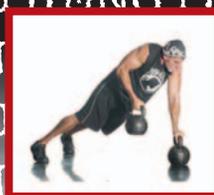
Photos of Mike Mahler on Pages 26 and 27 by Michael Neuveux



About The Author

Mike Mahler is a strength and conditioning coach based in Los Angeles, CA. Mike is a Senior level certified kettlebell instructor under Pavel Tsatsouline. Mike has done over fifty kettlebell workshops in the past three years across the US and overseas. Some of the locations that Mike has been to include: Washington DC, Los Angeles, Dallas, Boston, NYC, Portland, San Jose, and Phoenix, Denver and London, England,

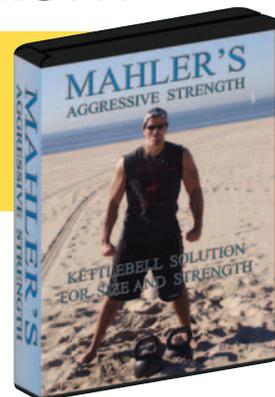
In addition to working with athletes around the world, Mike has also written over eighty articles and is a regular contributor to: Testosterone Magazine, Ironman Magazine, Ironman Magazine Japan, Bodybuilding.com, and Men's Fitness. Mike has also been featured in Muscle and Fitness and on UPN News, and CBS NEWS.



“YOU Can Get WAAAAAAAAAAAAAAAAAY Stronger— AND As Big As You Want—When You Let MIKE MAHLER’S Strength & Gain Secrets Work Their Magic Within Your Cells...”

“Mike Mahler is an expert in the challenging field of sports conditioning. His unique and innovate teaching tactics guarantee high retention of these one-of-a-kind workouts. His extensive knowledge feeds a powerful passion to explore the human body with safety and strength. If you get a chance to train with him, do so or regret it.”

—Frank Shamrock, 5 Time UFC Middle Weight Champion



“Can you get bigger and stronger with kettlebells? Yes, if you use heavy kettlebells and know what exercises to do. I started training with kettlebells over four years ago and was always interested in lifting heavy kettlebells for strength and power. While my goal was not to get bigger, it happened as a side effect of hard training with heavy kettlebells. When I first started lifting kettlebells, I could barely press two 70lb kettlebells three times. Now, I can press two 88lb kettlebells five times at a bodyweight of 195lbs. This DVD will show you how I got there.

Even if you do not care about getting bigger, all of the techniques on the DVD (there are tons of them) will show you how to maximize strength with kettlebells. This DVD is made for people that love kettlebell training and want to take their training in the direction of strength and power.”—*Mike Mahler*

Discover Mahler’s Arsenal for Size and Strength:

Double Military Press

Why and how to press two kettlebells like you would press a barbell and how to utilize your entire body to drive the most weight overhead.

Double Bent Over Row

Forgot about having a strong upper body without some serious rowing. Learn where to pull the bells to, in order to target the lats and how to keep your body stable to avoid cheating.

Double Snatch

This is the best ballistic kettlebell drill by far but it is also the most technically demanding kettlebell drill. Learn what to do and when to do it to work up to the heavy kettlebells.

Turkish Get-up

Essential for building a strong midsection and shoulder flexibility and stability. Learn how to use your upper body and legs in unison to do this exercise as efficiently as possible.

Double Floor Press

Learn how to push yourself away from the kettlebells and how to use this exercise to build a solid chest.

Double Front Squat

Why this is the best kettlebell exercise for building a strong foundation. How to hold the bells to keep the focus on your legs instead of your shoulders and what to do to build up the reps and keep the set going when your shoulders finally fatigue.

Double Swing

One of the most powerful ballistic moves that you can do with kettlebells to fry your hamstrings and develop tremendous explosive power.

Double Windmill

Take the windmill up a notch by jacking up the intensity big time. This is the ultimate exercise for building strong obliques and stability in the shoulders. The core is critical for developing strength and size through out the entire body.

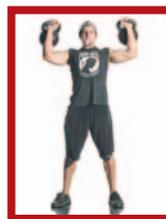
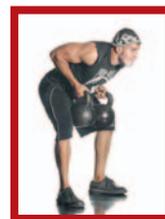
Plus you get dynamic secondary exercises that are great for increasing the intensity and variety of your kettlebell practice:

The Double Sots Press, Seated Military Press, Alternating Military Press, Double Lunge, Alternating Renegade Row, Double Clean, Alternating Floor Press, and Push Press.

Comes with a User Guide that goes over each exercise on the DVD as well as fourteen training programs that you can use to jump into action immediately. In addition the User Guide contains a sixteen week training regimen to get your started. Thus, not only will you know how to do the most effective exercises for getting bigger and stronger with kettlebells, you will know what programs to follow to make the most progress in the least amount of time.

Mahler’s Aggressive Strength The Kettlebell Solution For Size and Strength With Mike Mahler

Running time: 90 minutes
DVD #DV022 \$49.95



www.hard-style.com

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!

Three Strong Drills To Effectively Train Your Core With Kettlebells

BY STEVE MAXWELL, MS, SRKC

Core training. This term has gotten so overused, nobody even really thinks about what it means anymore. The general understanding of core training has become removed from what it was originally designed to produce, probably because the term “core” is not a specific anatomical designation.

“Core” has become synonymous with “abdominals”, especially for the vendors of fitness for the general population, and understandably so. Most people who are not engaged in sports, either recreational or competition, still want to look fit. A six-pack of abs is the current physical expression of fitness and core training is a pretty catchy buzz-phrase even if, when asked most people can't describe what it means.

It's not their fault. As I said, “core” is not a specific anatomical designation. My mission here is to present a practical interpretation of core and core training that will help you design more effective training.

Where's The Core?

Start by visualizing the core as being mainly the bottom two thirds of your torso, with its power center located in the hips. This includes all of the big muscles of the abs, lower back, and buttocks, but also all of the smaller muscles that connect and stabilize the pelvis, spine, and ribcage. Any core workout must include those muscles groups mentioned.

But that's not enough...

Because the power generated by the core has to find its way to the object of your intention, whether it's a bat, a stick, a racquet, a ball, a javelin, a Frisbee, a diving board, the ground, the ice, water, another person...you get the picture. The delivery system used here is the arms and legs. Now, all of the muscles that attach the arms and legs to the torso are involved, which means hips, chest, shoulders, and upper back. So, any worthy core workout must also address these muscle groups.

Now just imagine that power generated by the core, traveling up and out through the shoulders, and down and out through the legs, towards its destinations. The body parts must all work together to make the action work, and the structure of the body must be integrous from the origin of the power right out to the points of contact, which is generally the feet, hands or both.

If any one of the myriad of smaller muscle groups that connect the bigger groups and stabilize the structure can't withstand the stress, the mission will abort. One pulled trap, or strained adductor and you're sidelined from everything but fantasy football.

If a complete core workout seems to be more like a full body workout, that's exactly where I've been trying to take you.

All strength-oriented workouts can and probably should be viewed as core workouts—with either an upper body emphasis, a lower body emphasis, or both.

After that, it's specific to the sport. Weak wrists aren't going to impact a

distance runner the same way they would a martial artist. A sprained toe is going to limit the training of a tennis player more than it would the training of a swimmer.

The versatility of the kettlebell makes it one of my primary core training modalities for the Brazilian Jiu-Jitsu, submission wrestling, and Judo players of Team Maxercise.

Here are three of my favorite kettlebell core movements. Notice that they all are total body movements with a purpose.

Reverse Turkish Get-Up/Windmill

I love the Turkish Get-Up. It is truly a complete movement. It is also a very versatile exercise because it can be modified, depending on what you want to emphasize. I am including the Turkish Get-Up for purpose of connecting the core to the shoulders and I am combining it with the Windmill for extra attention to the torso, spinal rotators and shoulder stabilizers as well as lower back involvement. The Windmill works the shoulders through all planes of motion and also serves to work the muscles that connect the shoulders to the chest and upper back. The flexibility aspect of the Windmill is a bonus.

Start this combination from a standing position. Press the KB overhead. Perform the downward motion of the Windmill, making sure that you are looking up at the kettlebell and that your feet are pointed away from the arm that holds the kettlebell. Instead of rising up again, keep your hand on the floor and then lower one knee. Lower yourself to the floor, and then get back up to your feet, using the normal Turkish Get-Up protocol.

Squat Swings

Make sure that the block placement permits you to position your feet the same distance apart that they would be on the floor. Elevating yourself allows you to squat deeper during the back swing. Swings are a total body exercise, but here the emphasis is on the lower core, connecting the hips to the lower back. The larger swing arc will help your bracing technique. Concentrate on the hip snap, making sure that you are engaging all of the muscles of the abdomen, lower back, and the buttocks. The swings will also help you learn how to breathe under load. Good performance breathing is important to all sports. Breathe in at the end of the back swing, pressurizing your abs to protect your lower back.

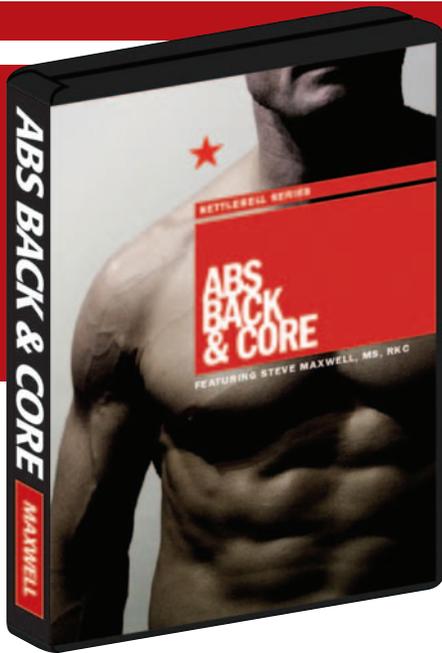
The inclusion of this exercise will add the conditioning element to your workout.

Rotational Floor Press

This exercise seems to be all upper body with full frontal plane involvement, but there is also a very strong hip component.

Laying on your back, elevate your hips and press through your heels to rock from one to the other, pushing the top kettlebell to the ceiling. Hold the bottom kettlebell tight to your chest, which will work the pecs, biceps, lats, and rear shoulder attachments of that side.





ABS, BACK & CORE SMS&C KETTLEBELL SERIES

with Steve Maxwell, MS,
Senior RKC

#DV027 **\$34.95**

DVD Running time: 30 minutes

Steve Maxwell is beyond passionate in his exploration of what truly works to build a blazingly functional human body. He's spent over thirty years relentlessly tracking down the ultimate techniques for functional strength and mobility. He's ferocious in battling his way through the flotsam and jetsam of fitness fads, fighting styles and routines-de-jour until he wrestles a prize method to the floor and truly makes it his own.

Nothing, nothing, NOTHING from Steve Maxwell serves any other purpose than to dramatically enhance his and your physical performance. He's proved it on the brutal mat of Brazilian Jiu Jitsu more times than I want to know about. He's proved it with countless clients, from elite athletes, to secret service, to kids, to the fat-elderly. And the results have ALWAYS spoken for themselves.

Now in *Abs, Back & Core* Steve shares 13 dramatically functional kettlebell exercises that are guaranteed to strengthen your center—and therefore hugely enhance your athletic power. But that's not all: Steve shows you how to connect your core to the arms and legs—so you can successfully deliver your power in actual performance.

**How to Handle Anything That's Thrown At You...
Be a Winner All Day, Every Day...
Generate Ever-Greater Power...
And Function At Your Physical Peak...**

**Master Trainer... Master Innovator...
Master Coach... And Brazilian Jiu Jitsu
World Champion... Steve Maxwell...
Reveals **NEW KETTLEBELL SECRETS** for
Inflicting Unheard-of-Levels of Punishment
On Your Core, Abs and Back...**

**"Elite spine mobility meets resilient strength and
is topped off with a ripped six-pack."**

—Pavel Tsatsouline

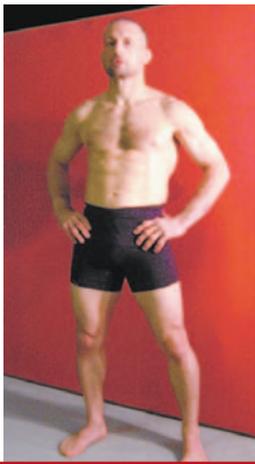
CONTENTS:

- 1. Turkish Get-Up/Windmill Combo:** This variation of the Turkish Get-Up connects the core to the shoulders, with extra attention to the torso and spinal rotators, topped off with bonus hamstring and shoulder flexibility work.
- 2. Rotating Dead Lift:** Strengthens your back through all planes of motion training you the way you play. How often do you do a straight lift in sports or life?
- 3. KB Janda Sit-Ups:** Concentrated abdominal work in a full range sit up that minimizes hip flexor involvement and fully activates the transverse abdominus.
- 4. Glute-Ham Raise:** Teaches your body to coordinate your glutes, hamstrings and lower back, specifically developing the hamstrings in their function as stabilizers, to be more resistant to injury, working them from origin to insertion.
- 5. Russian Sit up:** Connects the core directly to the shoulders without the hip and thigh element.
- 6. Russian Twist:** Targets the abs and spinal rotators
- 7. See Saw Side Bend:** Direct work on lateral flexion of the torso. Works external and internal obliques and all rib muscles, front and back. The rear shoulder involvement completes the purpose of this movement, which is to form a strong protective girdle of muscle around the spine. Also helps develop spinal flexibility.
- 8. Figure 8 Torso Rotation:** This multi-planned exercise strengthens your torso in positions where injuries often occur, complementing the Rotating Dead Lift.
- 9. Single Leg Dead Lift Row:** Develops foot, calf, and hamstring stability. Teaches your pelvic girdle to stabilize your body while under uneven load on one foot....which is exactly what happens in sports.
- 10. Rolling Side Press:** Serious chest, lats, triceps, and shoulder work with frontal plane involvement, and strong use of glutes and hamstrings for stabilization.
- 11. Gladiator Press/Variations:** Connects your core to the lats and rear shoulder stabilizers, while working all lateral musculature from ankles to the neck, particularly the hip abductors.
- 12. Kettlebell Bear Crawl/Lizard Crawl:** Every single core muscle is recruited for stabilization in this movement, which also has a very strong cardio element. The Lizard Crawl variation adds chest and triceps.
- 13. Low Momentum Deck Squats:** this total body movement puts it all together, using your entire body as a unit. It also develops hip and lower back flexibility, which is essential to maximize the power that is generated from the core for athletic movement.

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

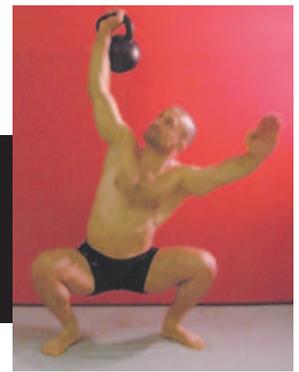


STEPHEN MAXWELL'S

Cruel and Unusual Kettlebell Exercises

FOR REAL MEN

NOW ON DVD!



Running Time: 35 minutes

Video #V109 \$39.95

DVD #DV020 \$39.95

How Pavel and John twisted the arm of Brazilian Jiu-Jitsu World Champion Steve Maxwell until he finally, reluctantly, submitted and agreed to share his formerly-private and unyieldingly-secret workout regimes for **TOP DOG, LORD-OF-THE-MAT, ALWAYS-WIN** strength and endurance—using the astonishing leverage and dynamic, ballistic power of Russian Kettlebells

Here's the champion's own description of what you'll get:

“Three brief but incredibly intense kettlebell routines that puts America square in the middle of the Russian map of kettlebell lifting!”

Each workout is well rounded, blending elements of kettlebell and bodyweight exercises with the distinctive style that has established Steve Maxwell as one of today's most popular workout constructionists.

Workout One

This workout builds strength, flexibility and endurance. Steve starts with core kettlebell movements and complements them with key bodyweight resistant exercises to create the kind of workout that can transform a competitor into a champion.

Workout Two

This workout is the stuff of warriors with movements like the Gladiator and the Turkish Get-up. Master this routine and your body will be prepared to march to any battlefield and then explode into battle.

Workout Three

This routine begins with Kettlebell Circles and ends with Kettlebell Swings, but the trick is making it through the exercises in between. If you do, you get dessert....Leg Raises, Brazilian Jiu-Jitsu style.

Special Bonus Workout

For survivors; Steve Maxwell's Killer Cardio Kettlebell Snatches for Power/Endurance.”



Hey, you don't get to be a two-time world champ wrestler and supreme athlete by sitting on your duff all day and fantasizing your way to fitness. Particularly if your name is Steve Maxwell. When you look up “dedicated” in the dictionary, you'll find yourself staring at a picture of Steve. The man is constantly, constantly pushing his envelope—striving for

the ultimate physical edge, the honed, rugged, wild-animal, don't-mess-with-me body that screams champion from every cell.

When Steve heard about Pavel's Evil Russian Kettlebells he leapt at them like a starving leopard. Holy Gamole! His competitors could be heard running for the hills while they still had time. And his home town has never been the same since. After word got out that Steve's cutting-edge Maxercise studio was generating some blistering new fitness stories, it wasn't long before The Philadelphia Inquirer did a feature on Steve and the poor fella can barely sleep for the barrage of eager phone calls.

But back to my story. You see, Steve has a fatal flaw. He's modest. He just doesn't appreciate what a goldmine he has

to offer the world. Here's a man who has dedicated his life to the Holy Grail of developing the perfect fitness-workout. And has two world championships in a brutal, brutal art to prove it. Would ya think there'd be a few people out there who'd want what Steve has? I'd say! And so did the Evil One.

So, at the Arnold Classic, Pavel and I sat down to dinner and breakfast and dinner with Steve and drubbed him into agreeing to put his hard-won secrets onto tape. Phew! Glad it didn't get physical! Fortunately for all of us, the patented Anglo-Russian gentlemen's gang-tackle worked. We got Steve convinced.

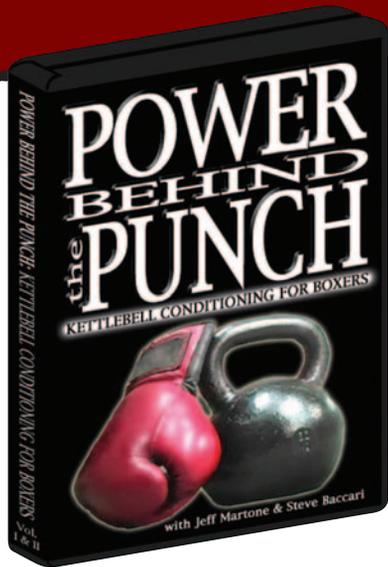
Those of you who already have Pavel's Russian Kettlebell Challenge will appreciate and love the new routines and startlingly-intense techniques that Steve has welded together. In fact, Steve wowed Pavel and all the participants at the Russian Kettlebell Certification Workshop with these same workouts. Cruel and unusual is definitely the by-word!

Steve and his awesome wife D.C. (also a two-time world champion in Brazilian Jiu-Jitsu) put this video together at their studio, Maxercise. They've done a nice, clean job of presenting the workouts in easy-to-follow fashion, with flashes of classic humor and a driving pace.



“Steve Maxwell is one of the top functional conditioning coaches at work today and Steve Maxwell's *Cruel and Unusual Kettlebell Exercises* is a must for every athlete who wants the edge over his competition.”
—Pavel Tsatsouline, the author of *The Russian Kettlebell Challenge*

WINNING TRAINERS SHARE THEIR BARE-KNUCKLE SECRETS FOR CHANGING AVERAGE BOXERS INTO HAVOC-WREAKING MONSTERS



Power Behind The Punch: Kettlebell Conditioning for Boxers

With Jeff Martone and Steve Baccari
Running Time: 90 Min

DVD (contains two volumes on one DVD) #DV009 \$59.95

Two Volume Video Set #V113 \$59.95

NEWSFLASH!

A 'Power Behind the Punch' boxer, Demetrius "Booboo" Andrade wins the gold medal in the 152 lb. division at the US Championships in Colorado Springs! At the age of 17!

"A decade of research, sweat, and blood made *Power Behind the Punch* the best strength and conditioning program for boxers in the world, period. I've seen a stack of notebooks, meticulous training records for over 4,000 consecutive days, in Steve Baccari's basement. And I've seen his fighters' records."

— Pavel Tsatsouline



Proven, comprehensive strength and conditioning program:

- **Increases your punching power by up to 30%—stagger your opponent into a helpless heap!**
- **Helps you throw more punches in less time—become an unstoppable blur of force-fed pain**
- **Turbocharges your work capacity—for faster, faster gains**
- **Strengthens your neck and jaw—to prevent humiliating KOs**
- **Jacks up your muscular endurance—so you can dish it and take it all day long**
- **Reinforces your core strength—lash out from an impregnable citadel!**
- **Develops greater explosive power—watch them hit the canvas time and time again, where before they'd shrug and keep on coming**

Contents

Volume I

Basic Exercises: Two Arm Swing, One Arm swing*, DARC Swing, One Arm Snatch*

Pre-Season: Level 1, Level 2, Level 3, Ab Work, Neck Work

Strength Base: Deadlift, Military Press, Decompression Hang

Volume II

Circuit Training: Simple Circuit 1, Simple Circuit 2*, Simple Circuit 3, Simple Circuit 4*, Complex Circuit

H2H: Flip-n-Catch, Hot Potato, Reverse Lunge, Flow Drills

Big Bang: Squat Thrust Snatch, Jump Shrug, Seesaw Press, Alternating Clean, Windmill

*includes dumbbell variations

Men – Want A Prize Fighter's Power And Physique?

"How do I put *The Russian Kettlebell Challenge*, *H2H Kettlebells*, *Power to the People*, and *Bullet-Proof Abs* together into a powerful, brief, and fool-proof routine?" – The answer is *Power Behind the Punch!*

"Awesome. This video teaches a simple method of exercises, that can be done anywhere, which gives the hand to hand combat athlete explosiveness and conditioning, something all fighters need."

—David Keefe, former Golden Gloves boxer, undefeated kickboxer, 1999 NAGA Full Contact Karate Champion, trainer of numerous amateur and professional boxers, Pawtucket, RI

"Since my fighters have been on the Power Behind the Punch program, punch output and punching power along with their stamina has increased. This video is the reason I have national champs and world rated contenders."

—Steve Maze, Boxing Coach, South Shore PAL, Quincy, MA

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

HOW I TRAINED RUSSIAN SOLDIERS WITH KETTLEBELLS

BY EFIM KOURBATSKI



T

he former Soviet Union, the most scientifically advanced nation in the history of sport science, formally chose the kettlebell as a highly effective and efficient modality to ensure the overall health, wellness and vitality of their nation's population of 200 Million+. The kettlebell has helped a lot of people to reach higher levels of fitness regardless of their starting point. The technique was simple enough for the general populace to learn. Kettlebells are durable and cost efficient.

Everyone who takes up kettlebell training will inevitably increase his strength and stamina, burn fat, and improve his athletic performance.

I started getting exposed to kettlebell training from the age of 13 due to my father's passion and love for kettlebells. We had two pairs of KBs around the house, 1 and 1.5 poods. When I started swinging a kettlebell around with my father I experienced the muscle building effects of this deceptively looking device firsthand.

Kettlebells served me well in the Soviet army where I spent two years of my life in early 80s...

Young soldiers get brutally hazed in the Russian military. I am not very good at being ordered around so I knew that senior soldiers would do their best to teach me "how to behave". Unavoidably, I was picked on almost instantly on my arrival. One of the senior soldiers however gave me a chance. He said, "It looks like you lift. I do respect that. The majority of soldiers in our unit are quite weak. They have a hard time with PT tests and obstacle courses. Help them out with their training and no one is going to bother you." I asked him if they had ever trained with giryas. He said, just the basic stuff. I picked up a kettlebell and showed a myriad of unique KB drills. It produced an incredible effect and I ended up being appointed a kettlebell instructor in our military unit.

According to Generalissimo Suvorov—perhaps the greatest Russian military commander of all time—training meant "light" while lack of training spelled "darkness". And that is something that I tried to instill into the heads of the soldiers.

Our comprehensive kettlebell training laid out a foundation for military training and had a great carryover to the soldiers' everyday activities. Physical conditioning with kettlebells enabled them to march rapidly over long distances, to swim, to traverse difficult terrain, to leap over obstacles, to move with agility and swiftness.

With conditioning came the pride of accomplishment.

To attain an acceptable degree of proficiency, training had to be continuous and supervised. For the soldier, training was a constant concern, regardless of season and

circumstance. We trained in winter and summer. Special attention was paid to psychological and physical training of soldiers. Every morning we did exercises with kettlebells. The soldiers were in good shape now; they were able to resist illness and fatigue. As a Russian saying goes, "a good soldier runs to his physical limit, and then he runs some more."

There is no doubt that military training has one objective—to make a soldier, someone who will respond to orders without hesitation, will undertake those orders under the worst of conditions and do whatever is necessary to see the orders through. Training in any armed forces involves a certain amount of "de-humanizing" to get results. Sometimes we were brutal. We would go to the swimming pool and order soldiers to do the farmer's walk across the whole length of the swimming pool with two 24 kg kettlebells. Let us forget about cunning; men rely mostly on their strength and agility.

Strong guys can never be beaten. Which is why rigorous kettlebell training dominated calisthenics in our regimen.

We did military presses, jerks, snatches, around the body passes, between the legs passes, Hack squats, Russian sit-ups, wheel barrows with two kettlebells (a killer!), squats, juggling. That sort of training helped soldiers to get high levels of cardiovascular conditioning and allowed them to exercise at higher intensities. It was hard for me at that time to really design a perfect workout for my comrades. So I relied on trial and error and observed what worked.

We did repeated intervals at a level of high intensity that could not be sustained for long. A ballistic movement was followed by a grind movement or by a different cardio exercise performed at steady rate or lower intensity for active recovery. The key was to get soldiers to work at pace a little faster than they were accustomed to.

A very important advantage kettlebell training has over other modalities is that it can challenge both the aerobic and the anaerobic systems.

Kettlebells prepared our soldiers for the toughest obstacle courses, as they increased their physical strength through intense workouts. They exuded the guts, mental toughness, intensity, and burning desire to succeed that characterize the Russian soldier. Our motto was: "Train hard and be prepared for anything."

The soldiers were required to negotiate and clear up to 20 obstacles while running, jumping, dodging, climbing, traversing, vaulting, balancing, and crawling. As the soldiers mastered the various obstacles, they also embodied several of the Army Core Values. By overcoming their own physical limitations and supporting other soldiers, they developed a deeper sense of personal courage, respect and selfless service.

Kettlebells improved their physical fitness to the highest levels possible in all five components: cardio-respiratory endurance, muscular strength, muscular endurance, flexibility, and body composition. Besides, we had a lot of fun and I certainly enjoyed my time in the army.

Some time after my discharge from the military I made a decision to emigrate. The political instability and environmental problems such as the Chernobyl nuclear disaster had a lot to do with my decision. Because I had some relatives in Australia I ended up in Melbourne. Unfortunately, I did not take my kettlebells with me. I just did not expect that they were unjustly forgotten in the Western world. But that turned out to be a bitter truth, and all my attempts to get them sent to me from Russia failed.

Having a background as a mechanical engineer, I found employment in that field.

It certainly provided some financial security, but by no means gave me any moral satisfaction. I wanted to get back into the fitness field and eventually I got accredited as a personal trainer by Vicfit, the State of Victoria's Council on Fitness and General Health, which allows me to conduct private and group training sessions. Now the only thing missing were my beloved kettlebells.

Why kettlebells? When you look at the bottom line results, the training time, and affordability, there is nothing in the fitness world that can match kettlebell training!

This is why the USSR had chosen kettlebell training as the modality to keep the nation fit.

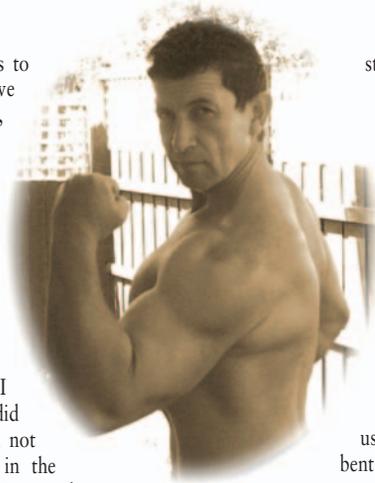
So, I started searching for kettlebells in Australia. You can imagine my jubilation when I discovered that Rick Ravensdale, the founder of Australian Kettlebells company, turned out to live practically next door to me. Due to our mutual passion for kettlebell training and an aligned vision with the Party's training philosophy (read Pavel's training principles), it did not take long for us to become friends, training partners and business associates.

We equipped my garage with all the necessary tools (KBs of all sizes, a power rack with chin-up bar, a stepper, Olympic barbell and dumbbells, a sand bag, a sledgehammer, a tire for dragging, a harness, a weighted vest) and started training together, applying the Party's principles, and inevitably experiencing constant progress. We have been training together for three years and are currently organizing kettlebell workshops in different Australian cities.

We always cycle our workouts, being guided by the principle of challenging the muscles in a way they have never been challenged before, throwing a new stimulus on the body, causing it to respond in a positive way and then never allowing the body to adapt.

That sort of approach always prevents us from ever hitting a plateau. What I mean here is we are periodically switching the focus of our training. We stay with a routine for around six workouts, then we move to another one, but we always return to intense training with heavy weights, low reps, and high intensity after adequate recuperation periods.

Cycling is the main principle in our training and the training of our clients. We devote specific time periods to specific fitness goals and then stagger those periods to prevent the body from becoming



stale and unresponsive to further gains and improvements.

Our cycle training breaks the year into four equal parts. Each of those parts equates to 13 weeks. The 13-week regimen takes us through a very specific cycle of shifting the exercise foci. Most of our training is done three times a week for up to 75 min per workout.



Weeks # 1-2 – Strength

The *Power to the People!* or the 5x5 protocol using DLs, SQs, windmills, chin-ups, MPs, and bent presses).

Weeks # 3-5 – Muscular Endurance

Different KB circuits, choosing approximately ten exercises and performing them for a minute each, making sure both arms are receiving equal loads. Circuits are done 2-3 times with 3 min rest in between the circuits, predominantly with 24 kg KBs.

Weeks # 6-8 – Muscle Mass

Here we use the Escalating Density Training protocol (see edtsecrets.com). Two pairs of exercises for both the upper and lower body.

The Upper Body — KB MPs alternated with chin-ups (20 min), followed by KB 'bench' presses on a stability ball, alternated with bent over rows (15 min).

The Lower Body — Front SQs with two kettlebells alternated with stiff-legged DLs (20 min), barbell back SQs alternated with 1-arm kettlebell snatches (15 min).

Weeks # 9-12 – Fat Loss

Here we use the 'USDOE Man Maker' or 'High Octane Cardio' protocol. We use sledgehammers, tires, sleds, KB ballistics, and different stair drills. We also walk holding kettlebells differently: overhead, in the rack, and in the farmer's walk hold.

Week #13 – Active Recovery

Here we do a lot of juggling stuff.



When we are done we go back to the first phase.

But we are going back to it in a different body... a body that is leaner, stronger, and more enduring.

We firmly believe in the value of cycling our training, as this offers a true lifetime program taking you to a new peak of excellence every year. Varying the foci of training balances out muscle and strength gains with endurance and fat loss.

Proper kettlebell training promotes a safe, realistic, and time efficient approach towards achieving fitness levels that helps individuals lead an elevated quality of life through addressing the complete spectrum of components of physical fitness.

In conclusion, I would like to say that every time, when I embark on my new kettlebell fitness routine, I simply embrace the process and find peace in the simplicity of my wonderful long time dedication.

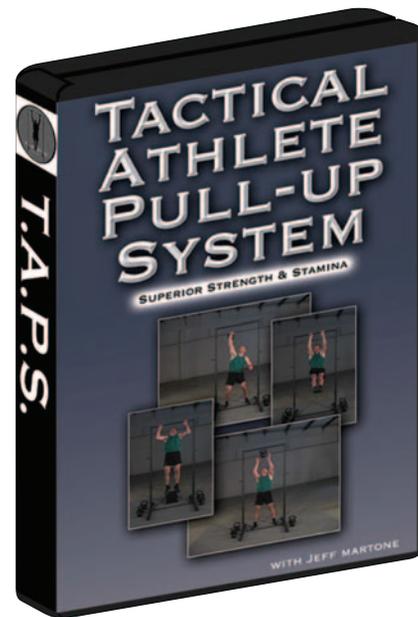
KB training taught me how to exercise intelligently and to have fun. And that is all it takes—just these two things—to get more physical, mental and spiritual fitness gains than one can possibly imagine.



Efim Kourbatski started using kettlebells 32 years ago in Russia. A former ice hockey player, he worked as a strength and conditioning assistant coach for a collegiate ice hockey team before serving as a kettlebell instructor in the Russian military. Kourbatski is a business partner of Rick Ravensdale, the founder of Australian Kettlebells company, www.kettlebells.com.au. Efim has trained soldiers and lay people alike for strength and endurance with great success. E-mail him at ekourbat@bigpond.net.au to inquire about personal training and group strength training.

“Develop Bull-Like Strength and a Stallion’s Stamina—with Hard-Man Martone’s Proven Program for Functional Muscle and Whip-Speed Quickness”

The Tactical Athlete Pull up System will teach you how to pull your own weight and then some... Whether you are in the military, law enforcement, a fighter or fitness enthusiast this is a must have program. Jeff Martone will take you from base strength to strength-endurance and finally explosive-strength and stamina. These are all crucial skills to master, especially if you are going into harms way!



Praise for Tactical Athlete Pull-Up System

“Anyone who thinks that being able to knock off twenty touch-and-go bodyweight pullups will enable him to pull himself over a fence with ninety pounds of gear is in for a rude awakening. Get Jeff Martone’s Tactical Athlete Pull-up System video and develop real pull-up power. This fluff-free program is backed up with science and experience.” —**Pavel Tsatsouline**, the author of *The Naked Warrior: Master the Secrets of the Super-Strong Using Bodyweight Exercises Only*

“Jeff’s TAPS DVD is a must have for anyone that is serious about strength and conditioning. To be honest, at first I was wondering what was going to be on the DVD. After all, there is only so much you can do with a chin-up bar right? Wrong! Jeff goes over some really cool ab exercises that I have never seen before. Moreover, he goes over how to make the best use of his killer TAPS chin up bar and how to combine the TAP’s exercises with kettlebells for a comprehensive training program. The compound exercises that Jeff goes over alone make the DVD worth getting.” —**Mike Mahler**, Strength Coach and contributor to *Hardcore Muscle Magazine* and *Men’s Fitness*

“I use the T.A.P.S. System with all fighters every single day with great results!” —**Steve Baccari**, RKC Boxing Coach, Co-author: *Power Behind the Punch*

“The DVD is excellent. These exercises give tremendous strength and stamina during close combat scenarios. The action of pulling into the body for either grappling or climbing using the Latimus Dorsi (i.e. lats) or muscles of the back and shoulders comprises the majority of SEAL Team exercises. The push up is merely for looks and total body composition. This system is superior because it deals with low reps and weight over numbers. All Special Operations Units and Federal, State, Correctional, Local Law Enforcement personnel can benefit.” —**James D. Martin**, SEAL/18D/IDC

“Excellent overall training system. Safe but highly effective exercises that are ideal for the tactical professional. Aids in building strength and agility. Many never before seen exercises that have real world applications. —Name withheld, Special Agent, DEA

“Once again Jeff Martone has given us another tool to use and more advanced training ideas. Jeff gives the tactical operator what he needs to win the fight.” —**Joshua Scherrey**, Training Specialist, former Navy SEAL and police officer/US Dept. of Energy

Tactical Athlete Pull-Up System

With Jeff Martone

Running time: 34 minutes

DVD **#DV016** **\$39.95**

The 11 individual exercises plus 11 innovative total-body exercise circuits:

- **Improve** your weapons recoil management
- **Add** resilient strength to your grappling muscles
- **Enhance** your climbing ability
- **Enhance** your mobility
- **Pack** on racks of dense, functional muscle
- **Boost** your work capacity
- **Develop** greater quickness
- **Help** you shatter your previous pull-up bests
- **Help** optimize your agility

TRAINERS... COACHES... ANNOUNCING:

Brett Jones and Michael Castrogiovanni's **Athletic Achievement Accelerator**

- The AAA-Rated Kettlebell Program That **Supercharges Your Athletes' Performance**
- And Guarantees Your Clients **Faster, More Lasting Results**

HIGHLIGHTS OF VOLUME ONE

- How and why kettlebells can improve your athletes' performance
- Little-known drills to transform the Kettlebell Swing into a dynamic power-generator for superior performance
- How to optimize the Kettlebell Clean to extract maximum performance-value
- Crucial safety tips for avoiding injury
- The critical do's and don'ts that change your Kettlebell Jerk from average to extraordinary
- Why the Kettlebell Snatch is the single best exercise for overall body development – and how to make sure you extract maximum advantage for your clients and athletes
- How to breathe for optimal power

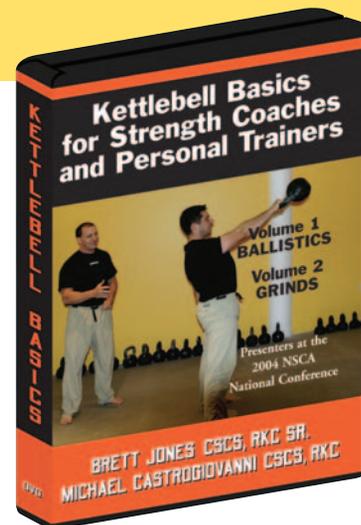
HIGHLIGHTS OF VOLUME TWO

- The secrets of the Kettlebell Windmill – for flexible strength
- How to optimize the extraordinary benefits of the Turkish Get Up
- How to correctly perform the Military Press
- Building stronger legs and a tougher torso – with the Front Squat
- The athletic advantages of a well-executed Single Leg Dead Lift
- Discover the Bear Crawl – a little known, brutal and highly effective routine for strength and conditioning



“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

A Two-Volume DVD set
with Brett Jones CSCS,
RKC Sr. and Michael
Castrogiovanni
CSCS, RKC

Volume 1 – Ballistics
Volume 2 – Grinds

Running Time: approx two hours

DVD #DV026 **\$67.95**

ABOUT THE AUTHORS

Brett Jones holds a Bachelors degree in Sports Medicine and a Masters in Rehabilitative Science and is a Senior Instructor in the Russian Kettlebell Challenge program. Also a Certified Strength and Conditioning Specialist through the NSCA, Brett uses a combination of techniques to maximize the performance of his clients.

Michael Castrogiovanni holds a degree in Kinesiology emphasizing on fitness nutrition and health and is a Russian Kettlebell instructor, a CSCS and an ACSM health fitness instructor.

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Let your perceptions control you—and be weak.
Control your perceptions—and be strong.

Guerilla Tactics For Attacking And Defeating A “Heavy” Weight

BY BRETT JONES SR. RKC, CSCS

If the heaviest weight you lift is the heaviest weight you lift then it will always feel heavy! The weight feels heavy because of your experience and perception.

Have you ever walked over to a box or a suitcase that someone had asked you to move and rip it off the ground and nearly throw it across the room because you had expected it to be heavy? Or just the opposite, you nonchalantly walk over to a small bag or box thinking it is feather light and nearly tear your arm out of the socket. Your perception of the weights was different from reality.

So how do we attack the issue? We approach it with a combination of head-on and sneaky tactics.

The head-on way to attack it is to use a heavier weight but in a different exercise. Try using a heavier kettlebell for something like one-arm rows, deadlifts, high pulls, or cleans. Because you can handle a heavier bell in these drills than in snatches or presses. Perform a set or two of the heavier exercise and immediately go back to your target exercise. The weight that used to always feel heavy should feel much lighter now.

Another head-on tactic is to work the chain...

Set up a row of three kettlebells. The first KB should be your regular working weight, the second kettlebell should be a heavier KB, and the third KB will be even a bit heavier. A row of 12kg, 16kg, and 20kg would be an example of a progressive chain. “But I don’t have a gym full of kettlebells!” you say. Well if you have a 4kg KB your 12kg can become a 16kg or your 16 kg can become a 20kg. Become creative!

Perform sets of two arm swings—10 reps with 12kg, 6 reps with

16kg, and 4 reps with 20kg. The heavier swings do not need to be as high as the lighter ones. Just use perfect form and generate power from the ground up and snap the hips. The KB will travel as high as it will. But when you get back to the 12kg from the 20kg it will feel like an 8kg KB. And you have taken your first step toward making the 16kg your working weight for swings.

But head-on tactics will not always work. Therefore we must find ways around the issue.

Using Belief and Perception to Fool the Body

Since most people are unfamiliar with kilograms and think that the numbers on the kettlebells are in pounds it is an opportunity to not let their perception short circuit their strength. Note that this technique to be used only by qualified instructors who know their clients and can pick the appropriate weight. Do not think that this is permission to overload and hurt the client.

Have the victim perform a deadlift with a 12kg kettlebell and then, after completion, inform the victim that the weight lifted was 26 pounds and not 12 pounds. The clients’ confidence will soar and they will be impressed with the difference between what they thought they could lift and what they were actually lifting. Their perception is forever changed.

Another sneaky tactic for RKC professionals comes into play during two kettlebell drills. Doubles can provide a boost in the load and the client usually will not take into account the fact that he is lifting twice as much weight. For example, if the 8kg KB feels heavy to the client then doing cleans with two 6kg kettle bells will give her a 12kg load thus making the 8kg feel much lighter.

Since the client is only thinking about the fact that it is a lighter kettlebell than usual and it only has a ‘6’ stamped on it, she will perform the set with confidence. Then inform her that she was moving twice that weight and a good deal more than the old “heavy” weight. When the client goes back to the 8kg it will feel lighter and she is on the path to progressing to the 12kg kettlebell.

Let your perceptions control you—and be weak. Control your perceptions—and be strong.

The choice is yours.



Brett Jones, CSCS is a senior instructor in the RKC program and co-author of the Kettlebell *Basics for Strength Coaches and Personal Trainers* DVD set. A San Diego based personal trainer, Brett is available for workshops, consultations, and on-line program design. Contact him at breakingstrength@yahoo.com.

How to Dominate Your Competition, Boost Your Income and Attract More Customers with Kettlebells—The Nation's #1 Tool for Strength, Conditioning and Resilience



Pavel's *Russian Kettlebell Challenge Certification Workshop* Gives You A Crash Course in *Advanced Strength Skills*... Ignites *New Business Opportunities*... And Propels You Into The Front Ranks of *Physical Excellence*

"My income has nearly doubled since taking my RKC cert, all without any extra investment in time" —Jason C. Brown, RKC, Roslyn PA

Since Pavel Tsatsouline and Dragon Door introduced America to kettlebells five years ago, this amazing "gym in one hand" has been redefining our nation's strength and conditioning landscape.

Now, personal trainers who incorporate kettlebells into their programs have watched their **client base explode**. Previous clients have flocked back, attracted by **undeniable gains in strength—and loss of body fat!** Kettlebells have opened up whole new vistas of training success for personal trainers and their clients alike.

In fact, professionals of all kinds have been rushing to take advantage of the kettlebells' almost **magical ability to strip off unwanted fat and turn wretched physiques into the envy of the neighborhood...**

Chiropractors, massage therapists, physical therapists, physicians, sports coaches, you name it, have also eagerly embraced the kettlebells **uncanny ability to snap back from injuries**—in particular, back and shoulder injuries.

And, of course, athletic coaches at the school and professional level have been falling over themselves to ensure they and their athletes gain the **competitive advantage** almost guaranteed by proper kettlebell training.

Then, the police and military—whose very lives can depend on their physical strength and conditioning levels—have jumped on kettlebells as the quick and very handy answer to fast and lasting strength and cardio gains.

With the kettlebells growing popularity as the **exercise tool "that does it all"**—be it for the professional athlete or simply average fitness-Joe looking for a more effective workout—there's a **rising demand** for highly skilled and competent kettlebell instructors.

And there's **ONLY ONE KETTLEBELL CERTIFICATION PROGRAM** in the United States that delivers the depth and breadth of core competencies critical to successful kettlebell instruction...Pavel's Russian Kettlebell Challenge Certification...

The business rewards and personal results from attending Pavel's Russian Kettlebell Certification have often been spectacular:

"I have been a personal trainer since 1987, and frankly, I've never seen anything like the excitement generated by Russian kettlebells. This age-old art has infused my business with a new level of passion I've never seen before, and it's spreading like wildfire.

Let's start with the financial benefits. I've more than doubled my personal training income since becoming Russian kettlebell certified, which has enriched my career as well as my personal life. This past Thanksgiving I was actually able to leave the gym behind and whisk my wife away on a rugged 2-week trip to Costa Rica, **something that simply would not have been feasible before.**

December 2004 was one of my busiest months ever. **Business was up, and clients were in a generous mood.** My wife couldn't help but note the huge increase in holiday tips I received, which nearly covered the cost of our Costa Rican adventure!

"What do you attribute it to," she asked. "The economy isn't that great."

I immediately summed it up in one word: "KETTLEBELLS!"

The bottom line is, my clients were feeling generous because they were grateful for what they'd gained (and lost!) over the past year! **I've had incredible results across the board with all my clients, male and female, since kettlebells entered the picture.**

One of my longtime clients **lost 26 pounds in six weeks.** His sister and her husband, visiting from Ireland over the holidays, were totally amazed at both his fitness level and this odd "new" form of training.

A newer client lost three dress sizes and really toned up in the span of two months that she had to prepare for her wedding. A masseuse called me to inquire about kettlebell training because she couldn't help but notice the change in muscle tone our mutual client had achieved.

Success stories like these--and there are many--made for a lot of very happy and fit clients with a renewed interest and commitment to training.

Needless to say, these kinds of results also brought a lot of new business my way last year. I now have a physical therapist sending me clients because of the improvements he's seen in his patients' strength and mobility after sending them my way.

"Beyond the professional gains, Russian kettlebells have really benefited me on a personal level as an athlete..."

I am 46 years old and have pursued a very rugged and adventurous outdoor lifestyle for as long as I can remember. As a result, there were a few old injuries that had really started to dog me in the past couple of years.

Since becoming RKC certified, however, things have changed. **I have made amazing strength gains**, but perhaps more importantly in terms of improving my quality of life, **I have increased the flexibility and joint mobility in my hips and shoulders tremendously.** Both have been invaluable in terms of increasing my enjoyment of rock climbing, skiing, and hiking, not to mention **improving my performance exponentially!**

My endurance, strength-to-weight ratio, core strength, static strength, grip strength, and flexibility are all **markedly greater** than before I started training with kettlebells and incorporating Pavel's other techniques.

Pavel has a way of cutting through the B.S., and he gave me the essential information and techniques that work, both for my clients and for me personally. **No question about it, becoming a Russian Kettlebell Certified Instructor is the best move I have made in 18 years as a trainer."**

—Gus Petersen, RKC, Denver, CO

Pavel's next Russian Kettlebell Challenge Certification Program will be held in St. Paul, Minnesota, **Oct. 13–15, 2006.**

For more information visit our website at: <http://www.dragondoor.com/wpkb22.html>
To register today call: 1-800-899-5111



Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

KETTLEBELLS FOR EXTREME LEVERAGE CHALLENGE:

DOUBLE NO HANDS TURKISH GET UPS!

BY STEVE COTTER, SENIOR RKC

Learning is the ability to acquire new skills. One of the great contributions of kettlebell lifting to modern culture is that it teaches you new ways of using your body effectively, and there are a variety of skills that can be acquired through the study of kettlebell lifting.

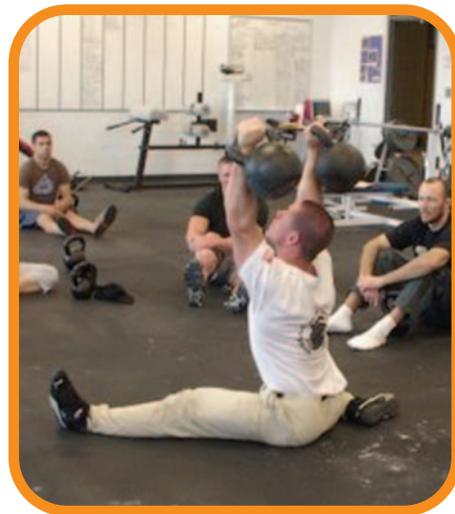
A unique benefit of kettlebell lifting as compared to other forms of resistance is the way the handle allows the kettlebell to rest on your arm and against your body when you are holding it in the clean or press position. This opens up a whole range of exercise that can be performed under control, and in doing so provides great leverage challenges that will strengthen your body in new angles.

One such extreme challenge is the **Double No Hands Turkish Get Up**. This is performed with a kettlebell in each hand. Start from a lying position, stand completely upright, and then gracefully return to the starting position. This movement requires a tremendous amount of core strength due to the very disadvantageous leverage you have in the movement at the beginning and ending ranges.

Here is a detailed description of how to perform this exercise:

1. Lie on the floor so that your shoulders are lightly touching a KB on each side. It is important to have the KBs close to the body so that you do not have to reach too far to get them, and risk injuring the shoulder by lifting from a rotated position. You should be able slide your hands into the handles without reaching for them.
2. Inhale into your belly and tense the entire body—grip, abs, butt, legs; exhale as you press both KBs directly over your chest/shoulders, as in a Bench Press or Floor Press.
3. This is where it gets tricky because you do not have a lot of leverage—you have to sit up without allowing the KBs to move from their vertical plane. It takes a great deal of abdominal strength to lift your upper body to vertical, because you don't have the luxury of bracing and establishing a base with your hands.

I like to use a kipping action with the legs—prior to lifting the body up, inhale and lift the legs off the ground, rolling back slightly onto your shoulders; then exhale and aggressively kick the legs forward and downward; use this momentum to drive your upper body to vertical, as the legs are driving down; at the completion of this movement you will have an upright upper body and the legs will be on the floor, straight out in front of you.



4. Reduce your base of support by bring one leg or the other behind you so that the heel is tucked just behind your butt and the knee is bent; this is like the 'hurdler's' position.
5. Now you have to use power from your groin and pelvis to lift your butt off the ground and get into the intermediary position. Inhale, then exhale sharply as you press into the floor strongly with the heel of the front foot and the knee of the rear leg; this action is like a scissors closing and the muscular contraction is along the inner thighs—you are using the front heel and rear knee as wedges and you are squeezing the muscles of the inner thighs and groin to lift your body up; once your butt is off the ground, quickly withdraw your front foot back and bend the knee so that you are now in a lunge position, and very stable; this is your first 'resting' point, in which you have a strong base and you can gather yourself for the next push; at this point the KBs are still vertical—directly over your head and aligned so that they are slightly behind your body and you are holding the weights with your back muscles.
6. From this lunge position inhale, then exhale as you simply push from the front leg and stand up tall, bringing the rear leg in a



Here are a few finer points to be aware of while you are working on this lift:

Weight Distribution & Alignment

There is always a relationship between your center of mass and the base of support. When including additional weights as in the KBs, the mass of the weights must also be considered. To complete a movement effectively, the body has to maintain equilibrium or balance throughout the range of motion. Stated in simple terms, this means that the combined center of mass of your body + the KBs, must be able to maintain a vertical alignment with your base of support. The base of support varies throughout this exercise, yet the alignment of the KB must stay over your body's center of mass and both must stay over the base. Never lose track of this relationship.

If the mass ever falls out of alignment with the base, you will not maintain balance. To define the base in a given portion of the movement, look at the points of contact with the ground. The area within, and including those points of contact contains your base. Practice the Double No Hands TGU with very light weights at first, and work one section at a time, paying close attention to the alignment of the KBs relative to your base. It is self-correcting, in as much as you will not be able to complete the movement without maintaining this vertical alignment.

The kettlebells are a fantastic tool for developing a high degree of body control and movement expertise. The Double No Hands TGU is one such movement combination that challenges your body to the extremes of strength, flexibility and muscle control. There is not a muscle in your body that is not working in overdrive while performing this movement.

Study this and other sophisticated athletic strength-building exercises in the new *Encyclopedia of Kettlebell Lifting* DVD series, the 7-hour series jam-packed with over 180 individual kettlebell exercises, ranging from the most basic to the most advanced kettlebell lifts. (See pages 40-41 for more information on this DVD program.)

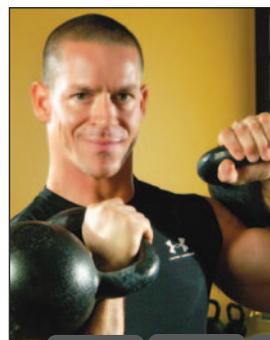
few inches as you reach the top so that you end up with one foot forward and the other foot about 12 inches behind it—very balanced and stable. This is the half-way point.

7. Now reverse the position by stepping back with the rear leg and bending the knees—ending back up in the lunge position—same ending position as in section 5.
8. Drop your butt onto the floor; now roll back just a little onto your 'sitting' bones (ischium), so that you have a bit of clearance to bring the rear leg out in front; keep the abs contracted to maintain balance; and bring both legs straight out in front of you until they end up straight, as in the ending of position 3, (see photo #3) just as the butt is about to drop to the floor.
9. Slowly lower the body to the ground by clenching the butt as tightly as possible and lowering your upper body down, vertebrae by vertebrae. This is an intense abdominal contraction throughout; inhale into the belly just before you begin to lower yourself down, and exhale with the tongue behind the teeth as you lower yourself, releasing a little bit of breath at a time so that you maintain strong abdominal pressure throughout.



As you will quickly find, the Double No Hands TGU requires whole-body strength, coordination and flexibility, and will point out any structural weaknesses you may have. You are asking your body to perform a complex task and the technique and body alignment must be just so to be able to complete the task.

Steve Cotter, Sr. RKC is a champion martial artist and creator of the highly acclaimed Full KOnTact Kettlebells and



Encyclopedia of Kettlebell Lifting DVD series, and is a S.M.E. for the US Marine Corps at Quantico and consultant to several professional organizations, including the NFL's San Francisco 49ers and San Diego Chargers. To learn more about Steve's training methods and services, visit www.fullkontakt.com



www.hard-style.com

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!

Dragon Door Forum Praise and Customer Reviews for Steve Cotter's ENCYCLOPEDIA OF KETTLEBELL LIFTING

"This is the most comprehensive work on Kettlebell lifting I have ever come across. I have been in the fitness/martial arts industry for over 20 years and look for certain things in a product like this. How much information am I getting? Is it quality information? Is it communicated in a way that I can absorb? The answer to all this is YES! You get over a 180 exercises that are beneficial for every attribute on the athletic continuum - Strength, speed, stamina, explosiveness, force reduction, agility, coordination, flexibility etc.

Moreover, Steve's an articulate guy and describes the exercises in a detailed yet easy to follow manner. The menus are organized in a way that makes finding a particular exercise simple.

Steve's athleticism and talent lend this product a credibility that is often missing in other fitness related products. He can do what he teaches. I like that. I can't recommend this product enough. Simply put, you are getting more value than what you are paying for." —Ken Blackburn

"One the best instructional DVDs I have seen in the fitness arena.

Steve covers probably every KB lift ever invented and does a great job of describing each exercise, pointing out things of import and performing the lifts, which he does with ease. The GS section featuring Valery Fedorenko is a great addition for all you aspiring Gireviks and shows the differences in technique between GS & regular styles. Valery does a great job with his sections.

Overall this is an EXCELLENT value. I highly recommend this DVD to anyone interested in learning the lifts or improving their knowledge of them and to tweak their performance." —Dave RKC

"I think this DVD is absolutely the best! No only did I learn new material but I learned new layers of basic exercises such as swings. Yes, Steve articulates things very well, but his understanding and execution of the exercise is even better. I've watched his swing several times then went out

and worked on my technique. A week later I would watch it again and learn something more! Although the DVD is 'encyclopedic' in its breadth, the depth of his teaching can be seen if you watch closely. He has the makings of a master." —Kirsten Cummings, RKC

"I've been working out with KBs for a while and seen many KB videos. They are all good and varied and I thought there was nothing else to be said that would make a great difference. However, Steve - with the assistance of Valery Fedorenko who demonstrates all the GS style lifts- really put together something great for everyone. I was excited to get so much out of these DVDs and impressed with all the variations of each exercise, detailed prep work to build up to the more difficult exercises and tips to overcome almost any problem with any particular exercise.

Steve's technical expertise really comes across and makes you want to grab your kettlebells and go for it! With each generation of KB videos, one more impressive than the next, I thought to myself, "what more can be said about KB lifting?". And here I find the answer, the whole "Encyclopedia of Kettlebell lifting". I think God has a funny sense of humor...

I even bought one for my father, a new kettlebell lifter, and I know now that with these DVDs, he'll have the information to get started and improve quickly thanks to Steve's hard work." —TaliMike

"Fantastic!!!!...may not be good enough word to describe your new Kettlebell Encyclopedia DVD's... Thanks Steve, worth twice the price" —Brody

If you could only purchase one kettlebell training DVD, make it "The Encyclopedia of Kettlebell Lifting. It has everything one could every wish for. The knowledge and variety of lifts contained within this DVD would take a lifetime to master. Who could ask for more! This is truly the Holy Grail of KB training DVDs." — Perry Brown II

"With a set of kettlebells and Steve's brilliant DVD set you would be set up for life. There are so many options here you would never get bored or need to look elsewhere. In fact, you could probably make a career as a trainer with just this DVD set!"—Matthew Green

"I love Steve Cotter for his vision, he is not a man to be accused of thinking small. So it is only natural that he is the one to take on a project as vast as the Encyclopedia of KB training. It makes perfect sense as he is the one man, even in the sea of talent we have here at DD, that could pull it off. From the basics to the most advanced moves, from the grinds to the ballistics, not only can he explain his way through anything he can demonstrate each move with ease.

I truly believe that this is the last word on kettlebell instruction. I've been watching and re-watching this DVD to see if there is anything he's left out. If I do come up with something chances are he'll have thought of it already and it will be in the next edition. I am still patiently waiting for him to levitate as I think that's all that remains to be seen from him."—Lorraine Patten

"This is the most comprehensive kettlebell DVD of all time. Each aspect of each exercise is covered in a depth and scope just not attempted before. Not only is Steve incredibly talented as a kettlebell athlete (no surprise there) but his instructional and teaching ability is superb.

Most would pay the full price of the DVDs for just a little bit of Steve's individual instruction. This series is like getting not just a Cotter seminar but hundreds of seminars, each incredibly detailed about every nuance of every exercise. Of course the exercises are done as perfectly as one can do them, creating the perfect visual template for how to do each movement as well as it can be done.

The level of detail he goes into for each movement is amazing and will give the KB aficionado more things to think and obsess about than they bargained for. This series cannot just be watched, it must be studied and truly lives up to its "Encyclopedia" title. Huge accomplishment Steve, well done." —Mark Reifkind

“Dragon Door Senior Kettlebell Instructor—and National Kung Fu Champion—Steve Cotter Offers Comprehensive Kettlebell Training Instruction... From Basics of Kettlebells to Advanced Drills for the Most Accomplished of Athletes”

“I am proud to introduce the Encyclopedia of Kettlebell Lifting by Steve Cotter, Senior RKC. It is a detailed presentation of the fundamentals of my RKC system plus a mind-boggling variety of exercises, from basics to extreme stunts for comrades who choose to live dangerously. Russian hardcore basics meet American ingenuity.”

—Pavel Tsatsouline, Chief RKC Instructor

The Encyclopedia of Kettlebell Lifting is an intensive A to Z training system, designed to fit your needs from beginning and preparation to advanced techniques and competition skills. Included inside is a unique Program Guide providing tailored programs ranging from Beginner, Intermediate and Advanced to Strength, Endurance, Speed, Flexibility, and Explosive Power training programs.

Here is what mixed martial art legend Mario Sperry has to say about the Encyclopedia of Kettlebell Lifting:

“Steve Cotter’s *Encyclopedia of Kettlebell Lifting* is amazing! I am looking forward to using the techniques in my MMA conditioning workout. It is the best DVD series I have ever seen on the subject.”

—Mario “The Zen Machine” Sperry.

The Encyclopedia of Kettlebell Training is a goldmine of lifting theory, techniques and training guidelines.

“When I first conceived this comprehensive educational series, I wanted not only to provide a valuable training resource, but also to honor the system of kettlebell lifting and the great lineage of teachers before me.

Throughout my life, I have had the good fortune to learn from some of the very best teachers in their fields. My early study as a martial artist ingrained in me a deep respect for the importance of a good teacher, who develops good students that are able to take the basic concepts and build upon them to contribute new thoughts and ideas to the existing body of knowledge. That is what has been accomplished with this Encyclopedia project.

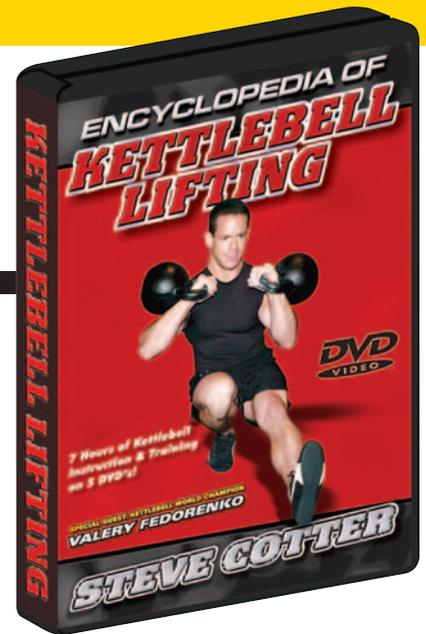
Pavel Tsatsouline is an innovator behind the new wave of kettlebell study in the West, and it is from his generous contribution of ideas that I have been able to absorb his methods of kettlebell training, and add new ideas of my own to this ever-growing system. In my travels throughout the world I seek out and study from the very best kettlebell lifters in places such as Russia. Pavel’s willingness to teach and share his ideas openly, as well as his broad body of knowledge has made

him my most significant teacher in the art of kettlebell lifting. My success as a student and teacher would not be complete without his leadership and guidance, and it is with a special note of gratitude that I present to you this *Encyclopedia of Kettlebell Lifting*.”

—Steve Cotter, Senior RKC

Here is what the series has to offer:

- Over 180 techniques with in depth teaching on proper lifting form, breathing and body mechanics to get you started on the right track. All major exercises are shown with every variation of each lift. Each section finishes with an example of the “old style” Girevoy Sport version.
- 16 custom-training programs. There are programs for beginners, advanced lifters, sports-specific programs, emphasizing strength, flexibility, anaerobic conditioning, and more.
- Printed Chapter Guide. There are so many techniques; you will need this to find them all!
- For a complete list of techniques and other information about the contents of Steve Cotter’s DVD set, visit www.dragondoors.com



Encyclopedia of Kettlebell Lifting

With Steve Cotter, Senior RKC Features special guest, Valery Fedorenko, Kettlebell World Champion

5 DVD set

Running time: approx 7 hours

#DV032 \$99.99

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Praise for Lisa Shaffer's *GET IN THE BEST SHAPE OF YOUR LIFE!* — A Complete Guide to Kettlebell Exercises and Kettlebell Training

Lisa Shaffer's workbook is a valuable companion to the Russian Kettlebell. You will enjoy the variety of exercises and the author's "can do" attitude. Com. Lisa has done a great job!"

—Pavel Tsatsouline, Chief RKC Instructor

More Praise for Lisa Shaffer's *Get in the Best Shape of Your Life*

"You did a tremendous job, and I will recommend your book. You really put your own stamp on the KB programs that you prescribe and your workbook sets the standard for readability, creativity and usability. You are also a tremendous role model, even more so for women with children. You are proof that having children is not the end of a fit and healthy body for mothers. All men should buy a copy of *Get in the Best Shape of Your Life!* for their wives or girlfriends. Congratulations"

—Steve Cotter, Sr. RKC and author of "*Full K.O.ntact Kettlebells: The Martial Art of Strength Training*"

"I had the opportunity to preview Lisa's manual while flying to the last RKC. She did an excellent job! It's very well organized, user friendly with lots of pictures and very well researched. It takes in consideration the special needs of women. Lisa's new book will make a nice contribution to your kettlebell resource library."

—Jeff Martone, Sr. RKC and author of "*H2H Kettlebells*"

"Best kettlebell manual on the market! Lisa clearly put a great deal of work into her manual/book and has raised the bar very high. Flawless product with tons of great info!"

Very comprehensive manual, excellent photos, instruction, and tons of programs. Must have for all women who train with kettlebells and also a great manual for anyone that wants to maximize the benefits of KB training. Great job Lisa!"

—Mike Mahler, Sr. RKC and author of "*Kettlebell Solution for Size and Strength*"

"Lisa Shaffer's kettlebell workbook is a must for any level kettlebell enthusiast- from the beginner to the advanced. As a

kettlebell exercise how-to, the workbook is truly outstanding. Shaffer has a knack for taking each exercise and teaching it in a clear, concise manner with incredibly detailed photos.

I have to say that my clients love this book. I ordered copies when it first came out and am about sold out. My clients buy it to have a reference for when they travel and want to continue their workout on the road. Clients who don't live close enough to Iron Core to come three days a week for classes, buy it to train at home after we have given them some instruction. Our local police department just bought it for a reference to train with their unit. Everyone has commented about its ease of use and detailed, colorful photos. Excellent resource, buy it!"

—Sarah Lurie, RKC and Founder of Iron Core, Certified Kettlebell Fitness Studio, La Jolla, Ca.

"Wow, Wow, Wow. Lisa, your workbook ROCKS!"

I just got this today and can say without a doubt if you are a trainer working with clients in kettlebells you want them to have this book. Or at least have access to it. Great organization, very user friendly and such a great amount of information and DETAIL! Photos and diagrams clear concise points of interest are excellent! Very visual and very well done.

For those training without RKC instruction this would also be a great thing to have as a reference tool. Mine will get tons of use. Well done Lisa, congratulations on a superior product."

—Mark Reifkind, RKC

"For me, kettlebells have greatly improved my functional strength, endurance and helped change my body composition. My kettlebell workouts helped me stay in shape during my third pregnancy and helped me recover in record time. The exercises covered in this book are challenging and fun. The information and articles in this book will help do for you what it did for me, **Get in the Best Shape of Your Life!**" —Lisa Shaffer, RKC

Highlights: Kettlebell Basics

• Over a dozen kettlebell basic moves and positions for getting your KB training off to the right start or just brushing up on your form. Perfection is in the details. Get your form perfect with these complete kettlebell basic descriptions and photos!

Over 50 Kettlebell Exercises

• Exercises are organized into Pulls, Pushes, Core, and Leg exercises for easy reference and easy workout structure. All exercises are rated for difficulty and cross referenced in the table of contents for easy program design.

• No longer will you be stuck thinking of exercises to include in your workout. With these 50 exercises, the workout possibilities are endless! Your workouts will never get stale! Included are six brand new exercises, not seen anywhere!

• Notes section included on every exercise page for detailing your own personal observations and notes.

Bonus: Over 20 Pages of Articles Giving You Highly Practical Tips on How to Fully Benefit from Kettlebells

• **"The Dreaded Snatch"** – No more banging up your forearms. Complete two page article supplement to the Snatch exercise page. Master this highly effective kettlebell drill and make it a staple of your workouts!

• **Kettlebell Workout Structure** – Learn how to structure your kettlebell workouts for achieving your specific goals, whether they are increasing strength or burning fat, this article will show you how! Workout structure for beginners to advanced lifters.

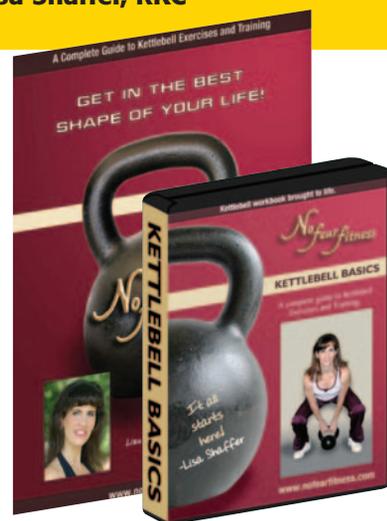
• **Beginner's Plan** – A flexible 4-8 week plan on how to learn the basic kettlebell drills and incorporate them into a kettlebell program for reaching your goals. Flexible enough for all fitness levels!

• **Combination Workout and Walking Workout** – Tired of the same old routine? These kettlebell workouts and all their derivations will take your training into high gear and snap your body into shape!

• **Kettlebell Training During Pregnancy** – Learn from my experience of kettlebell training during my entire third pregnancy. Feel great and alive during pregnancy with these guidelines, workout strategies, and sample programs.

• **Kettlebells, A Sure Fire Way to Get Back in Shape After Pregnancy** – No longer does pregnancy mean the end of a tight, youthful figure! With KB and this article, you will be back in your pre-pregnancy clothes and looking great in no time!

• **What Do I Do if my Kettlebell is too Light?** – Tons of tips for making your Kettlebell exercises more challenging. You will never again say, "My Kettlebell is too light."



Get in the Best Shape of Your Life!

A Complete Guide to Kettlebell Exercises and Kettlebell Training

by Lisa Shaffer, RKC
Spiral bound manual

104 pages 8.5" x 11"

#MB001 \$47.95

Also Available: Lisa Shaffer's Kettlebell Basics Volume One DVD

#DV033 \$39.95

DVD Running time 40 minutes

"There are four things that make a trainer a great trainer. One, enthusiasm for working out. Two, enthusiasm for teaching. Three, knowledge of effective training protocols. Four, the ability to convey ideas clearly and concisely. Lisa embodies all of these qualities. I recommend her services highly."

—Mike Mahler, Senior RKC, Strength Coach and writer for several Men's Fitness and Hardcore Muscle Magazines



An encyclopedia of kettlebell exercises, from Beginner to Advanced! Full descriptions with step by step instruction and accompanying photos. Over 300 hundred full color photographs outlining all the basics and little known RKC tips.



Zoom in detail and RKC "Tip Boxes" for teaching you every detail of every exercise. Learn these details compiled from years of experience and hundreds of trained clients.

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

"I did not think one could make a high quality train-along kettlebell DVD. Anthony has proved me wrong. *'The Art of Strength'* is raw and edgy and its workout structure makes an excellent training template. Get your copy and enjoy the pain!"

—Pavel Tsatsouline

"Punch Gym Mastermind Pushes You to New Levels of Endurance, Strength and Flexibility... Hands You A Firmer, Fitter, Better-Looking Body... With His Dynamic Kettlebell Circuit Training"

So, you've read the classical, must-have kettlebell training texts. You've absorbed every second of Dragon Door's powerful kettlebell training DVDs. You've even taken some classes and lessons from a certified kettlebell instructor.

But, you're still wondering:

"What exercises should I do?... How many sets/reps?... How long should I workout?"

And to cap it all, you have a hard time staying motivated when you kettlebell by yourself...

If this is you, then Anthony Diluglio's *The Art of Strength* is tailor-made to solve your kettlebell problems, fire you back up and keep you rockin' and groovin', as it were...

Because:

Anthony pioneered the use of kettlebell-based circuit training for the general public—carefully molding this often intimidating, hardcore practice into a system accessible to all. His groundbreaking "Punch Gym" in

Providence, Rhode Island was the first to focus on kettlebells as the central tool for strength, endurance, and body shaping in every workout.

After literally tens of thousands of client-hours in kettlebell-based circuit training, Anthony Diluglio honed his circuits to such success that *Men's Journal* honored Anthony as one of America's top 100 trainers for two years in a row (2004/2005).

Now we can't all be lucky enough to live in Rhode Island and train personally with Anthony...

But fortunately for the rest of us, Anthony's taken his ultimate kettlebell-circuit workout and thrown it straight into our personal living rooms!

Now there's no excuse not to continually blast past your previous physical bests, as Anthony's follow-along kettlebell DVD pounds you into the best shape of your life, whether you like it or not.

On any given day at Punch Gym, you will see housewives, engineers, and deskbound executives performing the

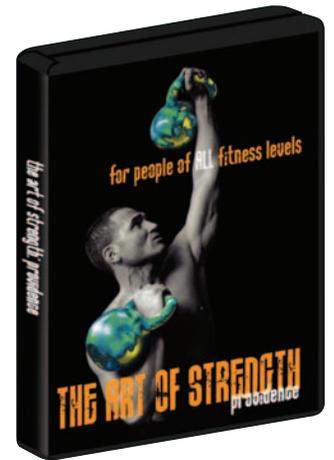
most advanced kettlebell routines with perfect form. Anthony also has a strong following with serious athletes of all ages and levels. His methods clearly work for everyone.

Through careful program design, weight selection, and inspiration, Anthony simultaneously takes both beginners and professional athletes beyond their known limits.

***The Art of Strength* exists for those without the time or inclination to master the art and science of proper circuit design...**

Diluglio works along with you through 14 two-minute rounds of intense, unique, and challenging kettlebell exercises. 1-minute breaks between each round makes this a 42-minute workout to fit the busiest of schedules. If you have the guts, take a stab at the 3-minute "bonus round."

There are nine carefully-chosen kettlebell exercises that will hammer every inch of your body into greater perfection. If it ever starts to feel too easy, simply add more weight!



The Art of Strength: Providence

A Work-Along Kettlebell Fitness DVD

With Anthony Diluglio, RKC
Running time: 50 minutes

DVD #DV028 \$49.95

Dragondoor.com Customer Reviews of *The Art of Strength*

Absolutely Outstanding!

"Very user friendly, whatever your proficiency level. Nice workout tunes and setting, and a great mix of exercises. Definitely a must have for the true kettlebell enthusiast."—Craig O'Connell RKC - Florida Dept. of Law Enforcement, Tallahassee, Florida

Kettlebells Are About To Get a Whole Lot More Popular

"There are many, many things I like about this DVD. Here are my highlights:
SETTING: Just like lifting KB's outside is

fun, it is also cool to watch it outside.

DIFFERENT EXERCISES: Anthony has a good variety of classic fitness lifts, classic KB lifts, and some cool new combos. There are a couple really cool drills that I added to my class today — my clients loved them.

DIFFICULTY: Anthony offers a different kind of workout which focuses on strength endurance. You don't have to do GS style to get high levels of endurance.

VARIETY: Don't think that doing only a few choice drills is the only way to make progress in the areas of strength, flexibility, endurance and fat loss. Variety works, too.

FUN: When is the last time you had fun with your workout? If you are a trainer, when is the last time your clients had fun? This is fun.

Anthony has shown KB's to be the COOL way to get in shape for the so-called "mainstream" gym goers. Some things just have a cool factor — *Art of Strength* is one of those things. Anyone who hasn't seen a KB workout will be dying to try this. After they try it, they'll be hooked — just like us."—Frankie Faires, RKC - Dallas, Texas

If You like to Work Out With Kettlebells, You'll Love This DVD!

"The follow along kettlebell training DVD I've been looking for! Tremendous workout for strength, endurance and flexibility. Varied drills that cover every bodypart. Anthony does a great job leading and demonstrating all the exercises. This DVD will get a great deal of use and is already a permanent part of my fitness regime."—Bob Westgate - Tampa, Florida

“This workout will definitely give you a great body that not only looks good but functions at an optimum level!”

—ELLEN STEIN, competitive powerlifter

Kettlebells the Iron Core Way Volume One

Takes you through foundation kettlebell exercises, like the swing, clean, press, front squat, Turkish get up and more. Volume One also takes you through a 45 minute Iron Core class circuit that is guaranteed to burn fat and remove unwanted fat.

Kettlebells the Iron Core Way Volume Two

Kettlebells the Iron Core Way Volume Two teaches you kettlebell exercises like the snatch, clean and press, deck squat, windmill and more. Volume Two also takes you through an intense 40 minute Iron Core class circuit designed to get your heart rate up and turn you into a fat burning machine!

In addition, the DVD's guide viewers through a warm-up, cool-down and abdominal circuit.

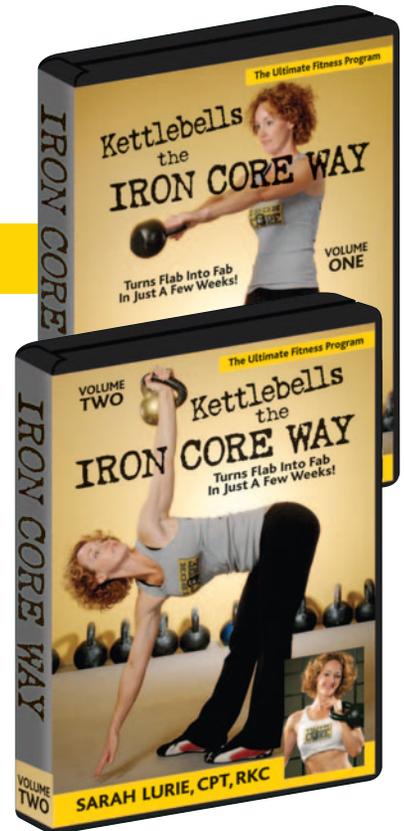
The Iron Core kettlebell fitness program is designed to increase strength, improve balance, enhance flexibility and burn fat through total-body movements that incorporate both weight training and cardiovascular exercises. Foundation exercises like the swing, clean, and press engage multiple muscle groups simultaneously, resulting in an overall strengthening of the body as opposed to isolating muscles groups typical of traditional weightlifting.

“Watching my clients embrace the kettlebell program and seeing how it changes not only their bodies, but their entire lives, is a huge reward”, says Sarah Lurie, owner of Iron Core Kettlebell Fitness Studios in La Jolla, California.

Many of Lurie's clients at Iron Core have experienced

dramatic body transformations, losing significant pounds and inches. After working out with kettlebells for just eight months, one female Iron Core client completely recreated her body, losing over 30 inches to date. In just six months, one of Lurie's male clients lost over 14 pounds of fat, added five pounds of muscle and dropped two pant sizes. Others have achieved their desired results in as little as 8 weeks.

These dramatic transformations and her experience with clients with all different fitness levels prompted her to create *Kettlebells: The Iron Core Way*. This DVD series was designed to introduce a more approachable version of the kettlebell workout program, for those who might be intimidated by the more hard-core aspect of kettlebell training. The availability of the Iron Core DVDs provides newcomers with instructional lessons and challenging workout programs they can do at home if they are not able to attend classes or private sessions at Iron Core.



Praise for Kettlebells The Iron Core Way:

Challenging for even the most advanced lifters!

“I have been powerlifting competitively for 12 years at the elite level. I was looking for a workout that would both supplement and help improve my core lifts and boy is this ever the one! Although the moves themselves are different, they are similar in that they utilize the same need for speed and power. Not to mention the fat burning effect! It is far better than spending seemingly endless time on boring cardio machines in the gym! I can also get a great workout at home on those days I just don't feel like driving to the gym. My favorite exercise is the windmill for improving flexibility and the effect it has had on my midsection-my abs and core have never been this solid-you can skip all those crunches! This workout will definitely give you a great body that not only looks good but functions at an optimum level!”

—Ellen Stein, review, dragondoor.com

Better than any other exercise video on the Market!!!!

“For years I swore by the FIRM exercise tapes (great cardio and loved the weights) then the Tai Bo tapes (the best upper body and leg workout). But Iron Core Way is more effective and quicker than either of the above. Following along is easy. Unlike even the Firm tapes, there is a section that is the "Foundation" so you do the exercises correctly. It's great! Sarah is friendly and easy to listen to. You will be glad you bought this tape...and not only that you WILL get stronger!!!!”

—Lynn, review, dragondoor.com

The next best thing to attending a class with a certified instructor

“I've had the opportunity to work with Sarah in person and I know from first hand experience what

a phenomenal instructor she is. This 2 DVD set is the best thing next to getting one-on-one instruction with Sarah. One of the frequently asked questions to any RKC is how to structure a workout. While there are many variables one can adjust these DVDs will give you two awesome workouts to kick-start your training.

If you're new to kettlebells this DVD would be an excellent tool to get you started. And if you've received some KB instruction these DVDs would be an awesome way to learn more and get the results you're looking for. I found these DVDs to be of the highest quality in terms of audio, video, presentation, and overall content.”

—Chris Brown, owner of Rocky Mountain Kettlebell, review, dragondoor.com

Kettlebells the Iron Core Way Volumes One and Two

With Sarah Lurie, CPT, RKC

Volume One
DVD 54 minutes
#DV029 \$27.95

Volume Two
DVD 46 minutes
#DV030 \$27.95

Get Volumes One and Two together for only \$47.95 (a \$56 value).
#DVS003 \$47.95

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



NEW FROM PAVEL!

“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

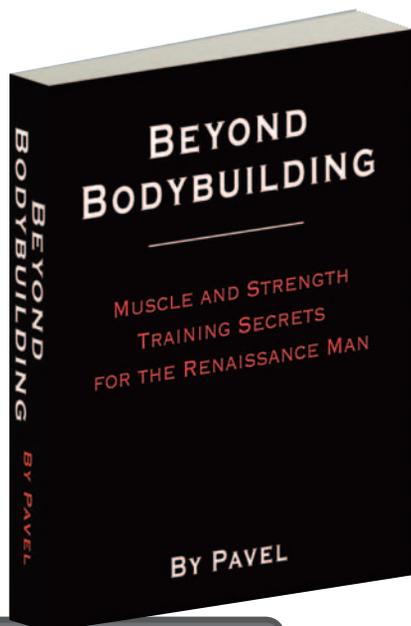
“Thanks for your recent contribution to the empire of muscle and might. Very interesting and valuable.” —**DAVE DRAPER**, Author *Brother Iron*, *Sister Steel*, former Mr. America, Mr. Universe and Mr. World

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

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

**8.5 x 11 Paperback
365 pages • 255 Photographs
38 workout charts**

#B31 \$49.95



“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.

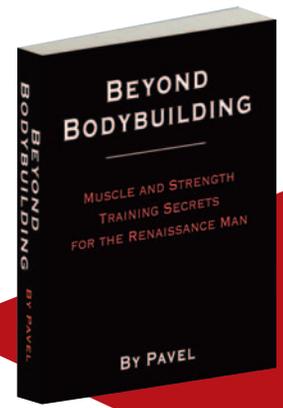
“*Beyond Bodybuilding* covers just about any physical topic you could think of. It's one of those books that will speed you toward your goals by giving you the knowledge to remove training obstacles that it would take you forever to learn how to do on your own. This is a book I wish I would've had when 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*.

“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.T. 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*

“I received my copy of *Beyond Bodybuilding* a few days ago and have not been able to put it down. I am simply overwhelmed with the amount of great information in this book. This is not coming from some novice trainee either. I have been strength training for thirteen years and I have read a ton of books on training. Some of my favorites include: *Dinosaur Training* by Brooks Kubick, *Brawn* by Stuart McRobert, *The Poliquin Principles*, *Super Squats*, by Randall Strossen and a ton of others. Without any reservation, I state emphatically that *Beyond Bodybuilding* is the best book that I have ever read on training. Not just bodybuilding, but any form of strength training. Why? No other book contains such a dense combination of training regimens, exercises, training theory, and performance tips.” —**MIKE MAHLER**, author of *The Kettlebell Solution for Size and Strength*

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 skulduggery 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 adherence 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...

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

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

8.5 x 11 Spiral bound Workbook

365 pages • 255 Photographs

38 workout charts

#B31 \$49.95

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.

More details next page...

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Section One: Power Training

- ▶ The *real* secret to **spectacular strength gains**.
 - ▶ The two strength skills you *must* have to **fortify your power**.
 - ▶ The best breathing technique to ensure you get stronger in every lift. Find it in your sound system!
 - ▶ The basic laws of successful practice -- follow these and you can't help but gain and gain and gain. Page 2
 - ▶ The basic tenet of motor learning -- know this to **keep on gaining strength**.
 - ▶ Why practice alone won't help you make maniacal strength gains -- and what will! Page 2
 - ▶ The perfect number of reps for greater strength.
 - ▶ Why frequent, brief practices may yield **greater strength gains** than infrequent long ones.
 - ▶ How to finish a workout feeling stronger than when you started! Page 2
 - ▶ Plateaued? Burnt out? Try this simple remedy and **watch your strength gains explode**. Page 3
 - ▶ The method that did more for a SWAT instructor's strength in a week -- than conventional training in ten previous years! Page 4
-
- ▶ A powerlifting champion's mathematical **formula for real intensity in strength training**. Page 6
 - ▶ Get the AK47 of strength training.
 - ▶ 'Neurological carry-over training' -- the secret technique that resulted in a 1,200 pound squat.
 - ▶ The Russians called him 'The Wonder of Nature' -- learn his **special secret**. Page 10.
 - ▶ **Stuck on your bench press?** How the surprising addition of a piece of wood can help you blow through your current plateau. Page 12
 - ▶ **Hardgainer?** -- No way, no how, no more -- when you learn the 'Six Week Hypertrophy Cycle.'
 - ▶ 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.
-
- ▶ **HIT not working for you?** The four simple steps for best strength gains. Page 16.
 - ▶ How to surprise your friends with a bulging new physique in less than two months.
 - ▶ **Secrets of the Russian bodybuilding underground**
 - ▶ How the technique of 'fatigue cycling' created a veritable army of he-men in 1980's Russia. Page 18
 - ▶ 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
 - ▶ Another dependable **plateau buster** for your strength and muscle building toolbox.
 - ▶ How to jolt your system into fresh gains -- without changing any of your favorite exercises.
-
- ▶ Discover why the Smolov routine has achieved a **cult status**. Page 21
 - ▶ Discover the hardest, yet most effective squat program ever -- **guaranteed to blast you with incredible gains**.
 - ▶ How even an advanced athlete can **add 100 pounds to his squat in less than four months**.
 - ▶ **The Russian Squat Assault** -- brutal beyond belief.
 - ▶ A mad commie's evil promise: survive this program and your legs will turn into car jacks. Page 24
 - ▶ **When all else has failed!** -- Shock treatment for unprecedented gains, fast and guaranteed improvement. Page 24
 - ▶ How to make your legs swell with **muscle and power**.
 - ▶ These 3 powerful techniques will help you achieve **squatting excellence** in the shortest possible time.
 - ▶ How to condition your system for **peak performance**.
 - ▶ This Soviet Gold Medalist swore by the importance of developing sport specific body awareness -- learn how and why. Page 26
-
- ▶ **It can cost them a championship!** The critical error even elite lifters can make -- and the special technique to end this problem and surge forward with your strength gains.
 - ▶ It's not just for firing squads! How the use of a simple blindfold can **trigger surprising gains**.
 - ▶ Watch difficult lifts like the squat **explode in poundage** -- when you finesse your strength skill with sensitivity training.
 - ▶ The little-known secret of extensor reflex training can give you a **championship edge**.
 - ▶ Why you can instantly add two reps to your squat simply by removing your shoes.
 - ▶ The best time to perform supramaximal walkouts.
 - ▶ How to take full advantage of Henneman's size principle. Page 28
 - ▶ **Be as strong as an ox!** How to use 'after-effect' overloads to make you stronger.
 - ▶ How to fool your internal 'governors of strength' into agreeing to let you be stronger.
-
- ▶ Discover the bench press training program used by the winners of eight out of eleven gold medals at the IPF Men's World's. Page 30
 - ▶ Russian champions consider this **the critical component of any strength training**. Page 31
 - ▶ Russia powerlifting mastermind Boris Sheyko's beyond-brutal training plan for building champions.
 - ▶ **Build greater strength** by employing these three fundamental principles of motor learning.
 - ▶ How to increase frequency without increasing fatigue -- for **greater training success**. Page 39
 - ▶ **The critical secrets for superstrength**
 - ▶ **Excel at your sport!** -- Quit traditional bodybuilding and take up strength training. Here's why... Page 40
-
- ▶ **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.
 - ▶ **Worried you are wasting your time with obsolete routines?** Find out which ones work the best, now.
 - ▶ **How to avoid plateaus** in your in your training with this straightforward power cycle. Page 42
 - ▶ 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 -- from Russian world weightlifting champion, Kurentsov.
 - ▶ **How to avoid burning out your nervous system** during your strength training.
 - ▶ Build might and muscle with this classic 'countdown to power.'
 - ▶ "Quick, hard and extremely effective." -- How to overshoot your previous max in less than two weeks, using McKean's 54321 routine.
-
- ▶ 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
 - ▶ Bench press champion Alexey Moiseev used this routine to push his bench up by 45 lbs in just three months!
 - ▶ **How to get stronger, faster** by 'waving' your weights. Page 50
 - ▶ **Another great shortcut to strength-skill mastery**.
 - ▶ **Short on time, but still want to gain?** Combine these two methods to still make progress. Page 51
 - ▶ **How even the busiest person can still make surprising gains** thanks to the Setchinov principle.
 - ▶ 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
-
- ▶ **New ways to swell with dense and powerful muscle**.
 - ▶ 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.
 - ▶ When -- and when not -- to use the 'touch and go' technique in your deadlifts. Page 56
 - ▶ How to make your deadlift far harder -- without adding weight.
 - ▶ 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

- **STOP!** Could your muscle fatigue actually be ligament fatigue --setting you up for injury and failure? Know the solution.
- How to train your connective tissues to be **maximally tough**.
- Why the high-tension techniques give you more bang for the buck than the high-intensity techniques.
- How and why integration, not isolation, is the key to elite performance.
- How to use 'active negatives' for power, muscle and safety. Page 64.
- The three major benefits of active negatives.
- **Relying on excess bodyfat to push up greater poundage?** Try this safer, healthier method of 'virtual size leverage.' Page 65
- **Are your joints in agony from so much heavy lifting?** Protect them better, reduce pain, with 'virtual tissue leverage.'
- How to **injury-proof your shoulders** and add pounds to your other lifts -- with special shrugs!

- **Knees killing you?** Can't squat regularly because of the pain... but still want squat-like benefits? Here's one great solution. Page 70
- Try the 'dead squat' program -- two fortysomething guys added at least five pounds a week for a year with this.
- This special breathing technique **protects your spine from heavy poundage** -- the effects are nothing short of miraculous. Page 75
- The seven fundamentals you must know to **succeed in the iron game**. Page 76
- **Flare and build your lats**, develop spectacular shoulder flexibility, work all your core muscles and make your back more injury resistant with this great 'retro' exercise. Page 78

- How to **sculpt a classical physique** with 'retro' lifts.
- **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**.
- Why free weights are safer than machines -- particularly for beginners. Page 91
- 3 high-yield, yet inexpensive 'home gyms' for the **champion on a budget**.

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**.
- Understand the pros and cons of full body workouts versus split routines. Page 99
- The most foolproof training schedule for **high-yield results**.
- The perfect training schedule... if strength is more important to you than size.

- Former Mr. Olympia, Lee Haney, used this excellent split to **successfully break through his training plateau**. Page 100
- How and why you must cycle your loads to **keep succeeding** in the iron game.
- Why sharp changes in training volume and intensity are more effective than smooth ones.
- The best training conditions for **high-level anabolism** in the body.
- **Failing to gain?** You may be suffering from what Dorian Yates called 'excessive muscle confusion.'
- What is the optimal volume/intensity ratio for strength gains? Page 104
- The one rigid rule of load variation -- ignore this at your peril! Page 105
- A better way to **optimize your body's strength** adaptation. Page 106

- 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
- **The upper body solution** for High Intensity bodybuilders who are failing to gain. Page 110
- 59.3% of top Russian kettlebellers reported taking 1-4 month layoffs from their training! How can this work? And how can you personally take advantage of this **surprising strategy for success?** Page 111
- **Confused** about whether it's okay to train twice a day? Page 112
- Is it really okay to train your abs every day?

- How 'controlled overtraining' can be **gain-superior** to 'total recovery training.' Page 115
- Got a head for figures? This mathematical approach could have you **surging forward with newfound muscle and strength gains**. Page 116
- Changing your exercise tempo can result in **surprising gains**. Find out how, when and why.
- **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
- It hurts so good! How to assault your body with a max of 'constructive pain' -- with this **brutishly evil one-armed drill**.
- **Want truly amazing lats?** Page 129
- How to **add righteous beef** to your traps and neck... with the Hise shrug. Page 130
- 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

- **Want your lats to grow faster?** Then stretch them!
- This partner-assisted chopping technique ensures a **more potent pullup**. Page 137
- 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 smoke your back** from top to bottom with one simple but brutally intense lift -- what you need to know to make it work like gangbusters.
- Marines -- and other 'put-up-or-shut-up' professionals -- employ these extra tweaks to **guarantee aching their pullup tests**. Page 147
- Soviet ice hockey megastar, Oleg Fetisov solemnly swore: "this drill cannot be beat for building a **powerful corset of ligaments and muscles**."
- How to take carefully measured doses of 'poisonous' exercises to prevent injury and raise your tolerance levels.
- **Are you afraid of injuring your back when lifting heavy?** Page 156
- Do you slouch after exercise? This apparently innocuous behavior could end up costing you **years of avoidable back pain**.
- Perform this maneuver with a trap bar -- and it could **spell disaster for your back**. Page 158

Section Four: Legs

- How to forge truly powerful, traffic-stopping legs.
- How to perform a heavier, deeper squat -- more safely.
- Try this little-known, killer squat-deadlift combo for greater flexibility, better form and surprising gains. Page 165
- **Just say NO!** Why it's asking for trouble to squat with a towel. Page 168
- **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
- Why plyometrics are **NOT** the answer for building up your legs.
- **Rip your calves to shreds** with this barbell calf raise. Page 177
- How to **avoid setback injuries** when squatting deep. Page 190
- **Front squat killing your wrists and shoulders?**
- **The quickest way to master proper squat form**.
- Are high-poundage squats murdering your shoulders? Try this unique procedure to **rescue your beaten-up joints**.
- How to avoid bowing -- and **potentially damaging** -- your knees when you squat.

- Do you have aching, creaky knees? These two tips alone might save you from a fatal date with the surgeon's knife. Page 195
- 2 great tips for a more powerful Hack squat.

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 legendary strongman Paul Anderson had a neck as thick as most men's thighs. Here is the Wonder of Nature's personal routine for a bull-sized neck. Page 201
- The ONE secret to real success in pressing.
- How to build muscular shoulders that will truly complement your studly legs. Page 204
- On the road again? How to give yourself an extreme shoulder workout with even a relatively light weight. Page 205
- 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.
- The safe solution to sore shoulders. Page 213
- A safer alternative to the press behind the neck. Page 215
- The best way to avoid rotator cuff injuries.

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
- Got elbow tendonitis? Developing your wrist extensors in this way could be the answer.
- Heavy curls aggravating your shoulders? Here's a critical safety/power technique to set things straight. Page 229
- 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
- Why an esoteric internal martial arts technique can translate into surprising strength gains!
- Blast your muscles -- not your tendons -- with this unusual 'control' technique. Page 234
- Why stretching your muscles can make them grow.
- 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
- How to reduce wrist problems when you curl.
- Is he nuts? A wild solution to building huge biceps.

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 perfect bench -- the essentials for max power, greatest pec overload and shoulder safety.
- Louie Simmons has saved the pecs and shoulders of many in the powerlifting community with this technique. Page 253
- The effect of this martial arts technique on your bench is nothing short of amazing -- it's typical to immediately add five reps to your seven-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
- Why incline dumbbell presses are a whole lot better bet than incline barbells.
- The Soviet Special Forces and US Secret Service Counter Assault Team alike, both favor this very cool kettlebell grip-strength developer. Page 267.
- How to avoid drooping, breast-like pecs Page 270
- Three great ways to work your pecs without a bench. Page 271
- This dirty little secret of bodybuilding not only blasts your pecs but builds bigger pipes better than curls. Page 276

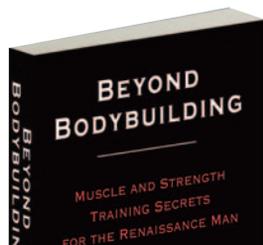
Section Eight: Naked Warrior

- How many times do I have to repeat myself? THIS is the surest ticket to muscles and might. Page 279
- 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...
- The classic ladder for strength endurance and muscle building. Page 280
- How to develop your muscles' 'vascular network' - for consistent, long-term strength gains. Page 282
- Get them here! The secrets of proper pushup form to amplify your strength gains. Page 284.

- This manly technique strengthens your wrists in a hurry.
- 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 military personnel routinely add 10-15 reps to their pushup max -- with HTT techniques.
- How to add one inch to your chest in ten days with pushups.
- The NASA Pushup Program -- simple, effective and soundly rooted in science -- good for any and everyone! Page 287
- Now you can smoke your forearms and reinforce your finger strength, anywhere, anyhow -- thanks to this drill from Russian Coach Bogdarsov.
- 2 ultimate hand strengtheners from the 'ingenious fanatic of bodyweight strength training', Brad Johnson. Page 291
- Steel claws, anyone? How to practice your pinch grip without plates. Page 292
- 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
- A supremely nasty pushup-walk favored by the likes of national full contact Kung Fu champion Steve Cotter. Page 300
- All the rage among Brazilian Jiu-Jitsu players, mixed martial artists, Recon Marines and assorted bad boys -- this drill builds leg and cardio endurance, torches off fat and just plain toughens the heck out of you. Page 300
- How to assault your body with a brutal workout -- yet save your knees to fight another day. Page 301
- Strength coach Mike Mahler created a one-way ticket to pain with this exercise combo... Are you man enough?
- Why Russian Sambo wrestlers refuse to let their wives wring out the laundry -- just let one of these guys grab your hand... and he'll squash it like a rotten tomato. Page 304
- Learn the key mechanics for max body strength.
- How to gain 'linkage', avoid 'leakage' in your strength training.
- Earn instant respect! The hellacious tiger bend push up and its variants are for the supremely strong and confident only. Page 305
- 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.'
- Strengthen your neck from every direction and reduce the chances of neck injury, with the Rolling Neck Bridge. Page 311
- The secret to achieving 20 pullups, come hell or high water. Page 317

To Order Call
1-800-899-5111
NOW:

#B31
\$49.95



Reader Praise for Pavel's *Beyond Bodybuilding*

"IN THE TOP 5 OF STRENGTH TRAINING BOOKS OF ALL TIME"

"As a trainer of 16 years and a martial artist of 24 years, I can say that I have read most of what's out there. Walk in any bookstore, go to the weightlifting section and realize that I have read 95% of what is on the shelves. This is a READABLE, APPLICABLE text that could change your physique forever. I first balked at the price but I recant. I find that I have reread this text 5 times in the first week since I have owned it. If you really apply what is contained, success will not evade you. Trust my experience. I am no shill. I have spoken out on the forum when I disapproved of a product. I will stake my reputation as a trainer on the quality of the data this text presents! Safe, smart training to all!"
—Zachariah Salazar, dragondoor.com review

"I have spent a lot of money on training books and info over the years. Most of it was on things that I could get one or two good tips or ideas from without much use for the rest. Some of it was garbage. Occasionally it has been great. This has been the case with all of Pavel's work. *Beyond Bodybuilding*, as the title implies, takes weight training past the "pump & tone" attitude so common in today's gyms and into the science & practice of getting STRONG as well as buff.

Throughout the text the idea of "Be as Strong as You Look" pervades. For a fan of the old-timers and their methods (like me) this is the perfect marriage of old-school training and modern science.

Every one who does any type of resistance training will find something of value in this book. For those of us who also train others, the book is an invaluable resource. Want to know how the Smolov Squat cycle works? It is in here. Bench press stuck? Pavel has the answer. Curious about how to do dips without hurting you bad shoulder? Look no further. Want to work up to 100+ pushups? Yep, it's in here. This book is everyone's chance to tap into Pavel's encyclopedic knowledge of human performance.

If you are serious about being strong, get this book."
—David Whitley, RKC, dragondoor.com review

"I just read through the whole thing a second time. WOW! To say there is a lot of info in this volume is an understatement. This book teaches you how to look like you could walk through walls and have the strength to actually do it. *Beyond Bodybuilding* combined with RKC and PTP has become my new "holy trinity." Thanks Pavel, for the continued outstanding work."
—IDMT, dragondoor.com review

"NO ONE should be without this book! Like Stuart McRoberts? Buy this book - It's much better. Like Fred Hatfield? Buy this book - you can actually understand the split protocols. Like Arnold and Bill Pearl's Encyclopedias?

Buy this book - you won't have to wade through 75 ways to do a triceps extension. Pavel's refreshing wit separates this book from the herd, and you now have the best of all worlds-kettlebells, power lifting, body building and beyond. I would have ordered this book at \$100 and been delighted! Thanks Pavel!"

—Bill Bedeck, dragondoor.com review

"Pavel has an uncanny knack for telling us what works - and why it works. I, like many of us, have a comprehensive library. Pavel, in this 327-page masterpiece covers a lifetime of learning and training. As a trainer of athletes myself, if there is one bit of advice I can give, it's buy this book, learn from it, and PUT IT AWAY (But nearby)! It's addictive! Just go out and do what he says! You'll finally be bigger, faster, and stronger."

—Michael Ciosek, CSCS, NSCA, dragondoor.com review

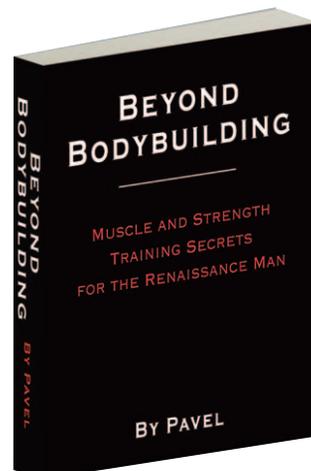
"I've read *Beyond Bodybuilding* cover to cover. Twice. And I continue to go back for more in-depth study. If you're a fan of power bodybuilding, this is your Bible. If you're not really interested in being strong AND looking strong, then this is probably not for you.

There are exercises in here I've never seen anywhere else and there are concepts I'd forgotten. For the serious trainer, this is an invaluable resource. But it's also accessible for the neophyte. Regardless of your level, this belongs on your bookshelf!"

—Kevin Cooper, D.C., CSCS, RKC, CST, dragondoor.com review

"One of the best strength books I have ever read. This book has it all. Don't let the price discourage you from the purchase. The information covers so many topics and is so dense with great material that I would have spent a heck of a lot more. I ran out of ink in my highlighter 2/3 of the way through!"

—Thomas Phillips, dragondoor.com review



**Beyond
Bodybuilding
Muscle and Strength
Training Secrets for
The Renaissance Man**
By Pavel
8.5 x 11 Paperback
365 pages • 255 Photographs
38 workout charts
#B31 \$49.95

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!

www.hard-style.com

51

"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**

Instantly Amplify Your Power and Strength!

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!

In the glory days of the Soviet empire a team of researchers lead by weightlifting world champion and scientist A. Vorobyev devised a special instant strength technique. Immediately after its application experienced lifters pulled their barbells more than two inches higher! Further research determined that the unique *Loaded Stretching* (LS) technique — unlike any other type of stretching you have seen — not only increased immediate performance but also delivered long term strength gains.

Finally, you too can take advantage of this powerful technique — and watch your athletic performance soar to new heights. Take the *Loaded Stretching* challenge today: perform the exact LS technique Pavel specifies for your chosen strength-skill — and see immediate, measurable gains... be it deadlift, squat, vertical jump, kicks, throws or presses.

"Each of the exercises is explained succinctly, but with attention to the small details that make huge differences in the effects I felt. If you judge fighters pound-for-pound, then minute-by-minute, *Loaded Stretching* is one of the most cost-effective products Pavel has produced." — **KEN HARPER, RKC, Portland, OR**

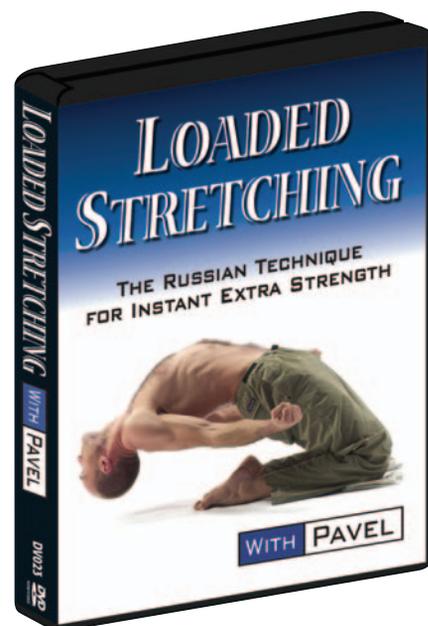
"The high end concept of controlled strain, when applied to various movements, have demonstrated ability to improve sport performance in the short and long run and can be used by everyone. The loaded hip stretch using a box, the loaded Russian twist, the loaded RKC clean stretch, and the KB loaded triceps 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**

"A well structured program that has you receiving solutions before you finish a question. As for applying the exercises - they DO load the muscles up like tightly wound springs and I felt instant results with such controlled, powerful release unleashed on my workout. A high quality look complements a fine work of teaching." —**DEAN JOLLY, New Zealand**

LOADED STRETCHING

"It's not about flexibility.
It's about STRENGTH!"



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**

The *Power to the People!* Deadlift Team Wins 1st Place at the AAU Nationals

By PTP Team Captain, Thomas Phillips, RKC

When I first saw the notice in *HardStyle* about a year ago for the *Power to the People!* AAU DL team my entire training staff and I made it a priority to qualify. We have all been avid followers of Pavel, his books, videos, RKC training etc. We were all excited to have the opportunity to compete with him at this unique team event and represent what PTP training is all about.

The required lift was a 2.5 x BW deadlift for men and 1.5 BW deadlift for women. At the time everyone was short, including myself. I was 20 lbs. shy (425 @ 178) but I was confident I could pull the weight. We had about 4 months until the September 17th *Tactical Strength Challenge* to qualify. I worked very hard with my training partners, TSC competitors, and fellow PTP team hopefuls Mike Hanley, Steve Pucciarelli, Juliet Dean, and my wife Jody (all of whom work at my gym *Fit for Life* in Marlboro, NJ).

Mike Hanley and I chose to follow the same program by deadlifting off a platform 2 times a week with one speed day and one max-effort day. Since we were preparing for the *Tactical Strength Challenge* (see www.the-tsc.com) we also “greased the groove” with weighted pull-ups pretty much every day and did a 5-minute kettlebell snatch test every other weekend. We made sure we incorporated some pressing movements at least once a week to keep muscular balance.

Our DL platform work was done so that every other week the platform dropped an inch. We started off with an 8” platform and worked our way down to the floor over the 16 weeks with a one-week taper before the TSC. We

both added a good 45 – 55 lbs. to our deadlift PRs. When the day finally came to qualify both Mike and I pulled 25 lbs. — 35 lbs. more than we needed! I pulled 477.5 @ 181 BW and Mike pulled 467.5 @ a ripped 173.

Meanwhile, the rest of my trainers (Steve, Juliet, and my wife Jody) all pulled qualifying weights for the PTP team, showing all of our clients at *Fit for Life* that we practice what we preach! We also had one of our clients *Carrie Gold* (a 40+ year old mother of two) qualify with an impressive 175 lb. DL at a BW of only 117 lbs. On a side note : we also have another trainer (*Janet Rodriguez*) who was in the midst of training for her first marathon and didn’t compete in the TSC; however, Janet stepped up and unofficially pulled the 1.5 BW qualifier no problem.

I set my goal for a 500 lb. DL with one month to go until the AAU Nationals in Richmond, VA. I felt confident because I knew I had more in me the day of the TSC—just wasn’t sure how much more. The last month leading in I kept to mostly front squats, 80% max pulls, kettlebell swings, and speed deads. I didn’t want to pull too heavy because I didn’t want to risk an injury and wanted to be sure I was adequately tapered to pull my best.

When the *Power to the People!* Team finally gathered everyone was physically and mentally prepared. It was the first event of this type for many team members (including myself). Luckily, all the newbies were in great company with seasoned PL competitors like Jack Reape and Marty Gallagher who showed up with Pavel to help support the team.

POWER TO THE PEOPLE! DEADLIFT TEAM 2005

The women lifted first and were inspiring. PTP competitor *Ellen Stein* pulled a record-breaking 330 lbs. @ 132 BW, while Juliet Dean and Jody Phillips finished 1st and 2nd respectively in the 123 lbs. open division. *Michelle Kilikauskas* pulled an impressive 187 lbs. in the 114 lbs. open division and took the first place.

Pavel, Mike Hanley, and I were in the same flight (181 lbs. open). Each of us nailed our first and second attempts; however we each failed to pull our final lifts. I was happy to have been able to pull a PR 480 lbs. and then take 496 lbs. over my knees fairly easily, but was disqualified for hitching at the top. Fortunately, *Jack Reape* was in the wing showing me how to fix the hitch with a fairly simple lean back technique. I wanted back on the platform, but knew I would have to wait a few more months until the next competition. Mike

Top row (left to right): Mike Hanley, Pavel Tsatsouline, Jack Reape, Thomas Phillips.
Bottom row (left to right): Juliet Dean, Jody Phillips, Michelle Kilikauskas, Ellen Stein.



POWER TO THE PEOPLE! DEADLIFT TEAM 2005



PTP competitor Ellen Stein pulled a record-breaking 330 lbs. @ 132 BW.

also pulled a PR 469 lbs. and Pavel managed to pull a respectable 458 lbs. despite not deadlifting for well over a year due to severe elbow problems. Pavel is still a long way from setting his own PR, but was happy to be pulling heavy weight again relatively pain free.

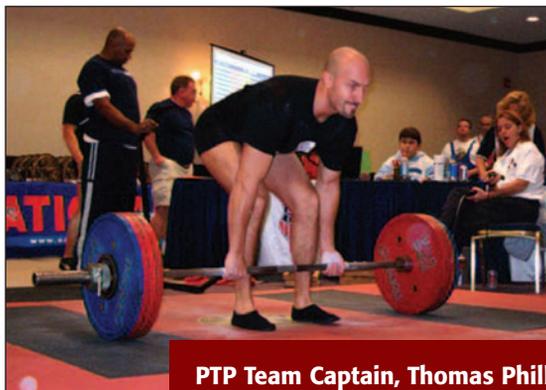
The next day the heavyweights lifted. Both Jack Reape and Frank Panaro pulled over 600 lbs. and posted first place finishes in their classes! It was a lot of fun watching Armed Forces Champion Jack Reape pull a PR 618 lbs. When someone has been in the iron game as long as Jack it is a privilege to be in attendance to witness the accomplishment.

The team finished lifting the appropriate way . . . at the Outback steakhouse. There was so much food at the table that even Jack Reape and my 5 year old daughter Julia had to call it quits . . . um after dessert of course.

It was a pleasure to compete with this team. More than anything the whole experience solidified my beliefs

about competition, goal setting, and training. When people are very clear about what they want out of their training it is amazing what can be accomplished with practice and commitment. Unfortunately, there are too many people that don't know what they want or try to accomplish an unrealistic "physique" goal at the sacrifice of their health and well-being. Events like the TSC or the PTP DL team are opportunities to set goals and display skills in a friendly and supportive environment. It is my experience that competition is necessary to bring skills to a higher level. Ultimately, we are never really competing against anyone else; we are always in competition with ourselves.

The *Power to the People!* Deadlift Team will compete again this year. See in Nevada in December!



PTP Team Captain, Thomas Phillips, RKC was able to pull a new PR 480 lbs. @ 181 BW.

Over the past two and a half years **Thomas Phillips, RKC** and his wife Jody have established one of the most successful personal training studios in central New Jersey. With six full time personal trainers and two Pilates instructors doing a combined 250+ appointments per week, clients at *Fit for Life* have the opportunity to learn from some of the most knowledgeable trainers in the area. *Fit for Life* offers various forms of strength training, as well as classes in joint mobility and kettlebells. Please visit www.ThomasPhillipsFitness.com for more information.

Announcing

AAU World Bench, Deadlift & Push/Pull Championship Laughlin, NV, Dec 16-17, 2006

Party members are having a grand time deadlifting in their garages and 'courage corners'. Time to step up to the plate and compete! Enter the *Power to the People!* Team.

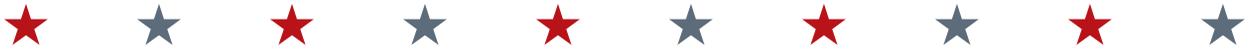
Mutants and regular hard comrades alike are welcome to join. To qualify for the team gentlemen must pull a 2.5 bodyweight DL or 500 lbs. Ladies need a 1.5 bodyweight

The Power to the People! Team 2006 The Raw Deadlift is What We Do

pull. This year there will have two teams, Red and Blue, with a maximum of 10 lifters per team. To qualify you must post the above numbers in an AAU, USAPL, USPF, or NASA sanctioned powerlifting meet no later than Aug 31. Once you have qualified, contact **Thomas Phillips, the Red Team Captain**, fitforlife4@verizon.net or **Brett Jones, the Blue Team Captain**, breakingstrength@yahoo.com. If you have questions, e-mail one of the captains.

Power to us!





“Power to the People!” **IS ABSOLUTE DYNAMITE.**

If there was only one book I could recommend to help you reach your ultimate physical potential, this would be it.”

—Jim Wright, Ph.D., Science Editor, Flex Magazine, Weider Group

The Five Keys to Being Stronger than 99% of Our Species:

- 1. A barbell.**
- 2. An attitude.**
- 3. 20 minutes a day.**
- 4. A good steak.**
- 5. A dog-eared copy of *Power to the People!***

How often do you grab a read and discover you’ve just landed one of those “IF-I-COULD-ONLY-TAKE-FIVE-BOOKS-TO-A-DESERT-ISLAND” blockbusters? The kind of book that shakes the molecules in your brain and has your synapses firing like popcorn? The kind of book that has you leaping out of the bath tub, pumping your fist and screaming “FINALLY!” to the startled masses?

Or how about a book that gets you so worked up, your friends start reaching for the Ritalin?

If you’re about maximizing your potential, if you’re about cutting-to-the-chase, if you’re about “just-give-me-what-works”, then *Pavel’s Power to the People!* is everything you ever dreamed about—and then some.

Power to the People! is a strength training classic that reveals the hoarded secrets of the iron elite. It’s no longer the case...you don’t have to be a 300-pound strongman to be awesomely strong...and discover the fast road to superior strength.

As Senior Science Editor for Joe Weider’s *Flex* magazine, Jim Wright is recognized as one of the world’s premier authorities on strength training. Here’s more of what he had to say:

“Whether you’re young or old, a beginner or an elite athlete, training in your room or in the most high tech facility, if there was only one book I could recommend to help you reach your ultimate physical potential, this would be it.

Simple, concise and truly reader friendly, this amazing book contains it all—everything you need to know—what exercises (only two!), how to do them (unique detailed information you’ll find nowhere else), and why.

Follow its advice and, believe it or not, you’ll be stronger and more injury-resistant immediately. I guar-antee it. I only wish I’d had a book like this when I first began training.”

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Decoding the “Russian Mystery”

In his classic article in *Powerlifting USA* Marty Gallagher ponders why the Russians excel in the sport, in spite of horrible food and scarcity of training equipment. Porridge and potatoes supplemented with soy animal feed for extra protein are not exactly ‘the breakfast of champions’. The equipment is equally Spartan; post-Soviet strength athletes rarely have access to more than just a basic barbell and a lot of plates.

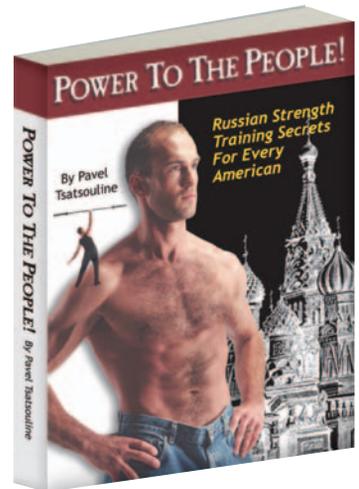


“You are not training if you are not training with Pavel!”

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

The former Coach for *Powerlifting Team USA* concludes that the ‘purposefully primitive’ approach to training is an asset, not a liability. It affords no distractions from the only thing that matters – raw power.

A \$150 barbell, an attitude, and a copy *Power to the People!* are all you need to become STRONG.



Power to the People!
Russian Strength Secrets for Every American
By Pavel Tsatsouline
Paperback 124 pages 8.5" x 11"
#B10 \$34.95

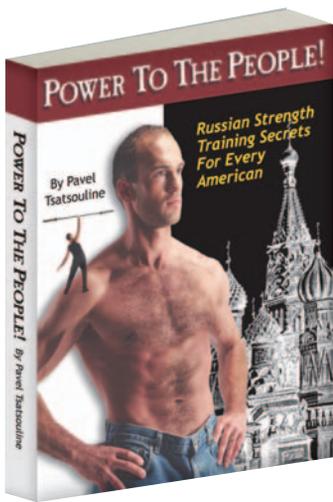
The Power Points – what you’ll get with Pavel’s *Power to the People!*:



“Pavel and his book are the best imports from Russia since Siberian Ginseng!”

—Fairfax Hackley, Arnold Schwarzenegger
Classic Martial Arts Seminar Director:

- 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
- Why it’s safer to use free weights than machines
- 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 up 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



"I used the strength building secrets from *Power to the People* for one week and my max deadlift went up 18%."

—Larry Scott, 1st Mr. Olympia, author of *Loaded Guns*

Power to the People!
Russian Strength Secrets for Every American Book By Pavel Tsatsouline
Paperback 124 pages 8.5" x 11"
#B10 \$34.95

"I have gained 25 lbs. in my bench and 40 lbs. in my deadlift in six weeks. All this improvement and I would spend only 20 minutes a day in the weight room and not one day was I ever sore. If you are serious about strength, you are not doing everything you can if you don't purchase this book."—ALEX RODRIGUEZ, Redondo Beach, Ca



"I've been lifting for eight years, and *Power to the People!* is the most functional strength training system that I have ever tried. In four short months, I went from being able to deadlift 165 for five reps to being able to dead 405 for a single. All without putting on a pound of weight, but by making my nervous system more effective. Though, to be honest... I seem to have replaced some of my fat with muscle.... My ex-girlfriend told me: "You're so buff now.... I hate you." My new girlfriend told me: "They should make a statue out of you." The difference? Pavel."

—DAN MCVICKER, Boulder, CO



"I started using the PTP program about 6 weeks ago, and the results for me have been phenomenal.... 50 lbs. on the deadlift and 35 lbs. on the bench press."

—WYLDMAN, Kansas City, KS



"A good book for the athlete looking for a routine that will increase strength without building muscle mass. Good source of variation for anyone who's tired of doing standard exercises."

—JONATHAN LAWSON, *IronMan Magazine*



"I learned a lot from Pavel's books and plan to use many of his ideas in my own workouts. *Power to the People!* is an eye-opener. It will give you new—and valuable—perspectives on strength training. You will find plenty of ideas here to make your training more productive."

—CLARENCE BASS, author of *Ripped 1, 2 & 3*.



"This is the best of the best, and you owe it yourself to try it. You will experience a surge of strength you never thought possible. My personal experience has been a two-fold increase in my pulling strength and a 70% increase in my presses. Unlike my previous experiences with weight training, these gains were functional. I now run faster, jump higher, and hit harder."

—TYLER HASS, Pullman, WA



"I've been a student of the martial arts for over 15 years... I've added 30 pounds to my bench press with only 6 training sessions in 1 month. My deadlift has also gone up 100 pounds too. All of this without gaining additional bodyweight. I definitely recommend this book to anyone who is serious about their Martial Arts training."

—ICHIBAN, Columbus, OH



"I have increased my deadlift by 150% and have doubled my snatch and power clean. My workouts now take less than half the time they did before. And now I'm strong! Best of all, I've regained the strength in my leg that I had lost after a botched knee surgery. *Power to the People!* will teach you how to gain true real-world strength to move your couch, heavy boxes, your piano, etc. in a 15-20 minute workout you can do at home. It also explains why most popular American workouts are useless or dangerous or both. I can't recommend PTP enough."

—DAVID COOKE, Atlanta, GA



"I have been a training athlete for over 30 years. I played NCAA basketball in college, kick boxed as a pro for two years, made it to the NFL as a free

agent in 1982, powerlifted through my 20's and do Olympic lifting now at 42. I have also coached swimming and strength athletes for over 20 years. I have never read a book more useful than *Power to the People!* I have seen my strength explode like I was in my 20's again—and my joints are no longer hurting."—CARTER STAMM, New Orleans, LA



"I personally added 120 pounds to my deadlift following *Power to the People!* principles -going from 300 lbs. to 420 lbs. in a little over six months -at a bodyweight of 160 pounds. This book is worth its weight in gold."

—JOHN QUIGLEY, Hazleton, PA



"I have been following a regimen I got from *Power to the People!* for about seven weeks now. I have lost about 17lbs and have lost three inches in my waist. My deadlift has gone from a meager 180lbs to 255 lbs in that short time as well."

—LAWRENCE J. KOCHERT



"I had very little previous experience with deadlifting (or much of any type of lifting for that matter) when I purchased *Power to the People!*. I found the information to be most interesting, and well written. The book is now tattered, coffee-stained, and beat up from usage a year later, and my deadlift max is 100lbs higher than when I began. The techniques and cycles are simple to understand and undeniably effective. PTP is a must-read for the individual looking to truly get stronger."

—JIM WISSING, dragondoor.com review



"I finally broke the double bodyweight DL barrier, 1 year ago I damaged my back to the point of not being able to move let alone bend over with out being in major pain and today I pulled over 2xBW destroying my previous PR by about 50lbs. So much here from dragondoor has been immensely helpful, from the material to the people this place is a huge resource. Next up is the RKC in less than a week and I can't wait."

—KEVIN PERRONE, dragondoor.com forum



How to Develop a

"POWER PRESENCE"

Turn on Pavel's *Power to the People!* DVD

and watch in amazement as you
rapidly increase your strength
by **20, 30, even 50 percent!**

Do you have a "power presence"?

The quiet strength of a man with whom, as Russians say, 'you would go on a recon mission'. The bearing of an old warhorse who does not need his campaign ribbons to show that he has been around. That look of a hand-to-hand combat expert whose efficiency in violence is advertised, rather than hidden, by his serene composure.

You can't fake it!

You can't fake it with a tough grimace from a cheesy action flick or vain flexing of virtual muscles pumped up with Barbie weights. It must be earned.

The look comes from cultivated power

So stop being a mirror-gazing sissy and get strong. And strength has never been so quick to achieve. Just pop in your copy of *Power to the People! Russian Strength Training Secrets for Every American* and hit 'Play'!

Start deadlifting!

The deadlift separates the serious students of strength from the wannabes.

Any weenie can answer the question, "How much can you bench?" Ask the poser how much he deadlifts and he will run for cover.

No other exercise will work more muscles in five reps of concentrated agony. Your back will fill with strength and vitality. Your legs will harden into powerful pistons. Have you seen photos of strongmen in the pre-squat days? No chafing, just wiry power. Your forearms will demand an outlet for their new, claw-like power.

No other exercise will give you more functional strength. 'Functional' implies 'a function'. Does your life require balancing on rubber balls and performing

weird circus tricks? I didn't think so. Do you have to lift things? I rest my case.

Start side pressing!

Learn the barbell Side Press, a classic exercise from the days when broad shoulders rather than breast-like pecs were it.

This lift will fill your lats, shoulders, and arms with power and give you that awesome V-look. Due to the unique nature of this exercise, your obliques will be smoked. Back to the old-time strongmen. One-arm overhead lifts like the Side Press is the cause of their gladiator midsections.

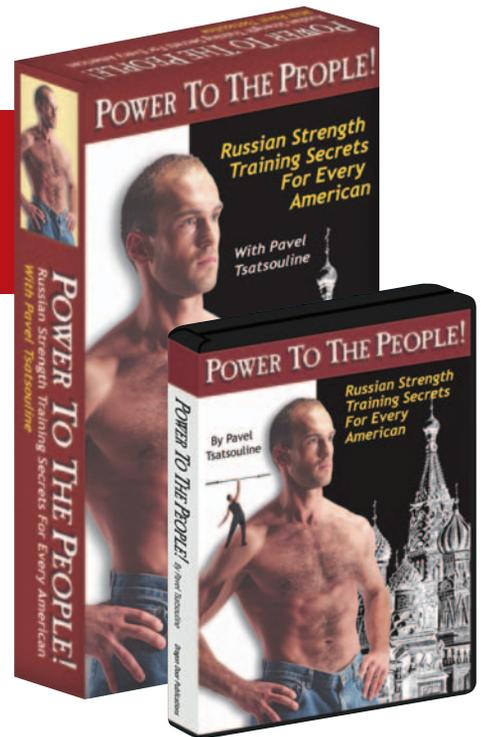
What else? – 'Instant strength techniques.'

It is not just the exercises themselves but how you do them. *Power to the People!* teaches Pavel's patented Power Breathing™ and High-Tension Techniques™. These secrets make an amazing, often instant difference in strength. Once Pavel had a Marine deadlift 70 pounds over his previous best in just an hour. Such gains aren't exactly typical, but you get the idea.

Did Pavel invent the 'instant strength techniques'? — No. All top strength athletes use them, some consciously, others not. These elite specimens figured these things out after years of practice. But for one reason or another they generally choose to keep it to themselves. When Pavel mentioned one of these obscure moves to a world champion powerlifter, the latter thought for a moment and said, "I already do that."

Now, you don't have to be an elite lifter with decades of experience to take advantage of these incredibly powerful ways of aligning your body for maximum power. Hit 'Play'!

Power to you!



Power to the People! Russian Strength Secrets for Every American DVD

With Pavel Tsatsouline

Running Time 47 Min

Video #V102 \$29.95

DVD #DV004 \$29.95



**Whatever your current
workout program, just
download Pavel's strength
techniques for an immediate
improvement in your results.**

Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Power to the People!*

Wired for power: superstrength without bulk

How to install a 'muscle software' upgrade into your nervous system and improve your strength and muscle tone...Why the fascination with bodybuilding has led to a decline in effective strength training... Futuristic techniques which enable you to squeeze more horsepower out of your body-engine.

Tension! What force is made of

How tension generates force...How to maximize muscular tension for traffic-stopping muscular definition...The five keys to high tension training...The inverse relationship between velocity and strength...Flexing to maximize tension...The function of the mechanoreceptors in regulating strength...Using Henneman's size principle to maximize muscular recruitment...Why high values of fatigue and tension are mutually exclusive.

Training to failure—or to success?

Why the strongest men and women in the world have never trained to failure...Why intensity is the single most important factor in strength training...The fallacy of 'pushing to the limit'...The only scientific definition of weight training intensity... Pushing the limits of weight/training, not reps/exhaustion...Why training to muscle failure is counterproductive... Greasing the neural groove using the Hebbian rule.

Don't water down your strength with reps and fatigue!

How to minimize various types of fatigue and get the most out of your strength training...How to ensure high energy after your workout...Why performing more than five reps per set hinders strength development...Why you need to increase the rest intervals between sets...Why it's best to do only two sets...Why you need to pause and relax between reps...How to build greater ligament strength by "locking and loading"...Surprising advice on how often to practice a lift for optimal gains.

More low rep advantages

Three reasons why heavy low rep training is the safest way to lift... Why the stabilizing muscles are prematurely fatigued during high-rep sets... Why most serious injuries occur during fatigued states...Why bodybuilders suffer from more pec tears than powerlifters...the significance of concentration for injury prevention...Low reps for a better quality of life...Why heavy low reps can have a tonic, energizing effect on the nervous system.

Rigor mortis, or why high reps failed to tone you up

Why going for the 'burn' doesn't work...What is 'real' muscle tone and how do you get it?...building muscular tension from neurological activity, not energy exhaustion...Increasing muscle tone through a more alert nervous system...Why strength and tone training is the same thing...why deadlifts work best for steel glutes...How to get maximum definition in your triceps...Why training heavy is the best way to get ripped.

"But I don't want to bulk up!"

Why lifting heavy doesn't have to translate into bulking up...What makes a biceps grow?... How to get stronger and harder without getting bigger...minimizing muscular tear-down and reconstruction... Increasing your muscles' packing density...Why a denser muscle is a harder muscle.

"Machines are the wusses' way out"

Why it's safer to use free weights than machines...And why using the strength built on an exercise machine is like shooting a cannon from a canoe...How machines create micro-trauma, pattern overload and eventual injury...Why the Soviet Olympic teams considered free weights their best chance for winning a Gold.

Isolation exercises, Frankenstein's choice

The dangers of isolation exercises...Paying attention to the kinetic chain for optimal performance...The importance of building inter-muscular coordination for functional strength...Why deadlifts can help you run faster and jump higher.

Irradiation: the science of getting strong and hard with only two exercises

The Sherrington Law of Irradiation...The neural 'turn on'... How a hard-working muscle can cheerlead its neighbors into amplifying their strength...Why compound exercises are more effective strength builders than isolation moves...Designing a superior efficiency

strength workout... Starting a chain reaction and bringing every muscle in your body into play...portrait of the deadlifter as supreme musclem...Why the deadlift is THE exercise of choice for everyone, from computer geek to Olympic athlete...Why the deadlift is more effective than the squat... How the deadlift strengthens the lower back, traps, scapulae retractors, lats, forearms, and hamstrings...Why the deadlift may be the best abdominal exercise, bar none...How to develop your pressing prowess...How to correctly perform the side press.

How to emphasize your problem areas without adding exercises

How to shape your body with only two exercises...Why you cannot reshape an individual muscle...Why genetics makes a difference... Tweaking the basic drill to shift a lion's share of the load to your problem area...Specializing on your weakness while working the rest of your muscles adequately—without adding exercises.

How to become a bear: a Soviet commando's muscle building secret

If you want massive muscles and awesome strength...How a Russian trooper was able to sport sixteen inch arms-of-steel in just two months of training—and go on to lift 40-50 tons every workout...How compression of rest intervals promotes growth hormone production and maximizes testosterone.

Last three pieces of the big biceps puzzle

How to build huge muscles on a program of deadlifts and presses only...What, how and when to eat for maximum gains...The importance of rest...Why you need to reduce stress to protect your gains—and how to do it best.

Virtual masculinity, or "Can I get built up with a very light weight by pumping my muscles up?"

'Muscle spinning', 'fake' muscle growth and the Potemkin village phenomenon...The two types of muscle growth—which one maximizes strength and makes you rock hard.

On variety, soreness, and keeping things in focus

How the rebound phenomenon affects your strength program...Mastering the magic of effective exercise variation...The danger of switching routines...The importance of focused superhuman effort...How to remain relatively free of muscle soreness...The benefits of simplicity over complexity.

Cycling: the Russian breakthrough for continuous improvement (and an excuse to work hard part time)

The fallacy of the Milo myth...The pitfalls of over-prolonged training...Making improvements through reduction...Periodization or cycling—a revolutionary approach to strength training...How to make gains year after year...Why 'softening up' can reward you with new strength breakthroughs...The ultimate formula for strength...How to gain beyond your wildest dreams—with less chance of injury...How to avoid burnout...How to perform the Linear Cycle for new personal records... Wave cycling and dealing with gaps in your training...The Flexible Wave Cycle... The Structured Wave Cycle... The Step Cycle.

Hyperirradiation: how to boost your strength and safety at the same time

How to hack into nature's neural software to maximize strength training effectiveness and efficiency...The reflex arc for easier, safer deadlifts...How to milk irradiation for all its strength amplifying worth...Hyperirradiation—the high intensity, immediate gratification technique for massive strength gains...How to increase your bench press by ten pounds overnight... Three 'Anti-isolation' techniques for added strength and greater workout safety...How Japanese sanchin techniques can add power and stability to your training...The importance of full tension...How to avoid dissipating your strength...The three greatest benefits of hyperirradiation.

Hard abs + strong hands = powerful body

Stimulating the forearm musculature for enhanced lifting ability...The importance of grip strength... Avoiding ligament damage and carpal tunnel syndrome...Abs—the weak link limiting everyone's performance...How flexing the abs amplifies the power of your lift.

Power breathing: the karate secret of superstrength

How to elevate intra-abdominal and intra-thoracic pressure for additional power...The pneumo-muscular reflex...How to potentiate 'muscle excitability' for further strength gains...How to safely hold your breath for greater lifting power—and when the Valsalva maneuver may be contraindicated...Why you shouldn't wear a lifting belt...The best-ever ab exercise?...Avoiding back injuries and hernias...Increasing your overall strength with the pneumo-muscular reflex...Rectal sphincter contraction for amplifying strength... The eight most effective breathing habits for lifting weights.

Slow and steady wins the race

How to simultaneously maximize training effect, safety, and performance...The benefits of slowness...Why gymnasts have the most spectacular muscular definition...Why ballistic cheating is a loser's game...Straining and grinding for maximum lifts...How the firing rate burst can turn you into a lifting crash-and-burn victim...How gunning the weight can kill your lift...Super slow for massive go...Teaching your nervous system how not to give up.

Feed-forward tension—how to acquire the strength of the mentally degraded

Frantz's Third Commandment of Powerlifting...How to trick your feed-back loop and surge to new strength gains...Pulling the brake from under your gas pedal... Disinhibition training, the hottest new direction in strength training...Employing feed-forward tension to maximum advantage... How 'virtual lifting' builds strength...How to successfully ignore reality...Using internalization as a secret weapon in strength training.

Pre-tension for max power and safety

Maximal flexing of the muscles for greater strength and safety... The three types of contraction and which gives the highest values of tension...The secret that separates elite athletes from 'also-rans'. Successive induction: how to get a strong biceps by contracting your triceps Why antagonist pre-tensing, or successive induction, contributes lasting changes to your strength...Successive induction for superior joint stabilization and reduced joint stress.

On shoes, gloves and mirrors

Less strength, more injuries—why it's better not to wear shoes when you lift—and what to wear if you have to... Achieving a power boost with the positive support reaction...Sensitizing the extensor reflex receptors for heavier lifts...Why wearing gloves weakens your presses... Why mirror-gazing can be the difference between mediocrity and greatness...Blindfolded lifting for developing superior 'muscle-joint sense' and better body awareness.

Power stretching

Becoming super strong and living to tell about it...Speeding recovery and reducing injury with power stretching...Increasing muscle growth 334%—with progressively more intense stretching... 9.4% strength increases using Loaded Passive Stretches between sets...Why Eastern European sports scientists consider stretching a form of strength training...The importance of Shutdown Threshold Isometrics and Fascial Stretching.

The drills

Forging your body into an off-planet rock...The only equipment you need...Loading correctly...Performing a deadlift correctly...Grip, posture, breathing...How to lower the weight...The five keys to an impeccable deadlift... The Sumo Deadlift for steel glutes...The Modified Romanian Deadlift for stronger hamstrings and granite calves... The Duck Deadlift off a Platform for eye-popping quads... The Snatch Pull for rock hard lats and upper back...The Clean Pull for exceptional hand and forearm strength...The Deadlift Lockout for midsection, traps, and grip emphasis... The Side Press—seven reasons to make it the press of choice... The Floor Press for pec emphasis... The Curl Grip Floor Press for biceps and lateral triceps emphasis—and for fixing wrecked shoulders... The Barbell Curl—for those who insist.

The Power to the People! Manifesto

Getting back to the basics—the Holy Grail of true power and strength...Power to the People!, a 'simplex' approach to strength training...The no frills power formula for everyone...On brutally effective essentials—Bruce Lee's final word.

"Strength Stretching is a virtual must for the powerlifter, novice or advanced.

Our bodies change as our body mass increases, mostly unnoticed until lack of mobility and flexibility causes reduced performance, or worse injury. **Pavel** has addressed these issues with time proven methods from the former USSR. **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**

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*!

The iron elite knows that 'being tight' is critical to making that big lift. At the same time you can't put up a big squat, bench press, or deadlift without having *just the right amount* of flexibility and *only* in the right places. A paradox.

Ignore stretching altogether and lose power to the joints that 'don't bend easy'. Do stretches designed for fighters or other athletes and toss away strength by the bucket... because you'll lose your crucial 'tightness'. Either way, a dead end.

Not any more. Enter *Strength Stretching* by Pavel, the *only* flexibility program custom designed to up your squat, up your bench, up your dead!

"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**

"Pavel's stretching ability is unbelievable. As World Class as it comes!"—**BRAD GILLINGHAM, 2 times World Superheavyweight Powerlifting Champion**

"Pavel takes us through the Big Three of Powerlifting and shows simple movements with Olympic Bars, racks, and benches on how to set up the body to lift more. The section on Wall Squats (hard to explain...easy to understand when you watch) is the single best explanation of squatting I have ever seen. That section is worth the investment for anybody still struggling with figuring out the squat.

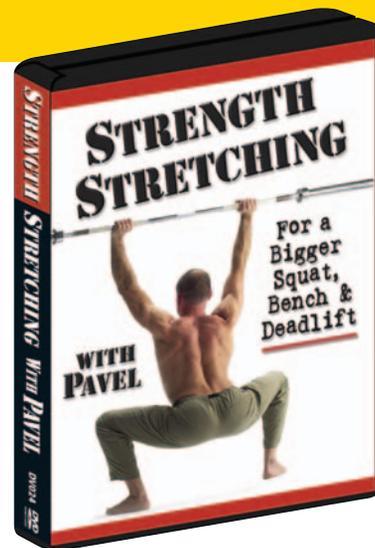
One thing I really liked about the DVD is the clarity provided by not only Pavel's explanations but the simple graphics that accompanied the points. I kept having that "Oh" moment where you are convinced you know

something, realize that you don't, then say out loud, "Oh." The DVD is filled with these and I am a bit humbled today by the realization that I thought I understood a lot of things about flexibility and lifting and realize that I knew little.

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. Things I used immediately are the Wall Squat, the Wedge, the RKC hip flexor stretch, and the GHR back stretch. The Wall Squat has become my squat warmup drill, the wedge changed my dl start routine, the hip flexor stretch and when to use it are now part of my training and meet bag of tricks, and the use of the GHR for learning to arch is ingenious. The press behind the neck stretch and "prying" are two drills that I have been playing with and have enhanced through the DVD. The Wall Squat portion itself would have made the DVD worth it, but the rest of the material is superb and clearly presented. Graphics are concise. Great for both new and more experienced PLers. Very few things have my full endorsement, but this does."

—**JACK REAPE, Armed Forces Powerlifting Champion**



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

#DV024 **\$39.95**

DVD Running time: 38 minutes

- **Gain up to 15% on your pulling strength** — by learning how to properly arch your back
- **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



A RIPPED POWERHOUSE OF SIX-PACK MUSCLE IN JUST 5 REPS? – YOU GOT IT!

“Unique Ab Pavelizer™ II Smokes Your Abs More INTENSELY, More SAFELY, And More QUICKLY Than Any Abs Machine in the World – Guaranteed!”

And we are not talking about the wishy-washy, pretend abs sported by those lowly metrosexuals (they call their abs ‘toned’, we believe...Hah!) No, Comrade, we’re talking about the real thing: a wall of muscle ready to handle full contact punishment — or jack out powerlifting poundages at record amounts!

full year to take advantage of the Ab Pavelizer™ II’s ab-hardening benefits — and if you aren’t astounded by the change in your ab-strength, we will immediately refund you your full purchase price.

The Ab Pavelizer™ II

Item # P12
\$149.95

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

One of the secrets of elite martial artists’ and gymnasts’ shredded abs and awesome power is a subtle alignment of the core. Examine any photo of an expert fighter connecting with his unfortunate target — or an elite gymnast performing a difficult feat — and you can’t miss it. The stomach is never sucked in — this is no beauty pageant — but ‘walled’ into armored squares. The glutes are tensed like they are an extension of the abs. The whole works compress like a piston, instantaneously, as he delivers maximum force. The athlete whose body speaks this language always packs power... and a six-pack to match.

The Ab Pavelizer™ II literally pushes up against your calves (you’d almost swear it was a human partner) and forces you to recruit your glutes and hamstrings. But that is only the beginning. Pavel is a stickler for perfect technique and the moment you try to cheat, the Ab Pavelizer™ II will let you know, loud and clear! Tensing the glutes and hams is not enough; it must be done in a special pattern. Should you fail to do it just right, your feet will come up or the machine will be dragged towards you. The translation from Russian: “You are cheating, slacker!”

“My strength comes from the abdomen. It’s the center of gravity and source of real power....Without strong abs you have no business sparring or fighting.” – Bruce Lee

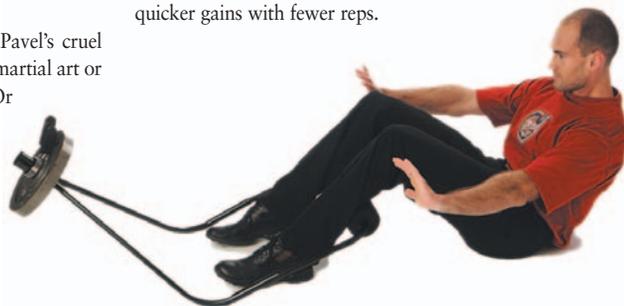
The feedback provided by the Ab Pavelizer™ II remarkably accelerates your ability to use your abs just right, in an ab workout, in the ring, or with a kettlebell in your hand.

Pavel has designed his Ab Pavelizer™ II to force you to fire your waist and hips in this powerful manner. This subtle alignment dramatically amplifies your power in any lift above the waist, any strike, and most extreme bodyweight exercises. And while you are building your power, your six-pack is getting rock hard!

It’s got to be Pavel’s sick sense of humor that is to blame for the innocent appearance of his cruel instrument. It is astonishingly hard to sit up all the way when the new Ab Pavelizer™ II is loaded with enough weight, 25-35 pounds for most comrades. The sticking point half way up seems impossible, and don’t you even dare to cheat through it! Grind, like you grind a max deadlift! No worries if you can’t, you can always start with negative only situps. Even more tension, even quicker gains with fewer reps.

Can you learn this powerful alignment without Pavel’s cruel machine? — Yes, after some years of a hard style martial art or gymnastics practice under an expert instructor. Or you can have the Ab Pavelizer™ II teach you this power skill in weeks.

But you won’t have to wait weeks for results! Your abdominals will start noticeably hardening up after the first workout. It’s a promise. It’s a guarantee... You have a



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*.

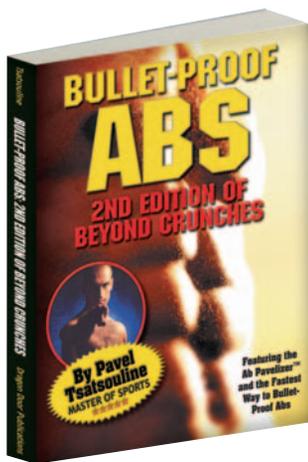


**High reps and crunches belong on the junk pile of history.
Get your abs Pavelized!**



www.hard-style.com

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



Bullet-Proof Abs 2nd Edition of Beyond Crunches

Book By Pavel Tsatsouline,
Paperback 128 pages

119 Photos and 112 Illustrations

#B11 \$34.95

**"I have seen
many abdominal
routines in the
last 25 years and
the Beyond
Crunches
program is the
best yet."**

**—Steve Maxwell,
M.Sc., Senior
World Brazilian
Jujitsu Champion**



**See the
Ab Pavelizer™ II
on page 55**

PRAISE FOR PAVEL TSATSOULINE AND FOR THE FIRST EDITION OF BEYOND CRUNCHES

"Thank you for the great job you did in your presentation (on abdominal training) at the Arnold Fitness EXPO Seminar. We received uniformly favorable comments concerning the quality of your instruction and the content of your message. As you know the fitness enthusiasts we attract to our seminars are very knowledgeable individuals. Hence, their supportive feedback concerning you and your presentation is of special significance."

—James J. Lorimer, Schwarzenegger/Lorimer Productions

"The Pavelizer is the rage among the iron elite."
—Marty Gallagher, World Masters Powerlifting Champion, WashingtonPost.com

"I am writing on behalf of the entire Board of Directors of the Texas Tactical Police Officers Association to express our sincere gratitude to you for helping with our Conference 2000. We trained 536 officers from 129 agencies.

Your portion of the instruction was a huge success. All of the student critiques were very complimentary. As a team leader with the Houston Police Department SWAT team, I am constantly looking for new ways to improve my physical performance. According to the student comments, you have truly introduced a new and revolutionary fitness program to our members.

In particular, our members commented on your common sense, practical exercises that utilize a minimum amount of equipment to achieve the very goals that other instructors require thousands of dollars of equipment to achieve. These techniques will help each officer reach new levels of fitness and ultimately improve their ability to protect the communities they serve. It is our mission to provide the very best training available, anywhere. Your efforts helped make that possible."
—M.L. "Sandy" Wall, Training Advisor, TTPOZ

"Expect to find some of the most grueling stomach-busters that you have ever experienced—Tsatsouline advocates low-repetition intensity over high-repetition "burn" exercises, and introduces us to the Ab Pavelizer, a machine of his own invention that allows for perfect sit-ups. *Beyond Crunches* has many new and challenging drills, making this a great manual for anyone who needs some variety in their workout routine. Included is the Flag, Bruce Lee's favorite abdominal exercise."

—Brendan J. LaSalle, Amazon.com

"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

"I learned a lot from Pavel's books and video, and plan to use many of his ideas in my own workouts, especially the nontraditional ab exercises described in *Beyond Crunches*."
—Clarence Bass, Most Muscular Man, Mr. U.S.A. Past 40, author of Ripped 1, 2 & 3 and Lean for Life

"Congratulations on your book *Beyond Crunches*. I found several of the insights and expressions to be very interesting and thought provoking (The Ab Pavelizer is just one). I will be implementing some of them into my own abdominal workout schedules."

—Dennis B. Weiss, author of Mass!, Raw Muscle & Anabolic Muscle Mass

"As someone who has been crippled twice by injuries to my spine and had to rebuild my body from scratch twice, I have two things to say: 1) serious abdominal conditioning is "mandatory" for anyone with back pain and anyone who intends to push their body in sport or martial arts and 2) Pavel's book is, by far, the best book I've seen on this vitally important and neglected subject."

—Ken McCarthy, New York

"This book took me from having a back that everyone told me was too weak to ever do heavy lifting and that was in almost constant pain to no back pain and new PR's in the deadlift and Squat. Pavel's ab exercises are the stuff champions are made of. Clear, concise directions and radical new ideas make this book well worth the money spent. And it's for every trainee with a desire to succeed. I've heard that you must already be very advanced to begin the exercises in this book, but I recently began training my 50 year old father-in-law using these techniques and after about a month he was doing Janda situps with the best of them. Not to mention he no longer complains of back pain and has better posture. Get this book and throw out all of your others on abs!"

—Chris Dudzik, Hollister, CA.

"Pavel delivers once again! This book details the mechanics of abdominal and oblique development in an easy to understand, user-friendly format. Learn to either build up your midsection, tone it up, get a prominent six-pack, and/or increase your punching and throwing power by learning to integrate your powerful midsection! There is one particular exercise that I found to be super productive in adding to punching power, and this is the only book that has it... It is extremely simple and easy to understand. Pavel explains how to protect your spine and perform the "perfect" situp. All in all a great book by a great author, definitely a must-have for any fighter and lifter. My punching power and deadlifting strength went up very quickly on this program and I am very pleased."

—Sean Williams, Long Beach, NY

"I've bought the TV advertised training devices and a bundle of ab books—tried them all. But, doing the routines Pavel Tsatsouline presents in this book is the way I have achieved solid abs! Pavel offers a great deal of knowledge in an easy to digest manner. His writing, while colloquial, is founded in research and deep understanding of physiology and kinesthetics. I highly recommend this book."

—Linda Crawford, Minnesota State Masters Powerlifting Champion and Record Holder, Minneapolis, MN

"Abs to Die For— SECRETS to Kill For."

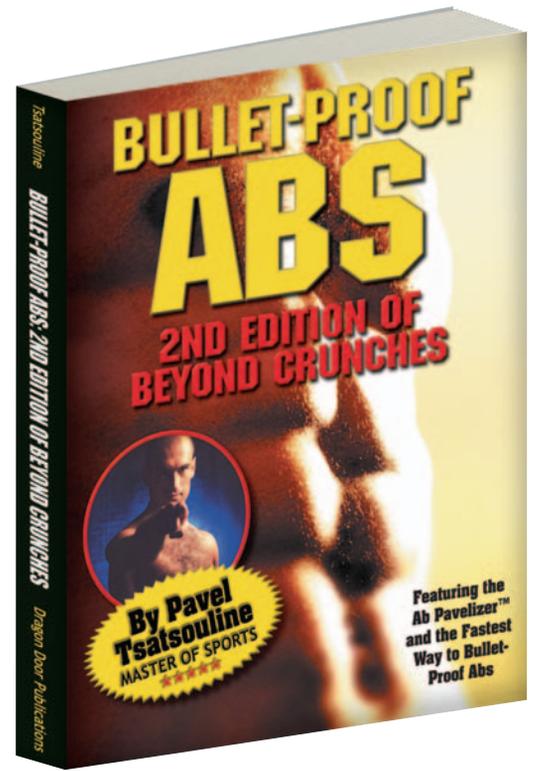
Gain a Ripped Powerhouse of Six-Pack Muscle In No Time at All—
with **Breakthrough Techniques**
That Blow the Roof Off
Traditional Ab Exercises

"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

- **Protect your back and develop exceptional abdominal muscle tone, with a landmark exercise designed for the special needs of Russian ballet dancers and gymnasts.**
- **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."

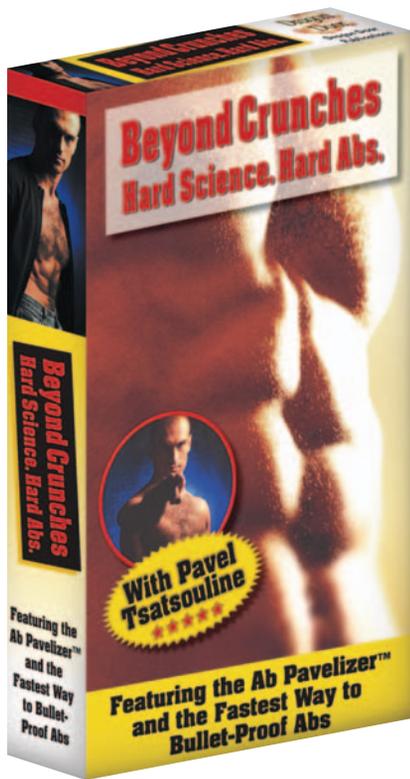
—Louie Simmons, Powerlifting Coach,
Powerlifting USA

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

"An IRON CURTAIN Has Descended Across MY Abs"



Beyond Crunches Hard Science. Hard Abs. Video

With Pavel Tsatsouline
Running Time 37 Min
#V90 \$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 bumper for everyone.



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

**SAVE
15%**
See Page 78



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.



Pavel Tsatsouline

Here's just some of what you'll discover, when you possess your own copy of Pavel Tsatsouline's **BULLET-PROOF ABS:**

Part I - How to TRULY ISOLATE Your Abs—for Faster, More EFFECTIVE RESULTS

The three essentials of a perfect abs exercise....why crunches can't and don't work....why the current ab machines fail to deliver on their promise.... the *Law of Irradiation*.... Professor Janda's breakthrough discovery....how the Janda situp strengthens and tones your abs in the quickest, most efficient manner.... the *Law of Reciprocal Inhibition*....how the Ab Pavelizer minimizes irradiation and maximizes abdominal strength....how to optimize your results with a graduated program and achieve the abs of a world class athlete.

Part II - Integration: How to Turn Your Abs into Team Players—and SKYROCKET Your ATHLETIC POTENTIAL

A two-step program: from training the muscles to training the movement....the Russian Ballet Leg Thrust for a stable spine and corrugated abs....the right way to do situps....how to test if you are ready to do situps.... the dangers of adaptive shortening....Laputin's highly effective variation of the straight-legged situp.... Scissor Situps—using a martial arts secret for an extra edge in abs strength....how the Swiss Ball Crunch uses extreme stretching to transform the worthless crunch into a thing of pure evil....a brutal love handle muscle workout....hell-on-a-wheel with the jackknife pushup.... Yananis and the killer Spetsnaz special—a one arm-one leg jackknife.... abdominal pushups for core strength and back stability....Bruce Lee's Dragon Flag.

Part III - How to BRUTALIZE the Obliques and SAVE Your Spine

The four crucial functions of the obliques.... the Full Contact Twist—for a tight waist and massive punching power.... the Saxon Side Bend—for sinewy, wiry obliques.... the Suitcase Style One-Arm Deadlift—know what it means to lose to a semi.... power rack deadlifts and neurological carryover.

Part IV - How to Boost Yourself from Wannabe to CHAMPION with POWER BREATHING

The vital difference between passive and active exhalation.... the pneumo-muscular reflex.... how to pick the optimal breathing pattern.... maximizing intra-abdominal pressure....a simple way to boost your strength by 12.2%.... Vladimir Zatsiorsky's first choice for armoured abs... Bending the Fire—1,500 year old martial art secret meets Russian science....turbocharge your breath with the Chi Kung secret of the anal lock....get yet another competitive advantage with the Second Focus....and then beyond—extreme intensity contractions with the Elbow Strike Second Focus....and welcome to the Gulag—with the Second Focus/Ab Pavelizer™ Negative Sequence.... clean up the intercostals with the Yogic Vacuum.

Part V - Questions & Answers

The truth about burning, building and toning....how best to counter the Law of Accommodation....why negatives generate up to 1.3 times more muscular tension than positives.... the force-velocity curve....incorporating isometrics into your abs program....varying exercise tempo for extra strength gains....canning your concrete abs—for those who want the six-pack look....how often to train your abs....why you shouldn't warm up before abs exercises....debunking the strange myth of 'upper' and 'lower' abs....the benefits of relaxing between reps.



Highlights Of What You Get With Pavel's *The Naked Warrior*

Chapter 1 The Naked Warrior Rules of Engagement

'The Naked Warrior', or why strength train with bodyweight? The definition of strength...strength classifications...examples of the three types of strength...the only way to build strength...high resistance and mental focus on contraction...tension generation skill...a powerful instant-strength mix...The Naked Warrior Principles...the six keys to greater strength...How do lifters really train?...'best practice' secrets of powerlifters and Olympic weightlifters...How do gymnasts get a good workout with the same weight?...five strategies for making 5-rep exercises harder...how gymnasts achieve super strength...how to customize the resistance without changing the weight.

Chapter 2 The Naked Warrior Workout

"Grease the groove," or how to get superstrong without a routine...the secret success formula...Some GTG testimonials from the dragondoor.com forum...how does the GTG system work?...turning your nerves into superconductors...avoiding muscle failure...strength as a skill—the magic formula..."The Pistol": the Russian Spec Ops' leg strengthener of choice...how to do it—the basics...The one-arm/one-leg pushup: "an exercise in total body tension"...what gymnastics has to teach us...another advantage of the one-arm pushup...GTG, the ultimate specialization program.

Chapter 3 High-Tension Techniques for Instant Strength

Tension. What force is made of...the relationship between tension and force...high-tension techniques...'Raw strength' versus 'technique'...the power of mental focus...Low gear for brute force...speed and tension...putting explosiveness in context..."Doesn't dynamic tension act like a brake?"... a dirty little secret of bodybuilding...the dangers of mindless lifting...The power of a fist...the principle of irradiation...Accidental discharge of strength: a tip from firearms instructors...interlimb response and your muscle software...Power abs = a power body...the relationship between abs tension and body strength... the 'back-pressure crunch'...the source of real striking power...A gymnast instantly gains 40 pounds of strength on his iron cross with the three techniques you have just learned...The "static stomp": using ground pressure to maximize power...a secret of top karatekas and bench pressers...how the secret of armpit power translates into paydirt for one-arm pushups, punches, and bench presses..."The corkscrew":

Another secret of the karate punch...the power of rotation and spiral...the invisible force...Bracing: boost your strength up to 20% with an armwrestling tactic...when to brace...the advantage of dead-start exercises...'Body hardening'—tough love for teaching tension...the quick and hard way to greater tension control...Beyond bracing: "zipping up"...taking your pretensing skills to a new level...Wind up for power...the art of storing elastic energy for greater power...the reverse squat.

Chapter 4 Power Breathing: The Martial Arts Masters' Secret for Superstrength

Bruce Lee called it "breath strength"...cranking up your breath strength...your body as a first-class sound system—how to make it happen...definition of true power breathing...Power inhalation...the mystery breathing muscle that's vital to your strength...amping up the compression...when and why to hold your breath...Reverse power breathing: evolution of the Iron Shirt technique...the pelvic diaphragm lock...two crucial rules for maximal power breathing...Power up from the core, or the 'pneumatics of Chi'...two important principles of power generation...how to avoid a power leakage...the "balloon" technique for greater power.

Chapter 5 Driving GTG Home

Driving GTG home: focused...skill-building—why "fewer is better"...the law of the jungle...Driving GTG home: flawless...how to achieve perfection—the real key...the five conditions for generating high tension...the significance of low rep work...Driving GTG home: frequent...the one great secret of press success...Driving GTG home: fresh...the many aspects of staying fresh for optimal strength gains...staying away from failure...the balancing act between frequency and freshness...Driving GTG home: fluctuating...how to avoid training plateaus..."same yet different" strategies...'waviness of load'...countering fatigue...training guidelines for a PR...backing off and overtraining.

Chapter 6 Field-Stripping the Pistol

Box Pistol...how to go from zero to hero...the box squat—a champions' favorite for multi-muscle strength gains...making a quantum leap in your squats...various options from easier to eviler...the rocking pistol...how to recruit your hip flexors...how to avoid cramping...One-Legged Squat, Paul Anderson style...Airborne Lunge...Pistol Classic...mastering the real deal...Negative-Free Pistol...the three advantages

of concentric-only training...Renegade Pistol...Fire-in-the-Hole Pistol...Cossack Pistol...Dynamic Isometric Pistol...combining dynamic exercise with high-tension stops...multiple stops for greater pain...taking advantage of your sticking points...easier variations...three reasons why adding isos to dynamic lifting can increase effectiveness by up to 15%...protecting yourself against injury...Isometric Pistol...holding tension over time...the art of "powered-down" high-tension techniques...Weighted Pistol...working the spinal erectors.

Chapter 7 Field-Stripping the One-Arm Pushup

The One-Arm Pushup, floor and elevated...how to shine at high-intensity exertion...change-ups for easy and difficult...the authorized technique...developing a controlled descent...Isometric One-Arm Pushup...The One-Arm Dive Bomber Pushup...The One-Arm Pump...The One-Arm Half Bomber Pushup...Four more drills to work up to the One-Arm Dive Bomber...The One-Arm/One-Leg Pushup...the Tsar of the one-arm pushups.

Chapter 8 Naked Warrior Q&A

Are bodyweight exercises superior to exercises with weights?...the advantage of calcs...what calcs enforce...the biggest disadvantage of bodyweight exercising...the advantage of barbells...the advantages and disadvantages of dumbbells...the advantages of kettlebells...Why is there such an intense argument in the martial arts community as to whether bodyweight exercises are superior to exercises with weights?...confusions explained...what a fighter needs...Can I get very strong using only bodyweight exercises?...Should I mix different strength-training tools in my training?...How can I incorporate bodyweight exercises with kettlebell and barbell training?...Can the high-tension techniques and GTG system be applied to weights?... Can the high-tension techniques and GTG system be applied to strength endurance training?...I can't help overtraining. What should I do?...Can I follow the Naked Warrior program on an ongoing basis?...Can I add more exercises to the Naked Warrior program?...Will my development be unbalanced from doing only two exercises?...Is there a way to work the lats with a pulling exercise when no weights or pullup bars are accessible?...door pullups...door rows...Where can I learn more about bodyweight-only strength training?...Low reps and no failure? This training is too easy!...Will I forget all the strength techniques in some sort of emergency?...Isn't dedicating most of the book to technique too much?...why technique is crucial...moving from ordinary to extraordinary.

The Graduate Course In Instant Strength Gains

"I went from 5 to 10 pullups in one week."

*"Last night I did 15 one-arm pushups with each arm.
Two months ago I couldn't do one complete rep."*

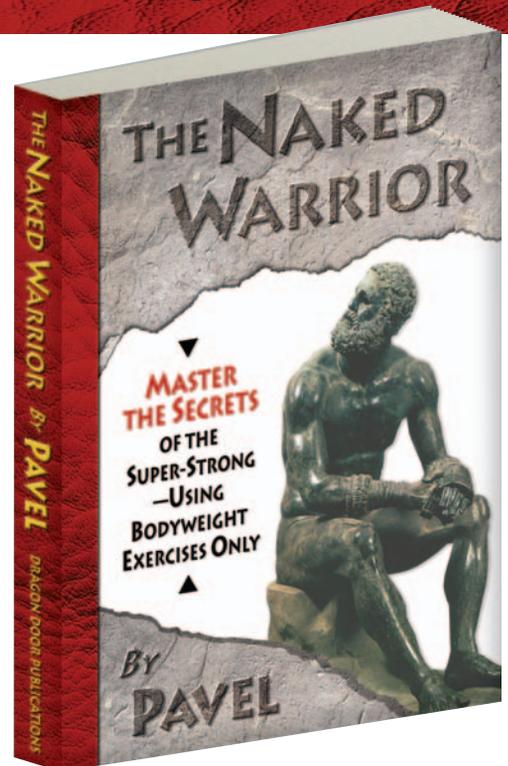
*"I could do one wobbly one-legged squat...
[Two weeks later] I did 5 clean, butt-to-ground pistols."*

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.

- **Gain more brute strength in days than you did in years of bodybuilding or calisthenics**
- **Discover the martial secrets of instant power generation—for rapid surges in applied strength**
- **Discover how to get a world-class powerlifter's quality workout—using your body only**
- **Get a harder, firmer, functionally-fitter body—and be as resilient as hell whatever you face**
- **Master the one-arm/one-leg pushup for crushing upper body force**
- **Forge super-piston, never-quit legs with the Spetsnaz favorite "Pistol"**
- **Discover the magic of "GTG"—guaranteed the world's most effective strength routine**
- **Be tow-truck strong—yet possess the rugged looks of a stripped-down racer**
- **No gym, no weights, no problem—get a dynamite strength workout at a moment's notice—wherever you are**



The Naked Warrior Master the Secrets of the Super-Strong—Using Bodyweight Exercises Only By Pavel

#B28 \$39.95

Paperback 218 pages 8.5" x 11"
Over 190 black & white photos plus several illustrations

"Pavel's Naked Warrior DVD is worth its weight in gold!"

"The Naked Warrior DVD is worth its weight in gold! I just completed several honest one arm pushups after viewing the NW DVD. Despite reading the book and practicing, I just couldn't make it happen. I watched the DVD and finally understood that I was letting my shoulder drift. Tightened up and several honest square-to-the-floor one arm pushups were mine!!"—siameeser, dragondoor.com forum, 5/13/04

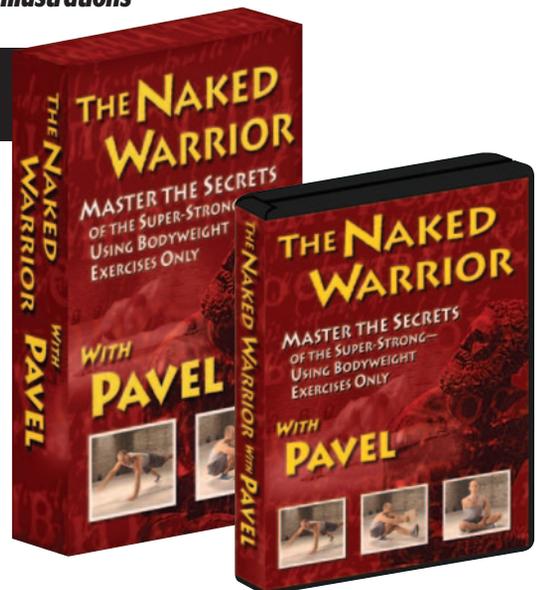
"NW DVD is fantastic! I had the book & have been working toward full range pistols and OAPUs for a while. A HUGE help to see Pavel doing the movements. Results: Before watching DVD - I could do 2 OAPUs on a good day with so-so form. First workout after watching DVD: 1 set of 3 and 2 sets of 2 with good form. For pistols (at about a foot off the floor). Before I watched the DVD - 2 reps with shaky form. First workout after watching DVD - 2 sets of 5 and one set of 4 solid. Very impressed with DVD - thanks Com. Pavel."—dkaler, dragondoor.com forum, 5/17/04

The Naked Warrior Master the Secrets of the Super-Strong—Using Bodyweight Exercises Only with Pavel

DVD #DV015 \$34.95

Video #V114 \$34.95

Running time 37 minutes



Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Praise for Pavel's *The Naked Warrior*

"As a diehard weightlifting competitor throughout the past 40 years, I at first viewed the bodyweight-only approach of *The Naked Warrior* with some trepidation. Imagine my surprise when discovering Pavel Tsatsouline's latest work stresses real STRENGTH TRAINING, employment of a limited amount of key major muscle group movements, and a high intensity, low rep format! Indeed, by deriving the best features of proven power building programs from all weightlifting disciplines, gymnastics, martial arts, and other "heavy" exercise modes, Mr. Tsatsouline has redefined strength-conditioning for the 21st century!

Recently retired from 32 years in public education, I used to agonize over the archaic athletic training which was witnessed on a daily basis; coaches simply led their charges through hours of mind-numbing, ineffective calisthenics, "tradition" since centuries before. Now, Pavel's research can yield a much more condensed, result-producing package. *The Naked Warrior* routine has the potential to save teams huge blocks of much needed time, will not drain their athletes' energy, and saves from any strain on the usual tight budget—no new equipment, definitely no assembly required!!!"

—John McKean, six time All-Round Weightlifting World Champion

"Pavel... your sections on tension and breathing de-mystify the concept of 'centering'. Many practitioners of Oriental arts emphasize the mental path to power generation. The majority of Westerners cannot relate to that. You have made it a physical skill and described it in such a way that anyone can practice it and readily improve... This book, as with *The Russian Kettlebell Challenge*... will catch like fire in the tactical community."

—Name withheld, Instructor, Counter Assault Team, US Secret Service

"If I was stuck on a desert island (or somewhere else with no access to weights) I'd hope that Pavel Tsatsouline would be there to help keep me in shape. With *The Naked Warrior*, Pavel has moved the art of exercise without weights to a new level. I like both the exercises he has selected and the approach he advocates for training on them. Now, whether you have weights or not, there is no reason not to get into top shape!"

—Arthur Drechsler, author "The Weightlifting Encyclopedia"

The Naked Warrior Master the Secrets of the Super-Strong—Using Bodyweight Exercises Only By Pavel Tsatsouline

#B28 \$39.95

Paperback 218 pages 8.5" x 11"
Over 190 black & white photos

"This book has caused me to completely re-evaluate the way I look at calisthenics... Education is a wonderful thing and in this book you have most certainly educated me, as you will educate thousands... The great detail you include works, as I often receive a great deal of e-mail asking for more detail. Even those of us who have cranked out hundreds of thousands of reps in various drills don't really know what we are doing at a micro level. The detail allows us to scrutinize our performance and make adjustments to improve performance.

As for the spec ops warrior, this is great! There are so many times when you are unable to bring weights with you and you have to rely on cals to get you through.

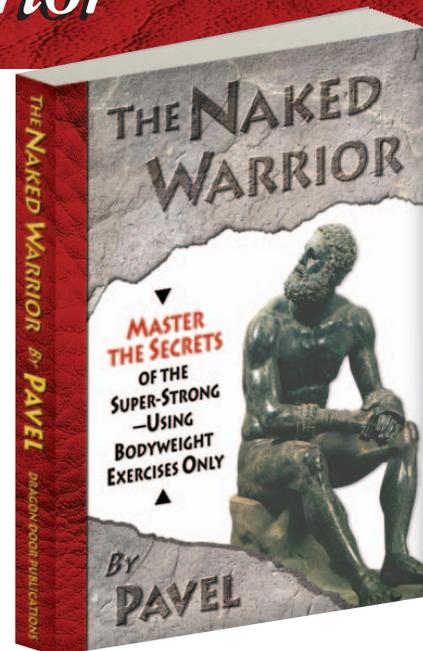
This new learning on cals allows us in the field to still train for great strength with only our bodies and that's like money in the bank! For example, I am going on a 10 day trip with no weights and I will most certainly do *The Naked Warrior* workout while I am gone! I can't wait to get started!

The Naked Warrior is a must for anyone who trains people with cals! While it's great for your own use, you can help others improve dramatically by knowing what to look for and what to suggest to improve their technique.

—SSgt. Nate Morrison, USAF, Pararescue Combatives Course Project Manager

"*The Naked Warrior* is one of Pavel's best work yet!!! I find that Pavel's easy to understand, no nonsense approach in *The Naked Warrior* will help one become the best they can be. In addition, the tools Pavel explains in *The Naked Warrior* will help my Olympic style weight lifters gain the core strength they need to put additional kg on their totals. Thanks Pavel for such a great work!!"

—Mike Burgener, Sr international weightlifting coach



"*The Naked Warrior* is outstanding as a complement to Pavel's other books or standing alone. The 'Grease the Groove' section alone makes this book worth owning. For martial artists and practitioners of police defensive tactics the two featured exercises in *The Naked Warrior* will greatly enhance striking and kicking. The One-Arm Pushup and the One-Legged Squat (Pistol) are the closest thing to actually striking and kicking that strength training has to offer.

For martial artists who don't wish to weight train or just don't have the time *The Naked Warrior* program is the way to go to enhance strength. Those who do weight train will want to include the Naked Warrior program into their training as well since the benefit is great while time, cost and convenience are non-factors.

The 'byproduct' of the high tension concepts outlined in this book is the martial artist will learn more about the use of muscle tension in motion than he will during the majority of martial arts training. Tension, in it's proper degree and application is of paramount importance, it is not only a factor in strength, but in speed and endurance as well. The section on Power Breathing explains the relation between strength and breathing like most martial art instructors don't or cannot.

There is finally a scientific explanation on many of the breathing exercises and techniques that abound. As is stated in the book, 'strength is a technique.' You can practice martial skills without the information offered in *The Naked Warrior*, but you risk not operating at full potential."

—George Demetriou, Modern Warrior Defensive Tactics Institute, NYC

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.

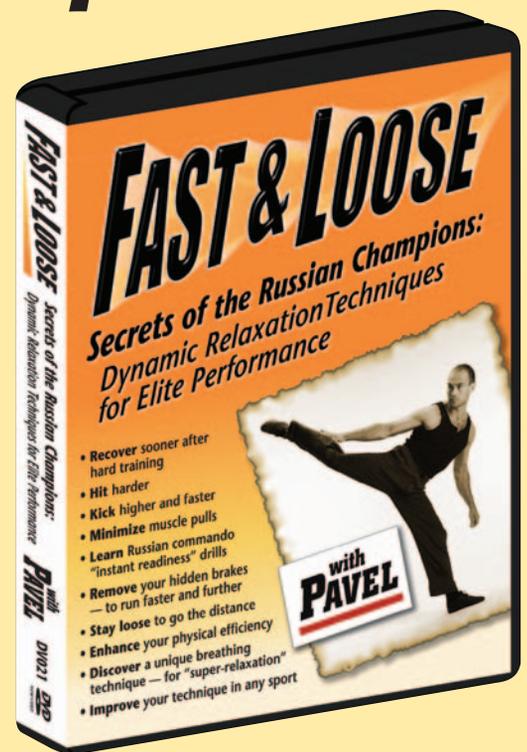
Mastery of relaxation is the hallmark of an elite athlete. Soviet scientists discovered that the higher the athlete's level, the quicker he can relax his muscles. The Soviets observed an 800% difference between novices and Olympians. Their conclusion: total control of tension = elite performance.

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.

Regular practice of these skills can help remove the false brakes within your body and open you up to a new freedom of movement and vitality. Enjoy the pride and pleasure of being on top of your game, day in, day out when you're *Fast & Loose!*

- **Recover** sooner after hard training
- **Kick** higher and faster
- **Hit** harder
- **Minimize** muscle pulls
- **Stay loose** to go the distance
- **Improve** your technique in any sport
- **Enhance** your physical efficiency
- **Remove** your hidden brakes — to run faster and further
- **Learn** Russian commando "instant readiness" drills
- **Discover** a unique breathing technique — for "super-relaxation"



Fast & Loose Secrets of the Russian Champions: Dynamic Relaxation Techniques for Elite Performance with Pavel

#DV021 **\$29.95**

DVD Running time: 27 minutes

"What I really like about *Fast & Loose* is that it incorporates a lot of dynamic stretching into the routines, which was missing from *Relax into Stretch*... The relaxation techniques are very good and were unique to me... it's definitely worth owning, and combined with *Super Joints* and *Relax into Stretch* makes a great flexibility program. Definitely going to use the relaxation drills during and after kettlebell training."

—Jon Frost, dragondoor.com
strength forum

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Relax Into Stretch*:

Stretching is NOT the best way to become flexible

Why Americans lose flexibility as they grow older • the dangers of physically stretching muscles and ligaments • *the role of antagonist passive insufficiency* • the nature and function of the *stretch reflex* • how to master muscular tension • how to inhibit the stretch reflex • intensive and extensive learning methods.

Waiting out the Tension—relaxed stretching as it should be

Just relax—when and when not to use the technique of *Waiting out the Tension* • Victor Popenko's key to mobility • the importance of visualization • why fear and anxiety reduce your flexibility • maximizing perceived safety in the stretch.

Proprioceptive Neuromuscular Facilitation

How Kabat's PNF fools your stretch reflex • the function of the *Renshaw cell* • why it works to pre-tense a stretched muscle.

Isometric stretching rules!

Why contract-relax stretching is 267% more effective than conventional relaxed stretching • what the 'frozen shoulder' has to teach us • the lifestyle problem of *'tight weakness'* • why isometrics is more practical than weights.

Extreme flexibility through Contrast Breathing

How to breathe your way to greater flexibility • effective visualizations for the tension/release sequence • avoiding the dangers of hyperventilation.



Forced Relaxation—the Russian spirit of stretching

How to turn the contract-relax approach into a thermonuclear stretching weapon • determining correct duration • tips for the correct release of tension.

The final frontier: why Clasp Knife stretches will work when everything else fails

How to cancel out the *stretch reflex* • taking advantage of the *inverse stretch reflex* • the last line of defense against injuries • shutdown threshold isometrics • mastering the Golgi tendon reflex.

Why you should not stretch your ligaments—and how you can tell if you are

Yoga postures and stretches to avoid at all costs • the function and limitations of your ligaments.

Stretching when injured

Rest, Ice, Compression and Elevation • what happens when a muscle gets injured • contracting and releasing the injury • why stretching won't help a bad back and what to do instead.



The demographics of stretching

Why your age and sex should determine your stretches • the best—and worst—stretches for young girls, boys and adolescents • a warning for pregnant women • what's best for older folks.

The details, the schedule

Isometric stretches—when to do them and how often • how to know if you are doing too much • Bill 'Superfoot' Wallace's hardcore stretching schedule • correct order and choice of stretch • why isometric stretching should be the last exercise you do in your day.

The Relax into Stretch drills—

1. The Souped Up Toe TouchPage 49
2. The Spine Decompression HangPage 51
3. The Improved CobraPage 54
4. The Side BendPage 57
5. The Spine RotationPage 60
6. The Lateral Neck and Trap StretchPage 61
7. The Headache BusterPage 62
8. The Anti-Slouch Neck StretchPage 63
9. The Head TurnerPage 64
10. The Chest OpenerPage 65
11. The Overhead ReachPage 67
12. The Biceps and Shoulder StretchPage 68
13. The Shoulder Blade and Lat StretchPage 69
14. The Upper Back LoosenerPage 71
15. The Wrist FlexionPage 73
16. The Wrist ExtensionPage 74
17. The Good Morning
Hamstring StretchPage 75
 - a) standingPage 75
 - b) seated on a chairPage 76
 - c) seated on the floorPage 77
18. The Kneeling Hip Flexor StretchPage 78
19. The Lunge Hip Flexor StretchPage 80

20. The Karate Stance Hip Flexor Stretch Page 82
21. The Karate Stance Groin StretchPage 84
22. The Seated Groin StretchPage 86
23. The Calf StretchPage 89
24. The Shin and Instep StretchPage 91

How much flexibility do you really need?

Why excessive flexibility can be detrimental to athletic performance • why old school strongmen instinctively avoided stretching • what stretches powerlifters and weightlifters do and don't need • warning examples from sprinting, boxing and kickboxing.

When flexibility is hard to come by, build strength

Plateau-busting strategies for the chronically inflexible • *high total time under tension*.

Two more plateau busting strategies from the iron world

Popenko's flexibility data • the reminiscence effect • the dynamic stereotype • How to exceed your old limits with the stepwise progression.

Advanced Russian Drills for Extreme Flexibility

25. The Side StretchPage 100
26. The CossackPage 102
27. The Reverse CossackPage 104
28. The Hip and Side StretchPage 106
29. The Crawling LizardPage 108
30. Hamstring StretchesPage 109
31. Hip Flexor/Quad StretchesPage 114
32. The Lower Calf StretchPage 117
33. The Front SplitPage 118
34. The Bent Press StretchPage 123
35. The Modified Reverse TrianglePage 126
36. The Roadkill SplitPage 128
37. The Side SplitPage 131

Relax into Stretch delivers instant flexibility!



Be as FLEXIBLE as You Want to Be—FASTER, SAFER and SOONER

“I can’t say I’ve read many books on flexibility with the wit and clearheaded wisdom I found in Pavel Tsatsouline’s *Relax Into Stretch*. Tsatsouline delivers the how-and-why of progressive techniques for achieving suppleness, from simple yoga stretching to advance neuromuscular facilitation, without burying the reader in hocus-pocus or scientific jargon. Tsatsouline’s *Relax Into Stretch* provides an alternative: straightforward and practical techniques that don’t require a lifetime to master”.

—**Fernando Pages Ruiz**, Contributing Editor *Yoga Journal*

“I tell you truly that *Relax Into Stretch* is superb. Stretching has always been associated with any serious fitness effort and Tsatsouline’s approach to this old discipline is fresh and unique and thought provoking. Best of all, this book combines philosophic insight with in-your-face reality as Pavel shares with the reader ‘drills’ that turn you into what this former Russian Spetznaz instructor calls ‘a flexibility mutant’. This book supplies both the road map and the methodology. Don’t ask to borrow my copy.”

—**Marty Gallagher**, Columnist, *WashingtonPost.com*

“Pavel Tsatsouline’s *Relax Into Stretch: Instant Flexibility Through Mastering Muscle Tension* is a superbly illustrated, step-by-step guide to achieve physical flexibility of muscle groups and sinews. *Relax Into Stretch* is very effective and very highly recommended reading for men and women of all ages and physical conditions seeking to enhance their mobility and flexibility as part of an overall exercise regimen.”

—**Midwest Book Review**

- Own an illustrated guide to the thirty-six most effective techniques for super-flexibility
- How the secret of mastering your emotions can **add immediate inches to your stretch**
- How to wait out your tension—the surprising key to greater mobility and a better stretch
- How to fool your reflexes into giving you all the stretch you want
- Why *contract-relax stretching* is 267% more effective than conventional relaxed stretching
- How to breathe your way to greater flexibility
- Using the Russian technique of *Forced Relaxation* as your **ultimate stretching weapon**
- How to stretch when injured—faster, safer ways to heal
- Young, old, male, female—learn what stretches are best for you and what stretches to avoid
- Why excessive flexibility can be detrimental to athletic performance—and how to determine your real flexibility needs
- Plateau-busting strategies for the chronically inflexible.

Relax into Stretch Instant Flexibility Through Mastering Muscle Tension

By Pavel Tsatsouline

Running time: 37 minutes

Video #V104 **\$29.95**

DVD #DV006 **\$29.95**

Forced Relaxation Advanced Russian Drills for Extreme Flexibility

By Pavel Tsatsouline

Running time: 21 minutes

Video #V105 **\$24.95**

DVD #DV007 **\$24.95**

Relax Video or DVD Set:

Relax into Stretch &
Forced Relaxation

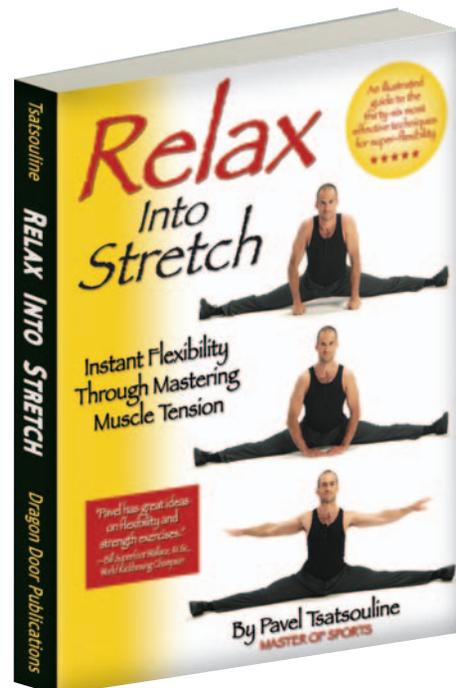
Video set #VS7 **\$49.95**

DVD set #DVS002 **\$49.95**

Relax Book and Video Set:

Relax into Stretch book and Relax
into Stretch/
Forced Relaxation videos #VBS1

\$79.95



Relax into Stretch Instant Flexibility Through Mastering Muscle Tension

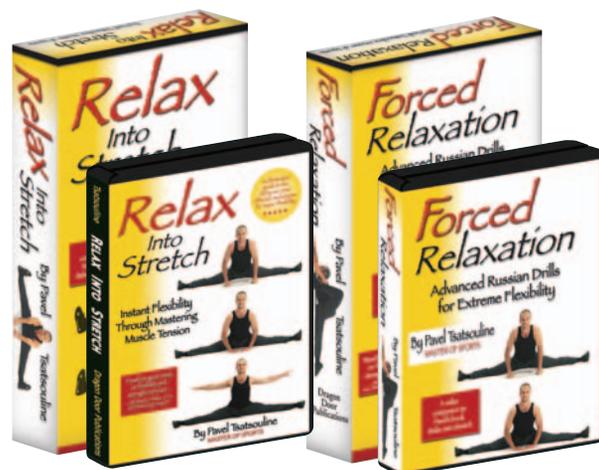
Book By Pavel Tsatsouline

Paperback 150 pages 8.5" x 11"

Over 100 photos and illustrations

#B14 \$34.95

COMPANION DVDS
give you dynamic
detail on how to exactly
master every
technique in Pavel’s
Relax book



Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

71

"Injuries Flee the Scene of the Crime— When Attacked by Pavel's Fast-Response, Rescue-Your-Own-Body *Super Joints* System

"For 25 years, I have been totally unable to do any kind of chest press because of an impingement in my left shoulder, which always led to severe pain the day after doing any kind of pressing.

3 weeks of daily practicing of all the shoulder joint mobility drills in *Super Joints* (along with careful observation of 'healthy shoulder' pressing techniques learned on this forum) ... and I was able to bench 5X5 55 lb dumbbells last week totally pain free! **Pain free after 25 years is truly great stuff.**—**TOOSTEEP**, dragondoor.com forum

"When I started at my job a couple of months ago, I had been talking to one of the cooks one night and told her about mobility training. I explained the details of it and, after teaching her how to squat properly, didn't mention it again.

But just recently I found out that she's been keeping up with her mobility training and it's worked wonders. She's had such bad knees that she's had to wear knee braces for twenty years and she hasn't had to wear them due to her improved joint health. There are similar stories coming from the servers with bad backs after I taught them about decompression hangs with three plane movements."—**JOSEF**, dragondoor.com forum

"About 4 years ago at the insistence of our Head Performance Training Coach John Taylor, we changed our warm up to a stand up dynamic routine. Coach Taylor found numerous research articles showing an 8 to 22% decrease in power, with no reduction in injuries using static stretching. Some studies stated that the power deficit can last up to 90 minutes.

When I first purchased the book *Super Joints* 2 years ago, I noticed that the routine is very similar to the one that we use at New Mexico State University, our "Head to Toe" routine takes roughly 8 minutes to complete and all the sports that we work with use it. I keep track of our injuries and in the 4 years that we have used the "Head to Toe" routine our athletes have not encountered a higher rate of injuries than during my first 2 years at NMSU when we used a different one."—**TONY MCCLURE**, Assistant Performance Training Coach, New Mexico State University

"Three days after I initially fractured my elbow I started doing *Super Joints* and within two weeks I had full mobility back in my

right arm. I was supposed to attend Occupational Therapy, but when I got there they were so shocked and amazed at my progress that they sent me home. I guess they've never seen someone regain their mobility so fast."—**TONYA EHLEBRACHT**, US Army

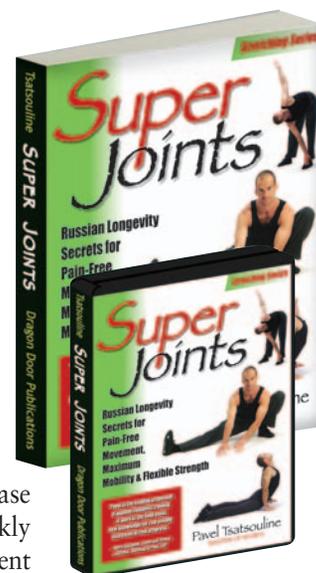
"*Super Joints* is excellent. It is also saving me a good deal of money. I've had to lay off of heavy squatting and deadlifting because of a back injury. My active release therapist/chiro is amazed at how quickly I am making progress—my alignment doesn't return to crap after an adjustment. I credit the progress mainly to *Super Joints*." From: **CHRIS M.**, 2003-05-18

"I am 58 and need to keep my joints oiled. I have had very good results with *Super Joints* My knees and elbows don't ache anymore." From: **SEEAHILL**, 2002-11-07

"I already feel "younger." I'm also noticing an ability to better withstand rolling in Jiu Jitsu class—I don't have to tap quite as often, even in bad positions. *Super Joints* is a fantastic, fantastic book. I think that everyone should do *Super Joints*." From: **DAN MCVICKER**, RKC, 2003-05-18

"As the owner of a sixty-four year old body and as the practitioner of a sedentary job, I have lost some range of motion. The movements in this book have helped me in several ways: 1) Improved the range of rotation of my head. 2) Improved the movement and reduced the pain in the right shoulder injured several years ago. 3) Helped alleviate tension in the neck and traps where I tend to carry stress. 4) Improved my posture helping me look less like a wizened old man."—**COMRADE FLOYD**, Amazon.com

"*Super Joints* = Super ROM. Get the book and you'll realize what you've been missing by just stretching. It's more about maintaining the youthful fluidity of the joints which is lost through age and or abuse." From: **LARRY DIBBLE**, 2002-05-09



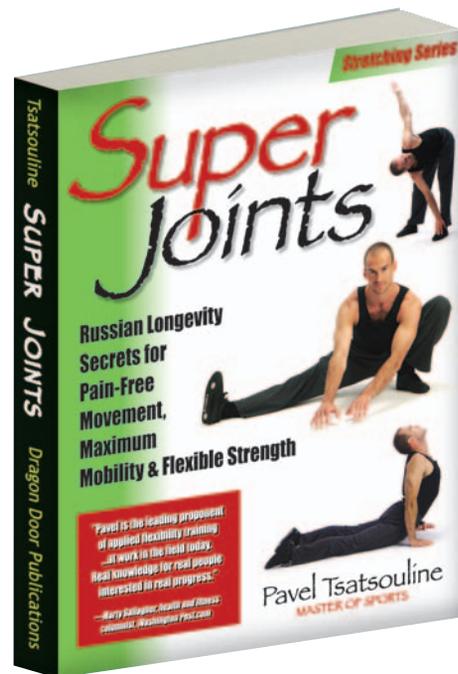
"The Do-It-Now, Fast-Start, Get-Up-and-Go, Jump-into-Action Bible for HIGH PERFORMANCE and LONGER LIFE"

You have a choice in life. You can sputter and stumble and creak your way along in a process of painful, slow decline—or you can take charge of your health and become a human dynamo.

And there is no better way to insure a long, pain-free life than performing the right daily combination of joint mobility and strength-flexibility exercises.

In *Super Joints*, Russian fitness expert Pavel Tsatsouline shows you exactly how to quickly achieve and maintain peak joint health—and then use it to improve every aspect of your physical performance.

Only the foolish would deliberately ignore the life-saving and life-enhancing advice Pavel offers in *Super Joints*. Why would anyone willingly subject themselves to a life of increasing pain, degeneration and decrepitude? But for an athlete, a dancer, a martial artist or any serious performer, *Super Joints* could spell the difference between greatness and mediocrity.



Super Joints Russian Longevity Secrets for Pain-Free Movement, Maximum Mobility & Flexible Strength

Book By Pavel Tsatsouline
Paperback 130 pages 8.5" x 11"
Over 100 photos and illustrations
#B16 \$34.95

COMPANION VIDEO AND DVD
give you dynamic detail on how to exactly master every technique in Pavel's *Super Joints* book



Super Joints Video and DVD
With Pavel Tsatsouline
Running Time 33 minutes
Video **#V108 \$24.95**
DVD **#DV003 \$24.95**

Discover:

- The twenty-eight most valuable drills for youthful joints and a stronger stretch
- How to save your joints and prevent or reduce arthritis
- The one-stop care-shop for your inner Tin Man—how to give your nervous system a tune up, your joints a lube-job and your energy a recharge
- What it takes to go from cruise control to full throttle: The One Thousand Moves Morning Recharge—Amosov's "bigger bang" calisthenics complex for achieving heaven-on earth in 25 minutes
- How to make your body feel better than you can remember—active flexibility for sporting prowess and fewer injuries
- The amazing Pink Panther technique that may add a couple of feet to your stretch the first time you do it

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Get RAW, Get POTENT, Get POWERFUL—

WHEN YOU UNLEASH THE POWER OF INSTINCTUAL EATING

Eat like an emperor—and have a gladiator's body

Are you still confused about what, how and when to eat? Despite the diet books you have read and the programs you have tried, do you still find yourself lacking in energy, carrying excess body fat, and feeling physically run-down? Sexually, do you feel a shadow of your former self?

The problem, according to Ori Hofmekler, is that we have lost touch with the natural wisdom of our instinctual drives. We have become the slaves of our own creature comforts—scavenger/victims rather than predator/victors. When it comes to informed-choice, we lack any real sense of personal freedom. The result: ill-advised eating and lifestyle habits that leave us vulnerable to all manner of disease—not to mention obesity and sub-par performance.

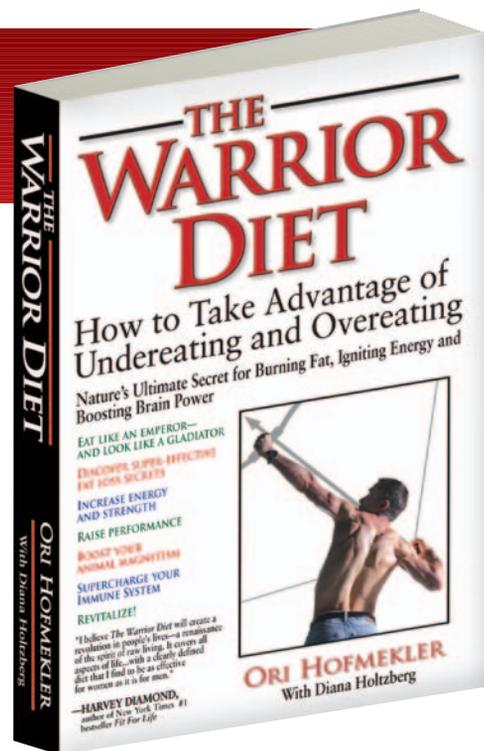
The Warrior Diet presents a brilliant and far-reaching solution to our nutritional woes, based on a return to the primal power of our natural instincts.

The first step is to break the chains of our current eating habits. Drawing on a combination of ancient history and modern science, *The Warrior Diet* proves that humans are at their energetic, physical, mental and passionate best when they “undereat” during the day and “overeate” at night. Once you master this essential eating cycle, a new life of explosive vigor and vitality will be yours for the taking.

Unlike so many dietary gurus, Ori Hofmekler has personally followed his diet for over twenty-five years and is a perfect model of *the Warrior Diet's* success—the man is a human dynamo.

Not just a diet, but a whole way of life, *the Warrior Diet* encourages us to seize back the pleasures of being alive—from the most refined to the wild and raw. *The Warrior Diet* is practical, tested, and based in commonsense. Expect results!

The Warrior Diet covers all the bases. As an added bonus, discover delicious Warrior Recipes, a special Warrior Workout, and a line of Warrior Supplements—designed to give you every advantage in the transformation of your life from average to exceptional.



The Warrior Diet Switch On Your Biological Powerhouse—For Explosive Strength, High Energy and a Leaner, Harder Body

By Ori Hofmekler With Diana Holtzberg

#B23 \$24.00

Paperback 420 pages 6" x 9"

#B17 \$26.95

Hardcover 420 pages 5 3/8" x 8 3/8"

Over 150 photographs and illustrations

About Ori Hofmekler

Ori Hofmekler is a modern Renaissance man whose life has been driven by two passions: art and sports. Hofmekler's formative experience as a young man with the Israeli Special Forces, prompted a lifetime's interest in diets and fitness regimes that would optimize his physical and mental performance.

After the army, Ori attended the Bezalel Academy of Art and the Hebrew University, where he studied art and philosophy and received a degree in Human Sciences.

A world-renowned painter, best known for his controversial political satire, Ori's work has been featured in magazines worldwide, including *Time*, *Newsweek*, *Rolling Stone*, *People*, *The New Republic* as well as *Penthouse* where he was a monthly columnist for 17 years and Health Editor from 1998–2000. Ori has published two books of political art, *Hofmekler's People*, and *Hofmekler's Gallery*.

As founder, Editor-In-Chief, and Publisher of *Mind & Muscle Power*, a national men's health and fitness magazine, Ori introduced his Warrior Diet to the public in a monthly column—to immediate acclaim from readers and professionals in the health industry alike.

SAVE
15%
See
Page 77



“I believe *The Warrior Diet* will create a revolution in people's lives—a renaissance of the spirit of raw living. It covers all aspects of life... with a clearly defined diet that I find to be as effective for women as it is for men.”

—Harvey Diamond, author of world bestseller *Fit For Life*

“Rare in books about foods, there is wisdom in the pages of *The Warrior Diet* ...Ori knows the techniques, but he shows you a possibility—a platform for living your life as well...*The Warrior Diet* is a book that talks to all of you—the whole person hidden inside.”

—Udo Erasmus, author of *Fats That Heal, Fats That Kill*

UNLOCK!™

Participant Praise for Pavel, Steve Maxwell and John Du Cane's Recent Unlock! Seminar

Catch the October 2006 Unlock! –while there are still openings–See Page 77 for full details

“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.”

—Teimoc Johnston-Ono, Trainer/Coach, 6x World Masters Jujitsu Champion, US Olympic Judo team 1976, US Olympic Training Center, Coach

“I have taken many clinics by experts in the strength and conditioning field. Without a doubt the “UNLOCK!” course is the finest I have attended, I would recommend it to anyone.

A total mind-body experience. Great attention to detail in both exercise demonstration and the explanation of why to do things in a certain, correct way. Absolutely outstanding instruction. The instructors are not only excellent practitioners, but superlative teachers as well. These guys combine in-the-trenches real world ‘tough guy’ experience, exercise science backgrounds, with a great ability to simplify and teach to the point.”

—Cole Summers, Strength Coach, Winnipeg, Manitoba, Canada Team Canada Strength Coach: Women’s National Volleyball Team, National Boxing Team members; Pro boxers; Olympic Hockey Team members; NHL and WHA Pro Team Champions.

“The UNLOCK! course was excellent, very much worth the investment. The principles and techniques I learned will be useful in my own training, my clients training, and with my massage clients. All three instructors are outstanding teachers and have an encyclopedic knowledge of this kind of material. An outstanding weekend for anyone who wants to know more about the body in motion.”

—David Whitley, RKC, Massage Therapist, Hermitage, TN

“As a doctor I would have to state emphatically that this was the best medical seminar I ever attended! Great science to backup the technique. I hate the word stretching – so often it means people lengthening tendons and ligaments leading to hyper-mobility, instability and high risky injury – mobility and flexibility are what people really need and desire and the 3 approaches helped us understand it very well.”

—Theresa Nesbitt, Physician

“Outstanding! I thoroughly enjoyed the course and would take it again!

Every single instructor has their own style. The personalities mix well. They all have a gift for teaching. Steve, Pavel, and John are very inspiring. Pavel’s

incredible knowledge and ability to share it is amazing. Steve’s enthusiasm, knowledge and dedication to health and fitness is inspiring. John’s tranquil and relaxing qigong was eye opening. He is a very graceful practitioner. Even more proof that Dragon Door and all its instructors are dedicated to improving people’s health which in turn will improve the quality of life.”

—Lisa Shaffer, RKC, Roanoke, Texas

“I returned to UNLOCK! Because I learned so much the first time that I KNEW it would be worth it a second time. And, I wasn’t the only person to return! I wasn’t disappointed. I made a long list of the cool new stuff I learned.

The neck mobility drills I learned from Steve Maxwell cured the neck pain I suffered for more than 30 years. I practice these drills daily and my neck works better than ANYTIME in my life. Thanks a million Steve! This was worth twice the price of admission.

Pavel is a master at communication! He takes complex anatomical and physiological issues and explains them with startling clarity. If you want to be more mobile, flexible, and functional...start with Pavel’s basic, simple and straight forward principles.

Steve Maxwell is a genius! His obsession with strength, mobility and fitness in general pays big dividends for everyone lucky enough to spend time with him.

John Du Cane’s knowledge of and dedication to qigong provides an insight into a treasure chest of strength and mobility drills.”

—Jay Armstrong, RKC

“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, and organized workshop I have attended. There is a great integration and balance between the presenters and their material and skills.

The information presented and skills taught were comprehensive enough that as a Certified Advanced Rolfer, I have the tools and understanding to not only improve my own functional mobility but I will be able to teach my clients the skills so they may continue to increase their mobility and structural balance.

These instructors are the best in the business. Not only do they possess a wealth of knowledge but they are willing to share that knowledge and truly educate the workshop participants. They are willing to explain the why, often before it is asked.”

—Michael Reams, Certified Advanced Rolfer, Seattle, WA

“Much more practical than anything I’ve ever had, law enforcement related or martial arts related. I can truly say that I will be able to unlock my body’s potential much easier now than before I came to UNLOCK!

Three of the most knowledgeable, approachable, instructors ever.

Everything each of the three instructors teaches is useful, and each is able to demonstrate, backup and explain the mechanics of the exercise. I’d recommend them to anyone!”

—Timothy Hale, Police Officer St Paul, MN

“I really thought the promotional materials I read about the course exaggerated what the course could do for me. At the first break, I called my wife (1500 miles away) and said, ‘These guys are really on to something!’

I don’t think I could have been in better hands for the subject matter that was presented.”

—Matthew Furcron, Technical Writer, Vancouver, WA

“I did things I thought I couldn’t do anymore. You guys were excellent communicators. The entire weekend exceeded my expectations. Much better than other courses.”

—John Canady, Plastic Surgeon, Iowa

“This course was fantastic! This is my 5th course with Pavel and he still has information in the vault. John and Steve also opened up more avenues of awareness to the different types of mobility protocol available. I recommend this course to everyone. All 3 of you are outstanding! All of you feed off each other well and are able to integrate each other’s “flavors” into your own presentation making it easier to learn thru the weekend.

This sets the standard in mobility/flexibility. Practical, precise and can be implemented immediately. Definitely

seeing my own results over 3 days reinforces everything. Thank you for everything all of you do!”

—Brad Nelson, RKC, Strength & Conditioning Coach, Woodbury, MN

“An amazing, mind-expanding body releasing experience. I’ve never felt so open, relaxed and pain free in years. Truly priceless. Unbelievable. I’m often at seminars where the pitch is something like ‘over 60 years of combined experience’ – and it’s usually a relatively meaningless statement. However, the ability to teach what they know, combined with the staggering breadth of knowledge these 3 guys have is just incredible.”

—Janet Marquardt, Licensed Massage Therapist, Watauga, NY

“It was a tremendous education. As a chiropractor, I have an interest in every possible detail. I learned a ton of valuable information because of the quality of the instruction. I loved the seminar. This is something I will definitely be using not only for myself but for my patients. When can I do this again!”

—Gregory Theokas, Chiropractor

“UNLOCK! Is a complete assault on all of your senses and is highly recommended for anybody. The quality of knowledge is unrivaled anywhere. I started with kettlebells three years ago and they have completely changed the direction of my training. I have learned countless new techniques from Steve Maxwell and Pavel over the last 2 years from so many different smaller workshops. UNLOCK! was the icing on the cake. UNLOCK! Like all of the RKC training I have received over the last three years it is in a league of its own. There are no other resources out there that compare.”

—Steve Pucciarelli, Personal Trainer

“It will broaden your understanding of what flexibility means in ways you never thought of before taking the class. If you’re not more mobile afterward than you were before you took UNLOCK! You’re either a contortionist or you’re dead.

All the instructors were first rate and the instructors made every effort to make sure everyone had all their questions answered. There was a wealth of knowledge among the three that would be hard to get anywhere else beside here. I thought the Feb 2002 RKC Certification I attended was the best training I’d ever had. This was even better. I’m impressed with Pavel’s ability to keep adding new material and new insights to things I’ve seen before, every time I hear these concepts presented, I learn more.”

—Steven Justus, RKC, Sr Software Engineer, Westminster, CO

“My knowledge of what it means to be mobile has increased ten-fold. I started this week limping and hobbling around from a chronic back injury and I can now run and do most movements with little to no pain.

This is the first course I’ve taken and I found it very effective. It’s the Holy Grail of health! I’m reluctant to buy into one philosophy completely but if I had to choose what I’ve seen in just 3 days is more valuable than anything I’ve seen in 3 years.”

—Sam Twito, Student, Northfield, MN

“This is one of the best workshops I have ever attended - in the sheer amount of excellent information, practice, opportunity for questions and discussion. Plus, it is fun! Outstanding – to use Steve Maxwell’s terminology, all three of these men are clearly virtuosos, likely even Masters.”

—Gretchen Faas, Health Care Consultant, Minneapolis, MN

“I came because I just turned 50 and I want to start gaining mobility and flexibility instead of losing it as I’ve done over the last 25 years. I learned to do things here with my body that will let me make that wish real.

The training was uniformly superb. Patient, careful, thorough, real, all questions answered.”

—Peter Silverman, Lawyer

“It opened my eyes to the very real possibility of improving my functional strength, mobility and athletic abilities to a level potentially higher than it has ever been despite the inevitability of aging.

The training I have taken from Dragon Door Publications has far exceeded anything I could ever experience by taking professional courses directly related to my line of work. I always feel like I have learned something that will literally change my life and health for the better. The best part is I get to go back to work and show what I’ve learned with my clients and improve their lives as well.”

—Keith Weber, RKC Physical Therapist, Red Deer, Alberta, Canada

“I have gained confidence in learning principles of mobility, flexibility, stretching and movement that will greatly enhance all my training. Pavel, Steve and John are the best instructors I have ever had! Unparalleled levels of knowledge from men who demonstrate drills and explain principles with amazing insight and wisdom. I am an RKC instructor. The workshop is essential and the training is amazing. I think and feel that the training at UNLOCK! is a prerequisite to our form of training.”

—Mandla Nkosi, RKC, Physical Trainer, Martial Arts Instructor, Jamaica Plains, MA

“Very clearly explained concepts, and practices which are rooted in biomechanically correct methods of increasing anyone’s mobility. This includes high-level athletes to beginners. The quality, scope, and practical application of the concepts and practice offered in the UNLOCK! course are of the highest level. Solid fundamentals offered in a practical manner.”

—Adam Pollock, Head Instructor and Owner of Kokopelli’s Gym, Winter Springs, FL

“UNLOCK! brought me an avenue to become connected in the physical movements. Not just performing but understanding on what to focus and how to improve your performance. It provided me the additional tools to get better! This workshop can’t be beat! The knowledge and abilities of these gentlemen are priceless. Their ability to translate their knowledge and experience allowed us to have a magnificent learning environment. Their passion to want to share their knowledge is above reproach. I can clearly see why people become so connected and want to return to this workshop again. This was the best comprehensive training I’ve received in my career. To be able to combine

all the elements of UNLOCK! to my current knowledge will raise my performance. I also look forward to sharing this wealth of information to my clients.”

—Glenn Cruz, Personal Trainer, Niceville, FL

“In one hour with Pavel, I got progress in my flexibility that would have taken a couple of years in yoga.”

—Crystal Chissell, Attorney, Highland Beach, MD

“What I learned in this course will be a lifelong skill set. Now I can repair my 50 years of pain with renewed vigor and pain free exercises. Anyone who wants to feel much younger must take this course. My only question is when is the next one!”

—Laird Johnson, Airline Pilot, Summit, NJ

“Amazing. I’m a layperson in this field, but everything was taught at a level that worked for everyone. The exercises were unbelievably helpful at reinforcing the concepts – I really couldn’t believe it. And it’s all ideas, concepts, and moves that can easily be incorporated into everything I do. The best part – no equipment necessary. I came here so I can be someone who can jump out of airplanes at the age of 80 if I want. I now know how.

I tried to explain to my friends why I was flying cross country to take this class, and honestly believed there was no one else that could teach me this. You have confirmed those beliefs, and for that I thank you. True masters.”

—Jennifer Waak, RKC Management Consultant, Seattle, WA

“As a teacher of yoga for over 25 years I’m extremely leery of educational groups jumping on the popularity of stretching and strengthening. It is my opinion that if Dragon Door had been around 25 years ago there would have been significantly less shoulder and hip injuries not just in the yoga and martial arts community, but in the entire realm of athletic achievement. Power to Pavel, Steve and John, more education, less dogma.”

—George Edward Spears, RKC, Teacher of Yoga

“Epiphanous. Exceeded high expectations. Sane, rugged... Verkhoshansky and Siff inspire but leave me wondering ‘so what do I do with it?’ Pavel’s is the most useable info I’ve ever received. Excellent training, pithy explanations, deep detailed knowledge of human function.”

—Hal Lupinek, Investor, Madison, WI

“These techniques should be part of the mandatory curriculum in our public and private schools, from the elementary years onward.”

—Jonathan Davis, Writer, New York, NY

“Altogether this was time, money and travel VERY profitably spent. Excellent overall synthesis of seemingly divergent methods to the single end of greater confidence, health and freedom of movement and power.

I was pleased and motivated by their charisma & concern for the students learning styles and need for clarification. Methods, knowledge and exposition were excellent. I knew Pavel was a king, but it was a MAJOR growth and motivation jackpot. John Du Cane gave me some TRULY applicable and profitable stuff I hadn’t expected to get.”

—KD Jones, Musician, Writer, Bothell, WA

"Thanks to all of you for a terrific seminar. You are true professionals and masters. This work is not only essential personally, but will be tremendously helpful to a great majority of my patients. UNLOCK! seminars should be a required course for all chiropractors, orthopedists, rheumatologists, physicians assistants, massage therapists, physical therapists, and anyone else working therapeutically with human bodies."

— **DOC KELLY, Chiropractic Physician, All-Sports Trainer for elite, amateur and professional athletes**

UNLOCK!™

The Course in Effortless and Unrestricted Movement With Pavel Tsatsouline, Steve Maxwell and John Du Cane

Discover Three "Master-Key" Systems to Unlock Your Body, Unleash New Energy and Release Your Latent Power...

Pavel Tsatsouline specializes in identifying the crucial principles and finer points of superior performance. He has excelled at helping thousands of athletes, military, lifters, martial artists and general fitness enthusiasts blow through their physical limitations, be it in strength or flexibility.

Brazilian Jiu Jitsu World Champion Steve Maxwell has a genius for creating highly innovative, creative and rich workout routines that address a wide diversity of athletic needs. His *Joint Mobility Recharge*™ has been widely acclaimed for its functional specificity and ability to dramatically improve overall body movement.

John Du Cane has a genius for distilling the deep and often mysterious internal arts of Qigong into a highly accessible format of techniques for free-flowing movement and high energy.

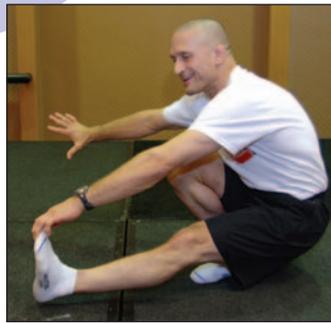
Imagine if you could combine, in one single program, the essence of each teacher's greatest contribution to the art of effortless and unrestricted movement? Imagine the impact on your physical performance, if you knew the greatest mobility secrets from Russia, China and the US combined?



UNLOCK!™, MASTER-KEY # ONE: Pavel's *Beyond Stretching*™—Master the Secrets of Super-Flexibility

Discover all this and much, much more:

- How to sink into an effortless rock bottom squat—whatever your age.
- How to triple your progress towards achieving a full split.
- How to open up your spine—and dramatically improve your sports performance.
- How to stretch your hamstrings instead of overstretching your back.
- How to achieve the perfect balance between shoulder stability and mobility.
- How to release the parking brake of your hip flexors—and lift, strike, run and jump with more power.



UNLOCK!™, MASTER-KEY # TWO: Steve Maxwell's *Joint Mobility Recharge*™

Steve Maxwell's *Joint Mobility Recharge*™ program promotes dynamic mobility for higher functioning in everyday life. The routines help you protect the body's current range of motion, or regain what has been lost to age, injury, or inactivity.

Steve's *Joint Mobility Recharge*™ system helps:

- Break up joint deposits that cause pain during movement.
- Release tension that can cause muscular and joint pain.
- Prevent injury by making the muscles more supple, mobile, and strong in the extreme range of motion.
- Aid in active recovery after strenuous activity by energizing the body.
- Accelerate rehabilitation after injury by preventing adhesions and increasing blood flow.
- Loosen all the major muscles without the loss of strength associated with conventional stretching before sports activity.



UNLOCK!™, MASTER-KEY # THREE: John Du Cane's *Supercharge Mobility Qigong*™

The range, variety and depth with which qigong works the body, has no parallel. Qigong employs a vast array of shaking, vibrating, circling, coiling, twisting, torquing, spiraling and pumping techniques to release, relax recharge, loosen, invigorate, empower, energize and supercharge the body.

After thirty years of qigong research, John Du Cane shares with you his own "best-of-the-best" qigong mobility techniques, including:

- How to shake and vibrate every fiber of your body simultaneously—for an immediate energy rush and longterm mobility gains.
- Little-known movements for opening and strengthening the shoulders.
- Dramatic stretches to loosen the waist.
- Powerful moves to open, energize and release the spine.
- Two vital leg-pumping methods for opening up the lower back and spine, while energizing the whole body.
- Coiling and spiraling arm movement for high internal energy and more fluid movement.

Where: Minneapolis, Minnesota

When: October 27–October 29, 2006

Friday: 9:00 am–6:00 pm.

Saturday: 9:00 am–6:00 pm.

Sunday: 9:00 am–4:00 pm.

REGISTRATION INFORMATION

Register on-line or call 1-800-899-5111 for credit card orders.

Mail check to Dragon Door Publications, 5 East County Rd B, #3, Little Canada, MN 55117

Tuition: \$897 **Workshop Code #** WPS6

Workshop reference: Unlock!

Early Registration Discount Schedule:

Register and pay by May 26, 2006, fee is only \$497 (Save \$400)

Register and pay by June 26, 2006, fee is only \$547 (Save \$350)

Register and pay by July 21, 2006, fee is only \$597 (Save \$300)

Register and pay by August 22, 2006, fee is only \$647 (Save \$250)

Register and pay by September 18, 2006, fee is only \$747 (Save \$150)

Family Member Special Offer:

Tuition for spouses and children (under 18 years of age) of primary registrant may register at 50% each of primary registrant's tuition.

Example: Joe Smith registers at \$497. Wife Susan and son Michael register for \$248.50 each.

For more information visit our website at: www.dragondoor.com/wps6.html

To register today call: 1-800-899-5111

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Get an Instant
15%
DISCOUNT

On All Dragon Door Products
Each and Every Time You Order for a
Whole Year When You Join Our
PREFERRED CUSTOMER CLUB

Do you place frequent
or large orders with
Dragon Door?

Receive an automatic 15% discount on all
products offered in our catalog, from the
moment you join. The fee for annual
membership is only \$39.95.

Would you love to use our superb
nutritional supplements regularly at a
bargain-basement price? Then the Dragon
Door Preferred Customer Club lets you
save and save, day-in, day-out.

SAVE
15%
Today

For more
information and to
sign up today call
1-800-899-5111.

Do you have your own website?

*Now you can promote
Dragon Door products on
your site and start earning
money immediately!*

BECOME A DRAGON DOOR AFFILIATE.

Share your passion for
fitness with your friends
and website visitors, while
you earn a **HANDSOME
INCOME** in the process.

It's Easy!

We provide you with all of the tools you need as an Affiliate. You simply add our links to your site and feature our outstanding line of products. When your visitors click thru to our site and buy, you'll earn commissions. You'll be able to access reports online so you can see how well you're doing as an Affiliate. We handle the order process, shipment, and billing. All you do is place the link and make money!

As an affiliate, you will have access to a variety of banners, buttons, and text links, including Dragondoor.com articles, checklists, and mini-sites. You'll get a link to your own Administration Area with all our linking methods once you're accepted as our affiliate.

How much money can I make?

It's up to you! Anywhere from nothing to literally thousands of dollars per month. We provide you with the tools and assistance to earn big commissions with Dragondoor.com, and your earning potential is in your hands.

As a Dragondoor.com affiliate, you will find that we are highly motivated and truly dedicated to your success. We want to send you a check every month, and we want to work with you to help you succeed. Dragondoor.com affiliates have access to tutorials, a dedicated Affiliate Program Manager to guide you, an e-mail discussion list, archived tips & hints, and more—all created specifically with the intention to help you earn more money.

Benefits to Being a Dragondoor.com Affiliate

- We pay your **commissions monthly** & promptly by the 15th of every month for the previous month's verified sales
- Outstanding personalized service for you and your clients
- **Unique, proven products**
- No monthly minimums, you make ONE sale—we pay you either electronically or by check!
- Generous click-through tracking period of 180 days (six months)—Even if your visitor



doesn't buy from us for 6 months after that first click—you'll get paid!

- **Incentives paid for high volume producers** on a case-by-case basis

Associate with a Company you can trust

Customers want to buy products from a name they trust. Dragondoor.com is the industry leader in cutting-edge fitness and health. When you sell our products on your web site, your visitors will be buying from a company with over 10 years of experience in this industry. You can feel comfortable knowing that you linked your visitors to a reliable, first-class merchant.

HOW DO I JOIN?

For more information and to instantly
become a Dragon Door Affiliate at no
charge, go to:
www.dragondoor.com/affiliate.html

Announcing:



NEW **UNLOCK! workshop**

The Course
in Effortless
and
Unrestricted

Movement With Pavel
Tsatsouline, Steve Maxwell
and John Du Cane

October 2006

Pages 75-77

Articles:

PAVEL:

- Chronicle of the Russian Kettlebell Invasion of America **Page 3**
- How the Kettlebell Has Bred Weakness Out of the Russian Gene Pool **Pages 4-5**
- Which Kettlebell to Choose? **Page 11**
- The Making of a Dragon Door RKC Kettlebell **Page 14**

MIKE MAHLER:

Westside Inspired Kettlebell Program for Exceptional Speed and Explosive Strength **Page 23**

STEVE MAXWELL:

Three Strong Drills to Effectively Train Your Core with Kettlebells **Page 28**

EFIM KOURBATSKI:

How I Trained Russian Soldiers with Kettlebells **Pages 32-33**

BRETT JONES:

Guerilla Tactics for Attacking and Defeating a "Heavy" Weight **Page 36**

STEVE COTTER:

Kettlebells for Extreme Leverage Challenge **Pages 38-39**

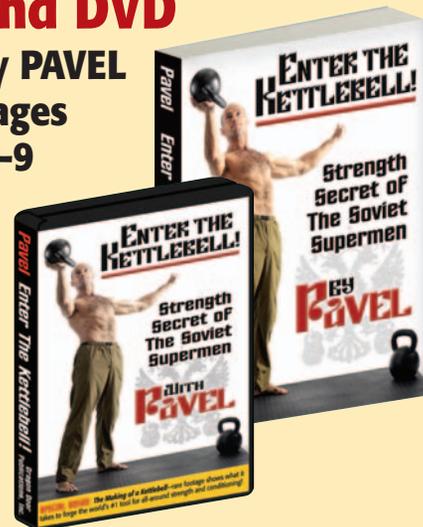
THOMAS PHILLIPS:

Power to the People!
Deadlift Team
Wins in 2005 **Pages 53-54**

New Product:

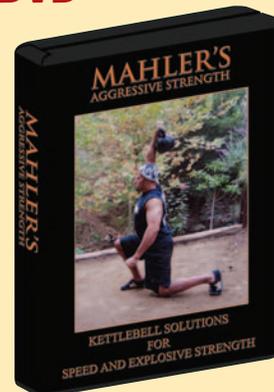
Enter the Kettlebell! book and DVD

by **PAVEL**
Pages
6-9



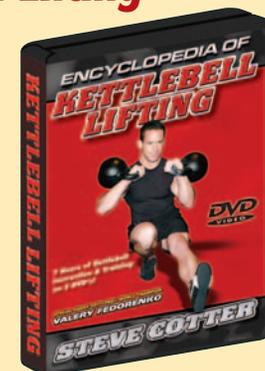
Kettlebell Solutions for Speed and Explosive Strength DVD

by **Mike
Mahler**
Pages
24-25



The Encyclopedia of Kettlebell Lifting DVD set

by **Steve
Cotter**
Pages
40-41



Dragon Door Publications
P.O. Box 1097
West Chester, OH 45071



1-800-899-5111 24 hours a day
fax your order (866)-280-7619



www.hard-style.com