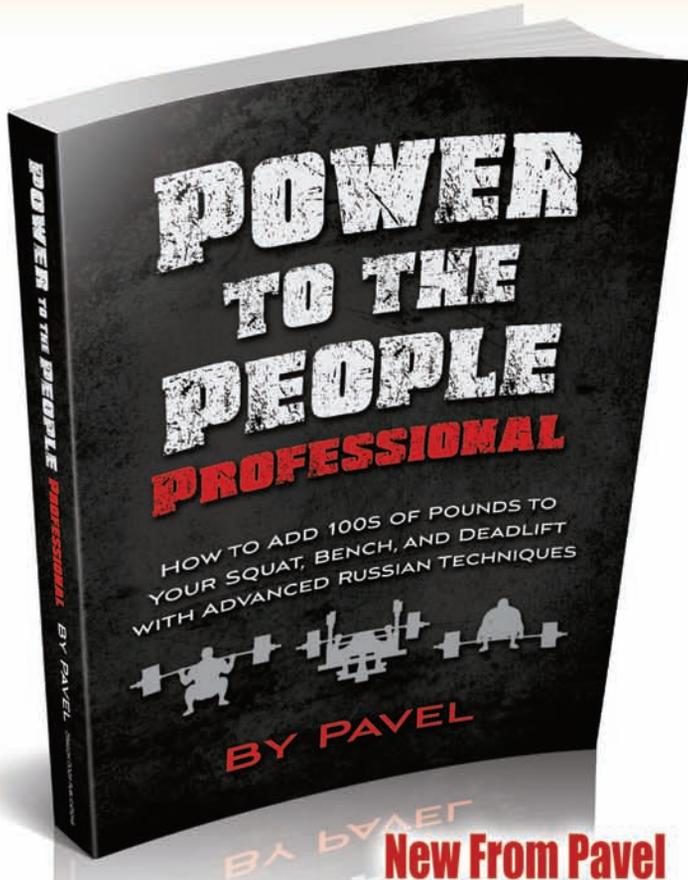


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Power to the People Professional

How to Add 100s of Pounds to Your Squat, Bench, and Deadlift with Advanced Russian Techniques

“*Power to the People Professional* is another excellent publication from Pavel. The book contains a wealth of information that will help lifters improve their Squat, Bench, Deadlift and Total. What is refreshing is the no frills approach: everything is written to the point and with no fluff. Advanced lifters must read this book.”—Andy Bolton, 6-time world powerlifting champion, official world record holder in the squat, deadlift and total

“A marvelous collection of thoughts, ideas and theories by some of the top strength coaches in the world.”
—Louie Simmons, Westside Barbell

“I am thoroughly enthralled with *Power to the People Professional*. Highest marks. Excellent on a multitude of levels. This book is a goldmine of tactics and techniques.”
—Marty Gallagher, author of *The Purposeful Primitive*

“This is a graduate program in getting strong. If the RKC is the ‘School of Strength,’ this is the special ops class. I cannot recommend this book highly enough.”
—Dan John, author of *Never Let Go*

“Intelligent intensity and total dedication along with stimulating variety is the theme among numerous training strategies featured in Pavel’s new *Power to the People Professional*.”
—John McKean, All-Round World Champion and Record Holder

**See Pages 4—6
for more information**



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Little Guy Takes Pride in Associating with Giants—and Spreading Their Message

You know, I'm a little guy. Been around 150 pounds for the last forty years. Around 5 percent body fat. Muscled, strong tendons, athletic, vigorous, yes—but I don't exactly block out the sun. A little guy.

And then there's my brain... Sure, I have a few synapses firing and popping, quick wit, some creativity, some focus, some good insights—but not exactly an intellectual heavyweight.

But I know I AM big in a couple of important departments:

I have tremendous drive and determination and persistence. I have enduring passion and enthusiasm. And I can spot winners. I can recognize giants when I see them. And I know VERY WELL how to share my enthusiasm for the talents and skills of the giants I admire and wish to emulate.

Everything you see in *HardStyle* is a product of my personal driving passions. Every book, DVD, every piece of equipment, every training workshop you find through Dragon Door is there because I personally believe in the worth of that resource—and want to share that excitement with you.

I was thinking as I stepped into the shower this morning: "You know Pavel is arguably the single best living fitness author on the planet. And I have gotten to be his publisher and close friend..."

You will see plenty in this issue on Pavel's brilliant new work, *Power to the People Professional*, which is already being hailed by world champions as a masterpiece...

And then, there's the peerless Marty Gallagher, whose *Purposeful Primitive*—



I am equally proud to have been able to bring Gray Cook and his CK-FMS to the world. Here's a man who has set the gold standard for functional movement analysis and whose systems have been considered crucial for four of the recent Super Bowl winners. You'll see two terrific articles by Gray in this issue.

Now, I am equally delighted to introduce you to a new "giant": Paul Wade. Paul's book *Convict Conditioning* absolutely blew me away when he sent it to me out of the blue. With my 30-year background in martial arts, bodyweight exercises are very dear to my heart. But I have never

read a more inspiring manifesto AND practical system for developing immense strength and power with bodyweight exercises only than *Convict Conditioning*. Astonishing, just astonishing!

Welcome to the HKC!

What has, of course, been particularly wonderful is Dragon Door's growth as the world's premier resource for all things kettlebell. We have just dramatically expanded our kettlebell offerings with our new *HKC, one-day kettlebell instructor certification*. We already have over 30 HKC workshops slated worldwide as I speak. For more details see Page 25.

The HKCs are being taught by our Master and Senior kettlebell instructors, who lead the world in quality of kettlebell instruction. Frankly, no one else deserves to be mentioned in the same breath.

As a result, Dragon Door is poised for massive growth, DESPITE the economy...

Hey, you know what? It's great to be a small guy with a really, really big lever... ☺

All the best in your training,

John Du Cane

John Du Cane



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I enjoyed dinner with two of my "giants", Pavel and Marty in Philly recently. Andrea shot this granular pic with her iPhone.

like Pavel's *Beyond Bodybuilding*—has been acclaimed as one of the top five books ever written on fitness. Just LOVE Marty!



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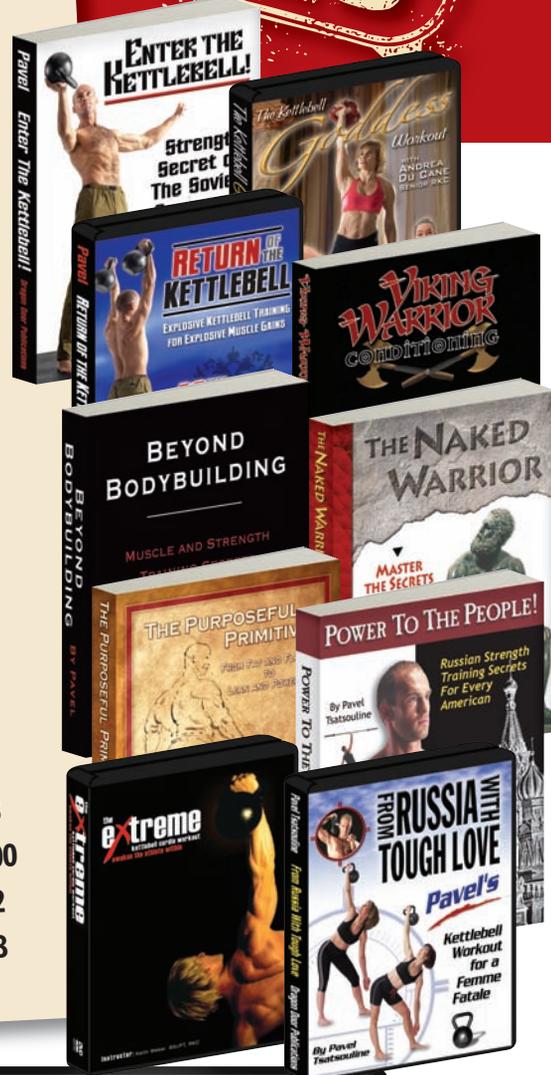
What Have Other Dragon Door Customers Recommended as THE BEST INVESTMENTS for Your Health and Strength?



Here's the current list of Top Twenty Picks:



Rank and Title	Type	Reviews	Average
1 Enter the Kettlebell!	Book	179	9.80
2 The Kettlebell Goddess Workout	DVD	122	9.11
3 Enter the Kettlebell!	DVD	121	8.98
4 Viking Warrior Conditioning	Book	93	9.46
5 Beyond Bodybuilding	Book	89	9.67
6 The Naked Warrior	Book	76	9.63
7 The Purposeful Primitive	Book	76	9.38
8 Power to the People!	Book	59	9.71
9 The Extreme Kettlebell Cardio Workout	DVD	53	9.57
10 From Russia With Tough Love	DVD	38	8.63
11 Resilient	DVD	34	9.35
12 Return of the Kettlebell	Book	34	9.29
13 Super Joints	DVD	35	8.80
14 Power To The People!	DVD	31	9.61
15 The Russian Kettlebell Challenge	DVD	29	9.31
16 Kettlebells from the Ground Up	DVD	26	9.77
17 Relax into Stretch	DVD	26	9.58
18 KB Basics for Strength Coaches and PTs	DVD	21	10.00
19 Full Body Power: KB Beyond The Basics	DVD	21	9.62
20 The Naked Warrior	DVD	23	8.78



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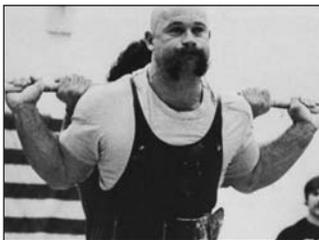
Praise for Pavel's *Power to the People Professional*



"*Power to the People Professional* is another excellent publication from Pavel. The book contains a wealth of information that will help lifters improve their Squat, Bench, Deadlift and Total. What is refreshing is the no frills approach: everything is written to the point and with no fluff. Advanced lifters must read this book."—Andy Bolton, 6-time world powerlifting champion, official world record holder in the squat, deadlift and total

"A marvelous collection of thoughts ideas and theories by some of the top strength coaches in the world. The book is full of great information."

—Louie Simmons, Westside Barbell



"I am thoroughly enthralled with *Power to the People Professional*. There is real passion in this book and it shines through in the characters that populate PPP: these men come alive as Pavel breathes life into their unique lives and diverse methods. Per usual, Pavel's impassioned pursuit of various strength methodologies is peerless; his gathering of tactical techniques

makes this book a strength and power wellspring.

There is enough substance and meat and grit between the covers of this book to keep the serious power man busy for the next five years.

Highest marks. Excellent on a multitude of levels. This book is a goldmine of tactics and techniques."

—Marty Gallagher, author of *The Purposeful Primitive*



This is a graduate program in getting strong. If the RKC is the "School of Strength," this is the special ops class. Honestly, just pick the book up and pop open a chapter. Here are the programs, the thought process, and the actual systems used to produce stunning lifts in the three powerlifts.

I cannot recommend this book highly enough. As my "Must Have" collection of books spirals higher each year, I am comfortable in saying that this book will quietly show the door to one or two of the books on my previous lists. It is that good."—Dan John, author of *Never Let Go*



"Intelligent intensity and total dedication along with stimulating variety is the theme among numerous training strategies featured in Pavel's new

Power to the People Professional. Top notch Russian powerlifters, exacting coaches, and meticulous research studies point to strength building schemes that absolutely PRODUCE!

Since an original Russian all-rounder, George "the Lion" Hackenschmidt, established long-standing weightlifting records at the turn of LAST century, Pavel's

latest compendium of Soviet methods is way past due!

Learn to freely borrow from the diversity of detailed systems discussed, and delight to the insight behind their creators' mindsets. Then set aside Pavel's *Professional*, head directly to the gym with extreme motivation, and follow the lessons toward suggested serious GRINDING!"—John McKean, Former I.A.W.A. International General Secretary, All-Round World Champion and Record Holder



"Wow. Wow, wow, wow! With *Power to the People Professional*, Pavel has written what is sure to become one of THE most revered books in the pantheon of powerlifting guides. It is a masterpiece of powerlifting information, history, math, physics and biomechanics STILL written in a way that is ultimately understandable.

Brilliant! An instant classic. ANYONE interested in powerlifting and competitive strength, or strength AT ALL NEEDS to have this book. This will not just be read but STUDIED. Bravo Sir, not only a homerun but a Grand slam."

—Mark Reifkind, Master RKC, former coach IPF Powerlifting Team USA



"Pavel's *Power to the People Professional* is spectacular. The style in which it is written, the information that is presented and the different workouts he features (all from accomplished sources) are all very useful, practical and a must read by anyone desiring to gain more knowledge and also take their training and strength to the next level.

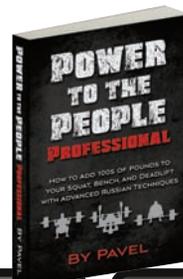
Pavel never ceases to amaze me with his fresh and interesting angles on all subjects he tackles. Thanks for another great book Pavel, this goes into my library of resources that will follow me throughout my career".

—Clark Bartram



"This is THE definitive book on HULK-like raw grinding strength development! For a powerlifter it is a bible... for a coach like me it is an invaluable treasure chest of knowledge delivered like only Pavel can..."

Read, apply, lift. Then read and apply again and lift even more! So it can continue forever if you wish! The Viking is happy!"—Kenneth Jay, Master RKC, author of *Viking Warrior Conditioning*



Power to the People Professional
How to Add 100s of Pounds to Your Squat, Bench, and Deadlift with Advanced Russian Techniques

by Pavel #B51 \$49.95
Paperback 197 pages 8.5" x 11"



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Get stronger and more powerful NOW and this day on—using proven, yet little-known training secrets and strategies from the greatest of the Russian strength masters

Pavel Tsatsouline's landmark classic, *Power to the People!* has helped tens of thousands—be they world-class athletes or basement enthusiasts—achieve and maintain remarkable strength gains, by employing a set of radically effective lifting principles in a scientific manner. Pavel took the guesswork out of strength training and honed in with an elegant simplicity on what *really* worked to get stronger—and continue getting stronger.

The war on weakness is a war we wage our whole lives. There is no final victory in the quest for extra strength. Only hard-fought gains—born of skill, will, and right knowledge. Losses and set-backs are a constant in this see-saw struggle of adaptation and survival. Pavel's great contribution has been to research and identify the proven "battle" strategies that give us the best chance to keep making those strength gains—whatever the odds. And in this, Pavel has succeeded admirably, thanks to his access to the best training secrets not only in the West but

in Russia—justly famous for its history of achievement in the world of strength and powerlifting. And thanks to his ability to ground theory in the proof of hard experience and earned results.

In *Power to the People Professional*, Pavel broadens and deepens this knowledge base to encompass a vast range of little-known but highly effective methods to keep tricking our stubborn bodies into ever-greater strength gains. Some of the chapters are straightforward coverage of "how they do it in Russia", others represent Pavel's own original work based on years of research and experimentation.

While elite athletes and powerlifters are those most likely to benefit from the advanced training information contained within *Power to the People Professional*, there remains a wealth of cutting-edge tips and tactics that intermediate lifters, athletes from various power sports, and power bodybuilders can use to immediately enhance their strength and power.



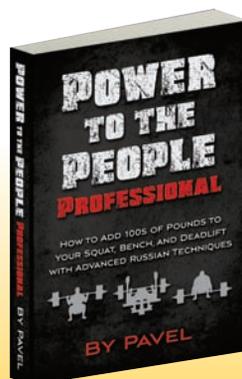
Just a few of the breakthrough secrets you'll have at your fingertips with Pavel's *Power to the People Professional*.

- **How Valentin Dikul** went from wheelchair cripple to master of strength Pages 2—3
- **When Dikul was asked** what was the secret of his strength, he offered two secrets... See Page 6 for the answer
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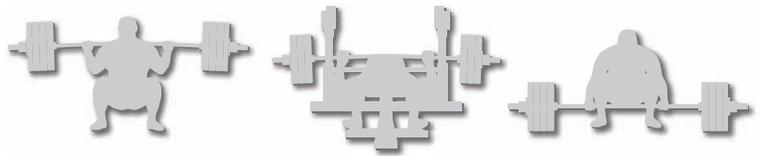


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Train Light, Compete Heavy

By Pavel

**An Excerpt from
*Power to the People Professional***



“I was not getting how you could increase your results after training with practically the same weights for two months,” exclaimed powerlifter Sergey Pavlov, Master of Sports before he tried training the Sheyko way. He gave it a shot but was still incredulous. “The Sheyko competition cycle went smooth like a walk in the park, no strains, no sprains. After the workouts I hardly felt any fatigue.” Then he added 77 pounds to his lagging bench press in two years and suddenly he got it.

“There is a difference between lifting more and actually getting stronger”. This quip by Arthur B. Jones who benched 563 pounds raw in the 242-pound class at the AAU Worlds highlights the two ways of getting stronger through training the nervous system. One is improving *inter-muscular coordination*, what people usually think of as a sport’s ‘skill’. The other is *intra-muscular coordination*, or the ability to fire individual muscles more intensely. There are misconceptions about both. In the West inter-muscular coordination is believed to be good only for the first few weeks of a beginner’s strength training. Consider how absurd this statement would be if it were applied to another sport. You can’t get better at the tennis serve after two months?! Soviets have proved that the lifter’s skill will continue improving for years and even decades all the way to the World’s.

If you are no longer adding polish to your technique, you either are not getting good coaching, not paying attention, or simply not practicing enough. Pavlov—the powerlifter, not the scientist who experimented with dogs—continues: “training on this methodology really polishes the technique. I will honestly say that I don’t remember at all how I was lifting the bar in competition, I was not ‘feeling’ the bench press as I always did in training.” He adds that not only were all the attempts smooth, there was not even a hint of his old technical flaw, an uneven extension. “The key here is, Sheyko style workouts do not push you to your limit, when you are just thinking whether you will LIFT the bar, and there is no time to think about HOW TO LIFT it. Here there was

always an opportunity to search for the optimal style of lifting even during the set. And each workout clocks 30 to 60 such lifts. And there are four such workouts a week. So the skill is strengthened very well.”

As for the intra-muscular coordination, there is more to the story than pushing on the gas and laying off the brake. The sum of all excitatory (push!) and inhibitory (stop!) neural input into the motoneuron is referred to as the *H-reflex* (Leonard, 1998). But did you know that the motoneuron also has a say in how to respond to all this yelling?

Soviet researcher Stepanov (1959) studied how the EMG of weightlifters’ muscles changed over time. He learned that as the athletes got stronger in the press, the same degree of tension generated by the muscles was accompanied by lower electrical activity. In other words, it took less mental effort to lift the same amount of weight.

Later research clarified that repetitive stimulation of a motoneuron increases the strength of its synaptic connections and may even form new synapses. (for references see Leonard, 1998) The process is called *synaptic facilitation* or, in lifter speak, ‘grease the groove’. You may have read about it in *The Naked Warrior*.

The above seems obvious, but the implications are profound. You have just added one more means of getting stronger! By frequently practicing your competition technique with a moderate weight you will be making your muscles more and more responsive to the central command. So when you max you will be trying as hard as usual but lifting more!



Power to you!



How to Safe Guard Your Freedom— And Achieve the Ultimate in Supreme Survival Strength

Adapted from the foreword to
Convict Conditioning by John Du Cane

Convict Conditioning is a book about prison. It's a book about freedom. It's a book about survival. It's a book about humanity. It's a book about strength and power. It's a book that belongs in the hands of our military, our police, our firefighters, and all who protect our country from harm. It's a book to circulate in our high schools and colleges. It's a book for the professional athlete and for the out-of-shape desk jockey. It's a book for stay-at-home moms. It's a book for boomers seeking to reverse the sands of time. It's a book for anyone seeking the secrets of supreme survival strength.

It's a book by an ex-con—a man stripped of his freedom over a twenty-year period; a man confined in some of the harshest prisons in America. Forced into strength by the brute needs of base survival. A man stripped of all but his body and mind—who chose to cultivate himself against all odds and create a private freedom no one would be able to prize from him. The freedom of a strong body and a strong mind.

Many of our country's leading fitness experts have read preview copies of *Convict Conditioning*—and loved the contents. But in many cases, they balked and winced at the title. Convict Conditioning?! “John, the contents are superb, but they deserve a better title. This book belongs with every member of the military, every law enforcement officer, it should be given to every child by their parents...but how many of them are going to read it, with a title like this?”

I did waver, I admit. Not about the book, but the title. Would I be selling America—and even the author, Paul Wade—short by such a title? Would those two words, “Convict Conditioning”, somehow turn away the hundreds of thousands who stand to benefit from the strength strategies within its pages? Would the title relegate these wonderful secrets to just a small band of enthusiasts who grasp the brilliance of Paul's Big Six progressions—and could care less about the title?

But the more I thought about it, the more absolutely convinced I was that the title had to stand. Because *Convict Conditioning* is about exactly that: a strength-survival system born from one of the most daily-dangerous environments any man can be placed in. *Convict Conditioning* is about taking your strength and power to a level where no predator would remotely consider attacking you. *Convict Conditioning* is about achieving an aura of

strength and power that sends a dramatic and entirely unambiguous message to other limbic systems: “Don't even think about it!”

To call this reservoir of knowledge by any other name would be to do it a great disservice. It would be akin to taking a rare, rich Roquefort—bleeding with potency—and calling it Cheddar Mild. Sorry, can't do it.

And the central message needs to stand: there IS a freedom that cannot be taken from you—whatever little box you may be stuck in. And that's the freedom to cultivate the magnificence of your own body and mind, regardless of external environment. Paul Wade has created both a stunning testament to that truth—and a master-plan on how you can achieve that magnificence yourself.

Dive into the pages of *Convict Conditioning* and you will quickly realize that this is no celebration of “convictness”—no literary equivalent of gangsta rap. In fact, it's a book that will make you fervently wish you never, ever end up where Paul had to tread for so many years. But it's also a book to inspire you to achieve heights of physical excellence you may have once considered impossible.

I recently tried to turn my son Peter on to one of the rock icons I had revered in my own teenage years—Lou Reed. After listening to a short excerpt of Lou Reed and the Velvet Underground, his response was definitive: “Dad, there can be only one Bob Dylan.” While I disagreed with Peter about Lou, he wasn't that far off the mark. Lou Reed had idolized Bob Dylan—and because there was indeed “only one Bob Dylan” had a helluva time making the separation. To my mind, Lou achieved that rare stature. “There is only one Lou Reed,” I would say.

In my life as a publisher I have had the good fortune to offer three remarkable authors to the world: Pavel Tsatsouline, Ori Hofmekler and Marty Gallagher. All three have an iconic stature that can be summed up in the phrase “there is only one...” There can be only one Pavel. There can be only one Ori. There can be only one Marty. And now I am equally privileged to add a fourth author to that list. There can be only one Paul Wade.



To order NOW call **1-800-899-5111**
24 hours a day



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www.dragondoor.com/B41

How Do YOU Stack Up Against These 6 Signs of a TRUE Physical Specimen?

According to Paul Wade's *Convict Conditioning* you earn the right to call yourself a "true physical specimen" if you can perform the following:

- ✓ 1. AT LEAST one set of 5 one-arm pushups each side—with the ELITE goal of 100 sets each side
- ✓ 2. AT LEAST one set of 5 one-leg squats each side—with the ELITE goal of 2 sets of 50 each side
- ✓ 3. AT LEAST one set of 1 one-arm pullups each side—with the ELITE goal of 2 sets of 6 each side
- ✓ 4. AT LEAST one set of 5 hanging straight leg raises—with the ELITE goal of 2 sets of 30
- ✓ 5. AT LEAST one set of 1 stand-to-stand bridges—with the ELITE goal of 2 sets of 30
- ✓ 6. AT LEAST one set of 1 one-arm handstand pushups—with the ELITE goal of 1 set of 5

Well, how DO you stack up?

Chances are that whatever athletic level you have achieved, there are some serious gaps in your OVERALL strength program. Gaps that stop you short of being able to claim status as a truly accomplished strength athlete.

The good news is that—in *Convict Conditioning*—Paul Wade has laid out a brilliant 6-set system of 10 progressions which allows you to master these elite levels.

And you could be starting at almost any age and in almost in any condition...

Paul Wade has given you the keys—ALL the keys you'll ever need—that will open door, after door, after door for you in your quest for supreme physical excellence. Yes, it will be the hardest work you'll ever have to do. And yes, 97% of those who pick up *Convict Conditioning*, frankly, won't have the guts and the fortitude to make it. But if you make it even half-way through Paul's Progressions, you'll be stronger than almost anyone you encounter. Ever.

Here's just a small taste of what you'll get with *Convict Conditioning*:

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The nature and the art of real strength... Page 2

Why mastery of *progressive calisthenics* is the ultimate secret for building maximum raw strength... Page 2

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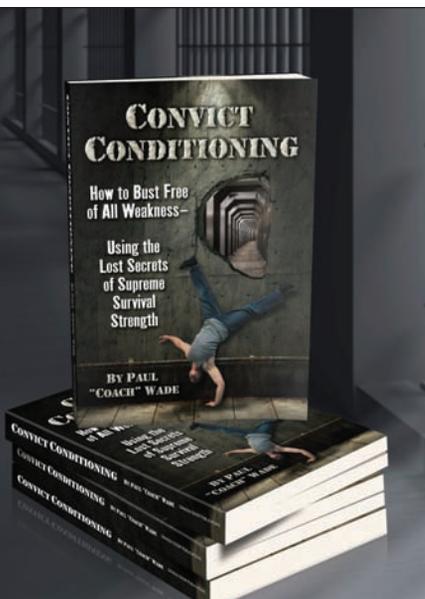
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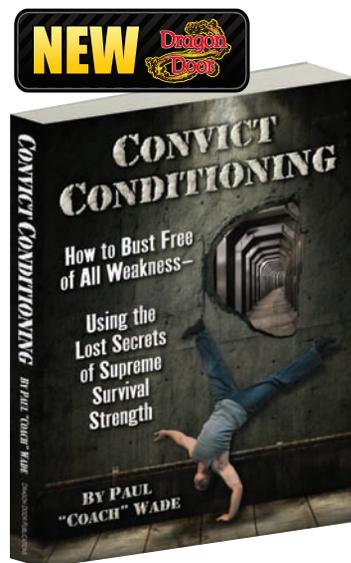
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9

REPORTING FROM THE TRENCHES—TWO TOUGH MILITARY MEN TANGLE WITH *RETURN OF THE KETTLEBELL* AND EMERGE STRONGER THAN THEY COULD EVER HAVE IMAGINED...

How I gained 15 pounds of hard new muscle—and exploded out of my dress blues

By Adam Glass, RKC II, CK-FMS

Return of the Kettlebell? I never let mine go. Double KB lifts are not new to my program, but they were never a main stay either. *Return of the Kettlebell* has changed that. I like to think most strength athletes are extremist at some level—we all prescribe to a simple thought process “If one is good, then two is better.” With *Return of the Kettlebell*—doubles is the answer.

Block work rotating ballistics with grinds? That was a new one. Rotating press blocks with jerks—simple and brilliant. The high rep deadlifts? New to my training. Long cycle clean and jerk? This has been my first serious run with it. If you have not had a roll with it, the workloads may not look as serious as they are. Double snatching two bells, pressing them over and over, and then do front squats before setting them down is very challenging and the results come quickly. The explosive block is equally demoralizing, long cycle clean and jerks are easily the toughest of all KB drills.

What about my results thus far?

I have gained over 15lbs on the program, out grown a dress blues set, and found improvements in all areas of strength and endurance. My first grind block I started with 32kg bells for double snatch to press, 28kg bells for long cycle. I am now using a pair of 44kg bells for my

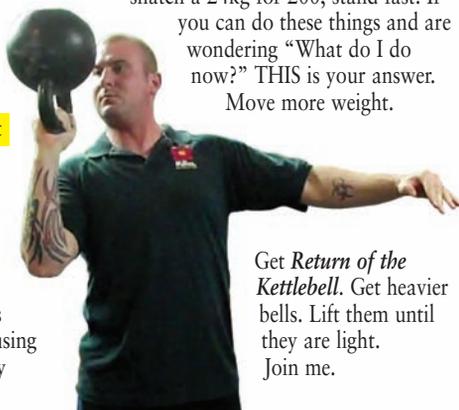
double snatch and press, 40kg bells for long cycle. My single arm press is up to 60kg (holding a 28kg+32kg in one hand) and my goal of a 56kg bottoms up press will happen soon.

If you're not accustomed to working with heavier bells—jumping from 36kg to 40 kg is not like jumping from 16kg to 20kg—we are talking huge bells with a very serious leverage disadvantage. But the gains keep coming. Going in to January 2010 I will be using 48kg bells for my double snatch to press ladders and 48kg bells for long cycle work.

When SIZE—AND MORE SIZE—does matter to you

Return of the Kettlebell is not a program for everyone. It's not for those of you who want to be skinny-strong forever. It's not for those who don't want to “outgrow” their current set of KBs. It's not for people who “just want to take it easy” *Return of the Kettlebell* is a program that builds beasts, one block at time. If you can't press half your body weight—stay back. If you struggle to snatch a 24kg for 200, stand fast. If you can do these things and are wondering “What do I do now?” THIS is your answer. Move more weight.

Get *Return of the Kettlebell*. Get heavier bells. Lift them until they are light. Join me.



I never thought that I could simultaneously increase my strength and conditioning

By Philip Davis, RKC

I've been a kettlebell practitioner for over five years now. I have scored 253 reps in the SSST and 202 reps in the UST. I can double snatch the 32kgs for reps, dead snatch the Beast, and bottoms up press the 32kg with ease.

Despite my accomplishments, I wasn't prepared for *Return of the Kettlebell*. It adds a whole new twist to kettlebell training.

In a very straightforward and systematic fashion it simultaneously increases your max strength, strength endurance, and overall conditioning. It is a brutal program that FORCES you to grow new muscle and causes you to dig deep down inside yourself to finish your ladders for the day.

Enter the Kettlebell! is a great baseline but it's only the starting point for *Return of the Kettlebell*. The new goals laid out in *Return of the Kettlebell*. will push you past your limits but you will become a better man for it.

Return of the Kettlebell threw all my experience in the trenches out the window and showed me that I CAN have my cake and eat it too. **I never thought that I would be able to simultaneously increase my overall strength and raise my conditioning level.** It's kind of like burning fat and gaining muscle at the same time: it would be nice but you have to focus on one goal at a time. This is not the case with *Return of the Kettlebell*. The beauty of the program is that you don't get burned out on one type of protocol.

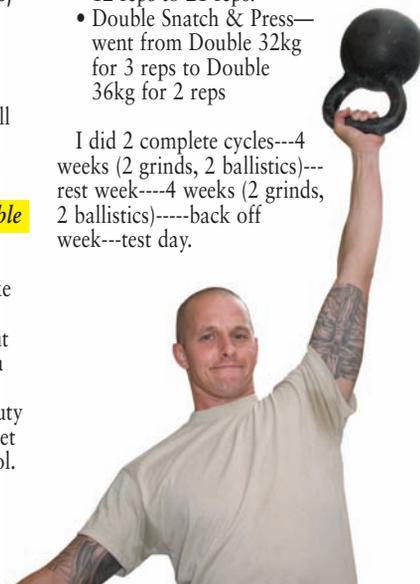
The cyclical nature of the two block phases decreases the risk of

burnout while ensuring continuous progress while on the program. Two weeks is not enough time to lose a significant amount of strength or conditioning. You can literally pick up right where you left off and never miss a beat. This is the best program I have ever tried that addresses both sides of the fitness spectrum in a logical, methodical, and effective manner. Westside Barbell comes very close but, in my humble opinion, *Return of the Kettlebell* is more accessible to the general public and should not be that difficult to learn for a girevik that has a few years experience and has successfully passed the *Enter the Kettlebell!* test of manhood.

Here's what I achieved in just 10 weeks with my *Return of the Kettlebell* program:

- Gained 9 pounds of muscle
- Double 32kg C&J—went from 12 reps to 21 reps.
- Double Snatch & Press—went from Double 32kg for 3 reps to Double 36kg for 2 reps

I did 2 complete cycles---4 weeks (2 grinds, 2 ballistics)---rest week---4 weeks (2 grinds, 2 ballistics)---back off week---test day.



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

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

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

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

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

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

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

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

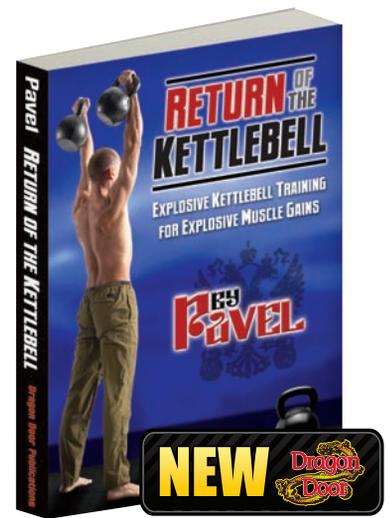
"Pavel is the reason I started using kettlebell exercises with all my clients so I was anxious to get my hands on *Return of the Kettlebell*. Pavel, as always, gets straight to the point with his concise, logical, and entertaining writing style. The pictures perfectly depict what you should and shouldn't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

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

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

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

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

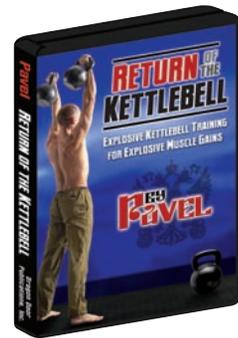


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Praise for Kenneth Jay's **Viking Warrior Conditioning**

An Instant Classic

"KJ's really done it this time, a holy grail of conditioning. This is no doubt going down in history as a classic work in conditioning. KJ explains very complex subjects involving VO2max without dumbing it down, and yet it is relatively easy to comprehend. A true pleasure and a treasure trove of information and insight."—Matt Seki, LA

Comprehensive plan for success

"This book is terrific - as thorough and comprehensive as anything I've read recently. I look forward to putting the plan into action and reclaiming lost Viking heritage.

Many topics are covered: the theory behind the protocols, the actual protocols (covered in great detail so that anyone can understand them), testimonials, sample programs, interviews - really, just everything you'd want.

I highly recommend purchase, it is worth far more than the amount I paid for it."
—Geoplaten, Pittsburgh, PA

A "Must Have" if you are serious about your conditioning

"Absolutely amazing. Very easy to understand, even if you don't have a background in exercise science. Kenneth makes the science behind it comprehensible. The program is laid out and easy to follow.

I've been doing the 15:15 program since Sept 08 when I attended the RKC. I'm very

excited now to do the other protocols to see how far I can go with my conditioning. The 15:15 has already given me better conditioning than I thought possible. Now I know the rest of them will take it higher!"
—Dustin Miller, RKC, Chicago, IL

Thank you Kenneth Jay

"Kenneth Jay has packed a book full of gut twisting information that is guaranteed to either jump-start or re-torque your k-bell training and take things to levels you cannot imagine. This is an amazing addition to anyone's training, whether you're a seasoned girevik or someone who has barely touched a kettlebell.

Oh and my over 280lbs is dramatically trimming down. I've lost close to 30lbs and my strength is through the roof. I hope to someday make RKC and I would love to thank all of you at Dragon Door in person. Kettlebells and the RKC have more than changed my life. They've also changed my wife's and about eight of our friends are now using them as well. I highly recommend this training and any k-bell product endorsed by Pavel and the RKC."
—Eric Wilson, Plymouth, PA

Let's Be Frank, It works your butt Off!!!!!!

"The day I received VIKING WARRIOR, I read it from front to back and then headed for the basement to workout. Let me tell you it had me sucking wind so fast that I thought I was back in spec.ops training again. This book is fantastic from beginning to end. The challenge is to grit your teeth, suck it up and burn those calories and lose that fat and build the VIKING WARRIOR heart of flexible stainless steel.

To put it another way IT WORKS IF YOU HAVE THE BALLS TO DO IT COMRADE!!!!!!!!!!

P.S. I am 69 years young."
—William J.Jones, Freeburg, IL

Purchase this Book

"Sometimes, a book is good to borrow. Not this one. This is one to own. You will read it MANY times. I read VWC cover to cover the day it arrived, and I've read it three additional times since. I thought I had understood the basics of MVO2, and thought I had been practicing it - and was WAY wrong. This book lays it all out for you, and it makes sense. The protocol works. Progress is quick, and obvious. Improved performance, reduced body fat. Addicting. Brutal. Effective. Brilliant! VWC receives my highest recommendation."
—Niki Shlosser, RKC, Santa Monica, CA

Great Book... Well worth the price

"This is an outstanding book. Very well written. It is a perfect balance between very technical physiological information and a broken-down work out schedule that has something for everyone. I like the fact that if your not into the physiology, you can go right to the workouts and you will get the same results. I am currently training for a very physically demanding promotion at work, and there is no doubt in my mind that with this work out, I will CRUSH the competition. Thanks you for another superior product!! I am a life long customer."
—Martin Knott, Warrenton, VA



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

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

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

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

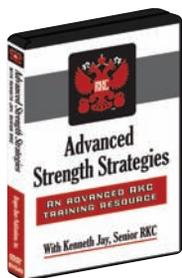
—Mark Cheng, L.Ac., Ph.D., RKC Team Leader, Contributing Editor:
Black Belt Magazine

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

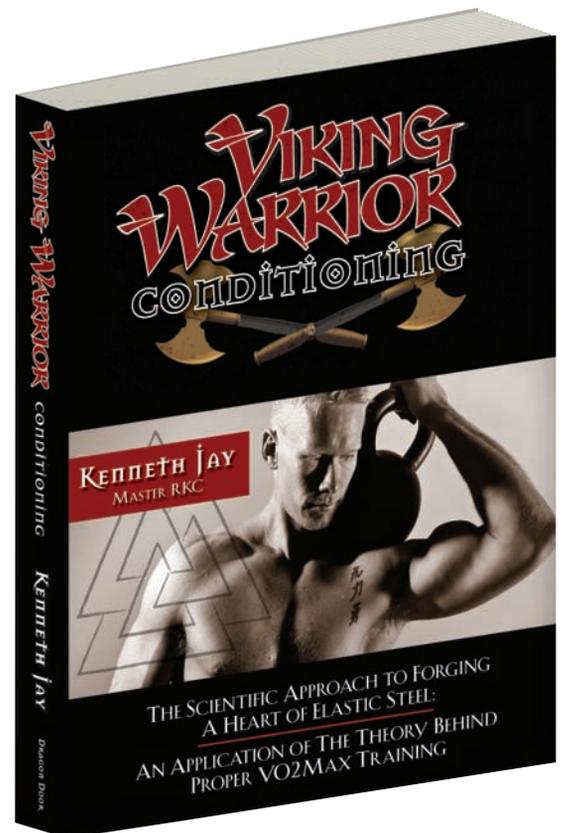
—Brett Jones, Master RKC, CSCS, CK-FMS

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

—Marty Gallagher, author of *The Purposeful Primitive*



See page 27 for the companion 2-DVD to Viking Warrior Conditioning, Kenneth Jay's Advanced Strength Strategies



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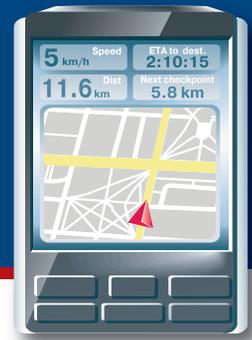


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A GPS for the Safe Execution of High-Intensity Exercise



By Gray Cook MSPT, CSCS, OCS, RKC

High-intensity exercise is a double edge sword. It can cut both ways. It has the ability to both foster and compromise the durability of participating individuals. A systematic approach is the only responsible way to consider High-Intensity Exercise options.

Discussions of exercise always migrate toward techniques and programs, but this is far from the bedrock of the problems they are designed to remedy.

Exercise should simultaneously improve the energy systems and the mechanics of movement. One problem is that modern high-intensity programming seems to focus more on stress, recovery and enhancement of energy systems than fundamental and functional mechanics and fundamental and functional movement patterns.

Repeating movements that *appear* functional for multiple repetitions WITH ADDED LOAD FOR HIGHER STRESS does not guarantee a durable functional outcome.

Practice often improves the ability to repeat a movement. If the movement is a mistake, the individual is adding muscular strength and endurance to the mistake.

“Practice makes perfect should be corrected to say, PERFECT practice makes perfect.”

If we are to strive to train durability then we should look at the biomarkers of injury risk.

The best available data points to the following:

1. Previous Injury
2. Asymmetry
3. Neuromuscular control and balance
4. BMI
5. Stupidity

Responsible management of the first four can help prevent but not eliminate the fifth.

Insufficient energy systems don't seem to be a factor in injury risk. However, they may be indicators for better performance. The first responsibility of any exercise professional is management of risk. The second is maintenance and improvement of physical capacity. The order must not be switched.

Therefore, conditioning and training should be a two-step process. First it must remove risk and foster durability by providing a system to reduce asymmetry and neuromuscular control. These factors are more important when previous injury is involved, because asymmetry and neuromuscular control are possibly resulting and contributing factors.

Energy systems can be pushed and stressed with functional applications of exercise once risk is managed and movement patterns reveal mechanical competence against a standardized system.

Since many exercise-programming options exist to condition energy systems, the debate usually revolves around which is the best. The answer is simple and applicable to nearly all-conditioning situations. The most beneficial program will improve conditioning and not compromise durability.

The debate can be put to rest by adopting a functional movement standard that provides information about pre-existing problems involving movement pattern asymmetry, neuromuscular control and balance. Without this system, one



or all of these factors will become solidified in the furnace of high intensity training. The clay, like the body, should be unblemished before it can be fired, because the fire should only be used to maintain the form, not create it.

Since 1997, we have had a practical system that addresses these problems. The information has been presented and published internationally with positive feedback. It is reliable and has been discussed and tested in peer-reviewed journals. Its goal is to establish the biomarkers of risk for individuals participating in exercise, high-level activity and athletics.

The official National Institutes of Health definition of a biomarker is:

“A characteristic that is objectively measured and evaluated as an indicator of normal biologic processes, pathogenic processes or pharmacologic responses to a therapeutic intervention.”

This biomarker can be demonstrated in about 10 minutes with low cost and equipment.

The continuous debate over “which is the most functional exercise” is laughable, given the amount of standardized information available. We still fight about the exercise programs that give us the best results without discussing risk or durability. But why argue when you can’t even show up for the best workout of your life because you’re hurt!

The path to a GPS for conditioning starts by answering a single question:

What Is Our Baseline for Movement?

The strongest predictor of future injury is previous injury. Since it is known that injury adversely affects movement and that asymmetry and dynamic neuromuscular control are also predictors of injury, a systematic method is needed to screen active individuals for injury risk and identify potential weak links in performance. Additionally, the current best evidence suggests that movement changes after an injury and these changes occur at multiple joints away from the injury site. Pain adversely affects motor control and the results of pain-related motor control changes are unpredictable and highly individualized. Health care professionals need a systematic method to clinically assess and train movement patterns during the rehabilitation process.

The Functional Movement Screen— The predictive system

The Functional Movement Screen (FMS) is a reliable⁵

screening system created to rank movement patterns that are fundamental to normal function. By screening these patterns, movement limitations and asymmetries are readily identified and measured. Basic movement pattern limitation and asymmetry are thought to reduce the effects of functional training and physical conditioning and recent data suggest these factors may be related to injury in sport.^{3,4} One goal of the FMS is to identify those individuals with movement pattern limitations, so individualized correct exercise can be prescribed to normalize movement prior to an increase in physical training or a competitive sports season.²

The FMS is a screen designed for and applied to those individuals without an existing injury or painful complaint.

The Functional Movement Screen— The diagnostic system

The Selective Functional Movement Assessment (SFMA) is a series of seven full-body movement tests designed to assess fundamental patterns of movement such as bending and squatting in individuals with musculoskeletal pain.¹ When the clinical assessment is initiated, from the perspective of the movement pattern, the clinician has the opportunity to identify meaningful impairments that may be unrelated to the main musculoskeletal complaint, but contributing to the associated disability. This concept, known as Regional Interdependence,⁶ is the hallmark of the SFMA which guides the clinician to the most dysfunctional, non-painful movement pattern which is then assessed in detail. By addressing the most dysfunctional, non-painful pattern, the applications of targeted therapeutic exercise choices are not adversely affected by pain.

The SFMA serves as a clinical model for the musculoskeletal healthcare professional to address Regional Interdependence. This approach is designed to complement existing orthopedic examinations and diagnostic procedures and should serve as a model to efficiently integrate the concepts of posture, muscle balance and the fundamental patterns of movement into musculoskeletal practice.

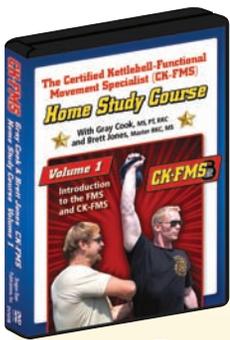
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How Valuable and Successful Do You Really Want to Be as an Athlete, a Coach or a Trainer?

The Key 12 Advantages You'll Gain When You Master The Functional Movement Screen Fundamentals:

- ▶ **Mastery Advantage # 1:** Instantly cut through the clutter—and zero in with uncanny accuracy on what really works to enhance your own and your client's movement.
- ▶ **Mastery Advantage # 2:** End the wild guessing and vagueness about your clients' progress—with a scientific, functional baseline to confidently mark their improvements.
- ▶ **Mastery Advantage # 3:** Own a "Done-For-You", dummy-proof screen that gives you reliable, specific and above all reproducible specific markers for your clients' movement problems.
- ▶ **Mastery Advantage # 4:** Quickly and reliably improve your client's functional fitness and athletic performance—and earn their undying gratitude.
- ▶ **Mastery Advantage # 5:** Be a long-term hero for an ever-increasing group of devoted clients—as you significantly reduce their potential for training and sports injuries.
- ▶ **Mastery Advantage # 6:** Possess a simple, yet amazingly effective grading system to assess movement patterns—and immediately spot the lurking problems.
- ▶ **Mastery Advantage # 7:** Confidently assess and easily enhance physical performance for the widest range of client—from the athletic to the average fitness buff.
- ▶ **Mastery Advantage # 8:** Scientifically identify your clients' physical imbalances, limitations, and weaknesses—then be able to offer a rack of trench-tested solutions to those vulnerabilities.
- ▶ **Mastery Advantage # 9:** Enhance your clients' fundamental movement patterns with simple corrective exercises—an immediate "take-home" that will have some of your clients wonder if you practice magic on the side.
- ▶ **Mastery Advantage # 10:** Proudly toss out the "one-size-fits-all" nonsense that often masquerades as training—now that you can scientifically individualize your clients' programs for specific results.
- ▶ **Mastery Advantage # 11:** Understand how to identify potential cause and effect relationships of micro-trauma as well as chronic injuries in relation to movement asymmetries and weakness—this one skill will set you apart from 98% of all trainers out there!
- ▶ **Mastery Advantage # 12:** Understand how to give your client that all-important "Ah-Hah!" moment—that creates utter belief in your ability to identify and fix their weaknesses.



Armed with the FMS Fundamentals, You'll Then Discover How to Merge FMS with the Immense Power of the RKC System:

- **How** to properly interpret the results of the FMS and address the "weakest links" first—for maximum immediate impact with your clients
- **How** to address the lowest scores and asymmetries to "clear" people for Kettlebell training—helping your clients avoid unnecessary injuries and making you look darn good in the process.
- **How to employ the Red/Yellow/Green** checklist—so you can be absolutely sure what kettlebell and weight lifting drills are okay and which ones to absolutely avoid when you have spotted an asymmetry.
- **How** to employ the kettlebell as a preferred tool in the Corrective "toolbox"—for far faster, more effective results.
- **How** to optimize movement patterns with kettlebells, once the FMS minimum is reached.
- **How** to integrate Screening, Assessment, and Client Management—the complete package of when to do what, and why.
- **How** to implement Static and Dynamic Assessment and Corrections for the Upper and Lower Body.

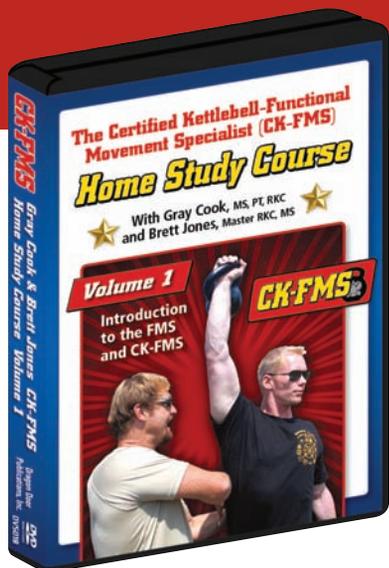


"FMS is an outstanding system for making an athlete resilient, a perfect complement for the RKC."

—Pavel Tsatsouline, RKC Chief Instructor

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

How to Catapult Yourself into the Ranks of the Elite Athlete, Coach and Personal Trainer



The Certified Kettlebell-Functional Movement Specialist (CK-FMS) Home Study Course

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

Item # **DVS018** \$577

15-DVD set



Plunder and Deploy: Get Complete Access to Historic, Secret-Laden, RKC-Only Training —And Take Home a Treasure Trove of Tips and Strategies for Moving with Unprecedented Speed, Strength, Grace and Power!

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

Oh, and the same GPS system does double-duty again by acting as a warning and instant-fix-it system for your vehicle!

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

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

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

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

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

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

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

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24 hours a day



Order CK-FMS DVDs online:
www.dragondoor.com/DVS018

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

At age 53 I have regained Strength and Confidence

Rated 10 out of 10

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

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

Best fitness purchase I've made in years!

Rated 10 out of 10

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

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

Great guidance for amazing progress

Rated 10 out of 10

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

Where Were You 35 Years Ago?

Rated 10 out of 10

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

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

ETK is awesome!!!

Rated 10 out of 10

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

Pavel Still the Kettlebell King!

Rated 10 out of 10

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

A MUST HAVE FOR ANY KETTLEBELL BEGINNER

Rated 10 out of 10

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



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

—Federal Counterterrorist Operator

The kettlebell. AK-47 of physical training hardware. Hunk of iron on a handle. Simple, sinister, brutal—and ferociously effective for developing explosive strength, dramatic power and never-say-die conditioning. The man’s 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.

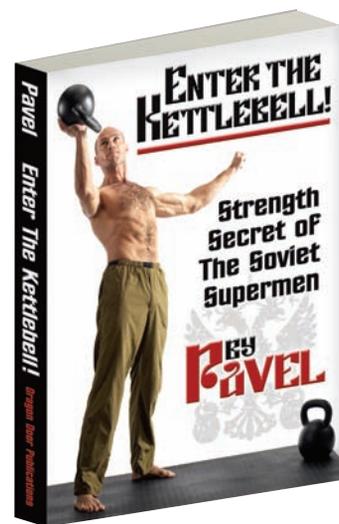
2. The RKC Rite of Passage

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

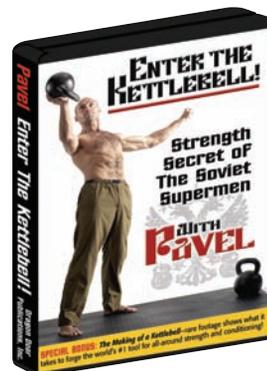
3. Become a Man Among Men

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.



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The World's #1 Handheld Gym For Extreme Fitness

Use Kettlebells to:

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

Kettlebells Fly Air Force One!

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

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

Pavel’s Kettlebell FAQ

What is a ‘kettlebell’?

A ‘kettlebell’ or 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*



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 24 hours a day



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 Dikal fell and broke his back at seventeen. Today, in his mid-sixties, he juggles 180-pound balls and breaks powerlifting records!

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

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

How do I learn to use the kettlebell?

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

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

—Kid Peligro, *Grappling* magazine

What is the right kettlebell size for me?

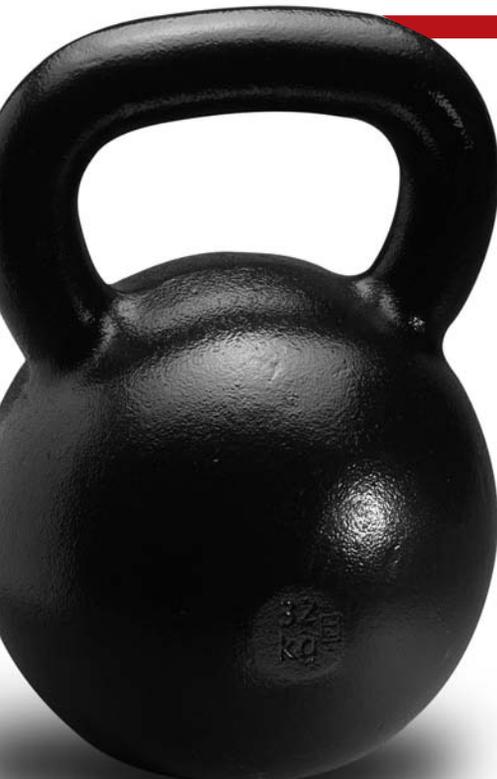
Kettlebells come in 'poods'. A pood is an old Russian measure of weight, which equals 16kg, or roughly 35 lbs. An average man should start with a 35-pounder. It does not sound like a lot but believe it; it feels a lot heavier than it should! Most men will eventually progress to a 53-pounder, the standard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

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

"Kettlebells are like weightlifting times ten."

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

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



Classic RKC Kettlebells (Cast Iron/E-Coated)

Item	Weight	Price	MAIN USA	AK&HI	CAN
#P10N	10 lb	\$47.00	S/H \$13.50	\$55.50	\$36.00
#P10P	14 lb	\$55.00	S/H \$16.50	\$66.50	\$38.00
#P10M	18 lb	\$63.00	S/H \$20.50	\$73.50	\$46.00
#P10G	12 kg (approx. 26 lb)	\$73.00	S/H \$28.50	\$88.50	\$56.00
#P10A	16 kg (approx. 35 lb)	\$79.95	S/H \$33.50	\$104.50	\$68.00
#P10H	20 kg (approx. 44 lb)	\$87.95	S/H \$40.50	\$122.50	\$80.00
#P10B	24 kg (approx. 53 lb)	\$96.95	S/H \$44.50	\$139.50	\$92.00
#P10J	28 kg (approx. 62 lb)	\$114.95	S/H \$47.50	\$157.50	\$101.00
#P10C	32 kg (approx. 70 lb)	\$123.95	S/H \$48.50	\$175.50	\$111.00
#P10Q	36 kg (approx. 79 lb)	\$140.95	S/H \$53.50	\$193.50	\$125.00
#P10F	40 kg (approx. 88 lb)	\$158.95	S/H \$58.50	\$211.50	\$138.00
#P10R	44 kg (approx. 97 lb)	\$199.95	S/H \$64.50	\$229.50	\$153.00
#P10L	48 kg (approx. 106 lb)	\$218.95	S/H \$69.50	\$247.50	\$167.00

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#SP10 Classic Set—35, 53 & 70 lb.	Save \$15.00	\$285.95	S/H \$126.50	\$419.50	\$271.00
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Men, New to Kettlebells? Here's How to Get the Fastest and Most Effective Strength, Conditioning and Fat-Loss Results with Your Russian Kettlebell...

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

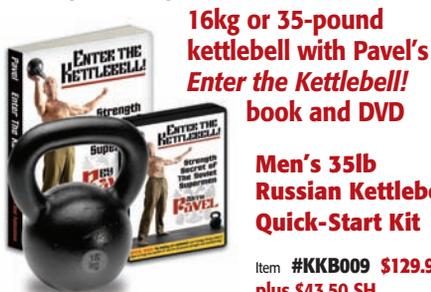
Pavel Tsatsouline is the fitness expert and author who has single-handedly introduced the United States to the powerful physical benefits of kettlebells. So the best way to ensure you get optimal results is to absorb Pavel's advice from his groundbreaking book and companion DVD, *Enter the Kettlebell!*

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

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

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

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

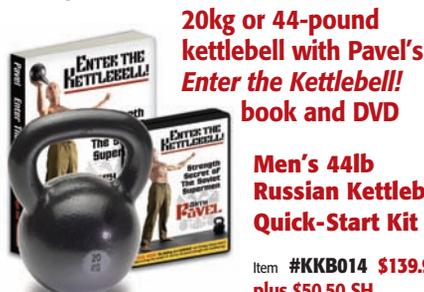


16kg or 35-pound kettlebell with Pavel's *Enter the Kettlebell!* book and DVD

Men's 35lb Russian Kettlebell Quick-Start Kit

Item #KKB009 \$129.95 plus \$43.50 SH

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

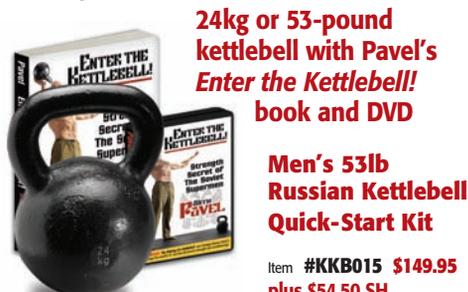


20kg or 44-pound kettlebell with Pavel's *Enter the Kettlebell!* book and DVD

Men's 44lb Russian Kettlebell Quick-Start Kit

Item #KKB014 \$139.95 plus \$50.50 SH

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



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

Men's 53lb Russian Kettlebell Quick-Start Kit

Item #KKB015 \$149.95 plus \$54.50 SH

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

CLASSIC KETTLEBELL PAIRS (SOLID CAST IRON/POWDER COATING)

ORDER A PAIR & SAVE \$10.00

	Price	MAIN USA	AK&HI	CAN
#P10GA Two 26lb	\$136.95	S/H \$57.00	\$177.00	\$112.00
#P10AA Two 35lb	\$149.95	S/H \$67.00	\$209.00	\$136.00
#P10HA Two 44lb	\$165.95	S/H \$81.00	\$245.00	\$160.00
#P10BA Two 53lb	\$179.95	S/H \$89.00	\$279.00	\$184.00
#P10JA Two 62lb	\$209.95	S/H \$95.00	\$315.00	\$202.00
#P10CA Two 70lb	\$226.95	S/H \$97.00	\$351.00	\$222.00





Which Kettlebells Should I Get?

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

BY PAVEL

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, 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 Bartley 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.

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
0.375	6	13
0.5	8	18
0.75	12	26



The most popular sizes in Russia are shaded in red.

1	16	35	Male beginner’s weight
1.25	20	44	
1.5	24	53	Most popular in the military
1.75	28	62	
2	32	70	Advanced men
2.5	40	88	
3	48	106	

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.

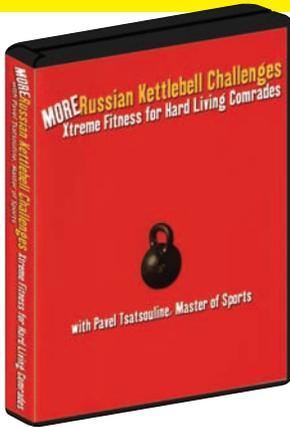
Don’t chase ever heavier kettlebells just for the heck of it; keep your goals in mind. Anatoly Taras, a special operations veteran and a leading hand-to-hand combat expert in the countries of the former Soviet Union, believes that once a fighting man can do 50 snatches per arm, switching hands only once, 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.”

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



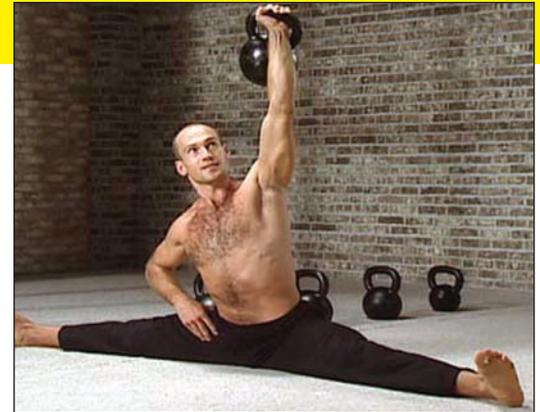
More Russian Kettlebell Challenges

25 Evil Drills for Radical Strength and Old School Toughness

With Pavel Tsatsouline

DVD #DV005 \$47.00

Running Time: 40 min.



Totally Awesome

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

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



The Traditional Bent Press

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

The DARC Swing

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

The Reverse Floor Wrist Drill

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

The Front Squat

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

The Para Press

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

The Knee Supported Row

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

The One Legged Deadlift

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

The Seated Good Morning Stretch

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

The Floor Seated Press

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

The Split Press

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

Best Kettlebell DVD

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

A Real Treat!

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





"The HKC was a phenomenal experience! The training I received today was head and shoulders above other courses I have taken."—Roy Harris, Martial Arts, Fitness Instructor, 4th degree black belt Brazilian Jiu Jitsu, 3rd degree black belt Sho Shin Ti Karate, 3rd degree black belt Taihojutsu, Senior Instructor Bruce Lee's Jeet Kune Do, Former Police Officer, Former United States Air Force Medic.

Master the essentials of kettlebell lifting—and dramatically boost your power and effectiveness as a personal trainer or coach

Pavel and Dragon Door's one-day, entry-level kettlebell instructor certification workshop HardStyle Kettlebell Certification™ (HKC™)

Taught by Dragon Door's Master and Senior RKC's



Instructors and HKC candidates had a lot to smile about at the first-ever HKC held in St. Paul Minnesota in September 2009



Since Pavel and Dragon Door launched the world's first-ever kettlebell instructor certification program in 2001, the classic RKC program has become the gold standard, now with over 1,500 certified instructors in over 43 countries.

Time to change all that and provide this larger group of fine individuals the chance to "Enter the Kettlebell", as it were—and learn from the very best in the business.

So with that in mind, we present you the *HardStyle Kettlebell Certification, the HKC*—and your chance to join forces with the world's premier kettlebell instructor training system.

The prized RKC certificate represents a "Black Belt" in kettlebell instruction that requires extensive pre-training to attain. A grueling, "experience of a lifetime", the RKC program is the **ONLY** current program which insists on stringent testing of multiple skills and strengths. Currently only an average of 70% of RKC candidates succeed in passing the requirements by which they can proudly hold themselves forth as "RKC-certified".

In creating the HKC, Pavel drew on his eight-plus years of developing the current Level I and Level II RKC programs, his authoring of the widely acclaimed *Enter the Kettlebell!* system and other kettlebell training resources, plus thousand of hours of personal discussion and research with high-level training experts of all kinds.

While qualified RKC's continue to graduate to ever-higher levels of expertise, through such groundbreaking graduate programs such as the CK-FMS and the RKC level II, it's clear that these individuals share a very special combination of drive, passion, skill, commitment and physical capability—without which the RKC would remain a distant dream.

With his deep skill at identifying what is truly essential for effective kettlebell training, Pavel has created, with the HKC, an opportunity to build a superb and rock-solid foundation as a kettlebell professional.

In other words the RKC is not for everyone! Not everyone is ready to step up to that level of intensity and commitment. To pay that kind of price in blood, sweat, tears and money—whatever the final prize and future benefits, be it enhanced financial opportunity or dramatic physical gains.

Attend the HKC and leave with these major advantages:

But what about all of those otherwise-dedicated coaches, trainers and athletes who just can't commit to the full-bore RKC, but would still like to be certified in the most important essentials of kettlebell lifting?

- **Understand** the true benefits of kettlebell training—for both yourself and your clients
- **Be on top** of crucial kettlebell training safety procedures
- **Know how** to ensure your clients move with perfect form and avoid injury
- **Master the key** HardStyle skills and principles of strength
- **Competently** perform the three key kettlebell exercises (the Swing, the Get-Up, and the Goblet Squat)
- **Be confident** you can now correctly teach the three essential kettlebell exercises—and troubleshoot common technique problems
- **Know how** to write kettlebell training programs for athletes (GPP) and fitness clients in a private or class setting

Currently there is no entry-level kettlebell certification program that addresses these folk with the kind of quality and standards Dragon Door and Pavel have become famous for.

"The HKC was absolutely the best, most comprehensive, and challenging one day course I have ever taken. This is the course to take to learn proper kettlebell techniques and instruction. I am certified in and have taken numerous fitness courses, and none compares with the breadth of bio mechanic knowledge or hands on training."—EJ Maiss, Personal Trainer / GM of Athletic Club, Reno, NV

To see all current HKC workshops in the U.S. and worldwide, visit: <http://www.dragondoor.com/hkc/workshops>

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24 hours a day**



**Find Info on HKC Workshops online:
[dragondoor.com/hkc/workshops](http://www.dragondoor.com/hkc/workshops)**

“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.

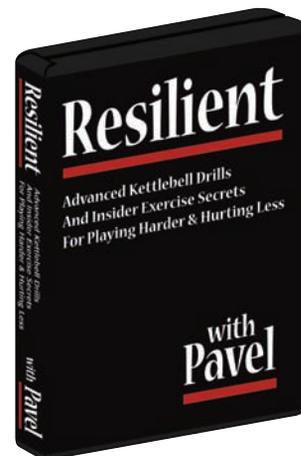
You get sidelined! You can't do what you want to do anymore. People don't want you on their team anymore. You can't compete anymore. You're... let's face it...washed up, as a card-carrying member of the active elite. Sometimes all it takes is one sudden injury to that one weak spot you neglected to strengthen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



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

#DV017 \$47.00
DVD Running time:
36 minutes



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

Praise for Pavel's *Resilient*

Best thing to happen to me in years

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

Bad shoulders? These RKC drills work

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

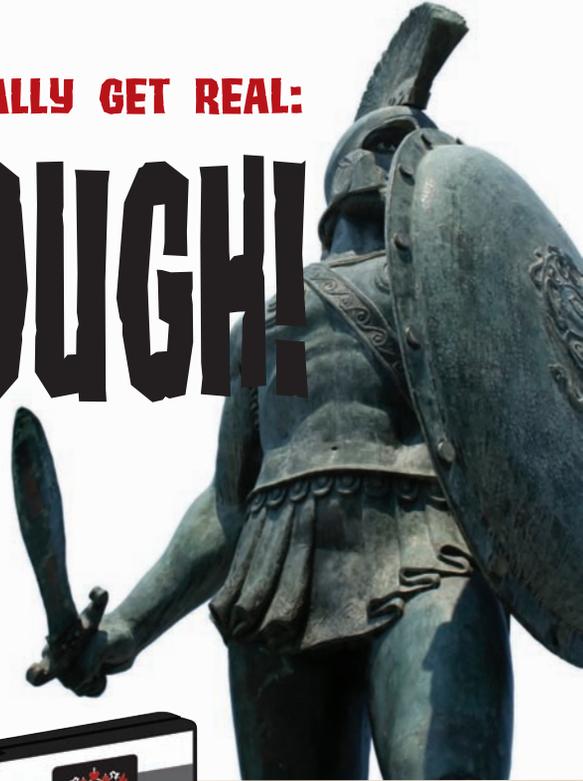
After just a few days of working the movements my range of motion has improved and the shoulder sits much more comfortably and tightly in the socket. I feel more confident extending my arm overhead in a press and believe that with continued application, this drill is going to restore function that has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



THE DANE OF PAIN COMMANDS YOU TO FINALLY GET REAL:

ENOUGH IS ENOUGH!

End the *indignity and shame* of modern-day *softness*—using this ultimate protocol for building a **JACK-HAMMER HEART** and the **INVINCIBLE HARDINESS** of an ancient warrior



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

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

But theory without practice is like decaf coffee—why bother?

Well, of course our kind Viking was not about to let his students off with a mere Powerpoint presentation of theory and research, however convincing. So, out to the playing field the RKC's all trooped—and were promptly subjected to one of the most blistering KB sessions of their lives: the VO2Max snatch protocol.

Again, we caught it all on tape: every detail of Kenneth's superb and highly educational presentation and every important moment of the VO2Max protocol in action.

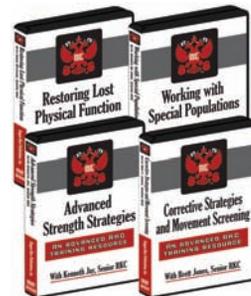
Absorb Kenneth's presentation, watch it through a few times so your mind can understand the full significance and power of what Kenneth is offering you. Follow along and "take heart" from the warrior-building workout that follows. Then prepare to kick some solid butt in the world at large.



2-DVD set
#DV049 **\$77.00**

Advanced Strength Strategies
An Advanced RKC Training Resource
With Kenneth Jay, Senior RKC
Running Time:
One hour 42 minutes

RKC Level II Advanced Training Super-Set



Get all four programs and **save \$31.00** if purchased individually!

#DVS015
\$277.00

Contains:

1. *Working with Special Populations* By Andrea Du Cane, Senior RKC
2. *Restoring Lost Physical Function* By Mark Reifkind, Senior RKC
3. *Corrective Strategies and Movement Screening* By Brett Jones, Senior RKC
4. *Advanced Strength Strategies* By Kenneth Jay, Senior RKC

Highly Recommended

"I have a very simple review process. Was the product/service worth the money I spent on it? In the case of Kenneth's DVDs the answer is a resounding YES. Technical, informative, and at the end shows the program in practice. **How much does a heart attack or bad ticker cost you?** The cost of this DVD is a drop in the bucket compared to life. I would also say that if you're over 35 I would absolutely not hesitate to invest in this because it's an investment in a good life."—Gumby, USA

Don't cheat yourself out of this

"Every time I get to listen to Kenneth, I'm reminded of how brilliant he is. This DVD is packed with all the research that any numbers junkie could want, and then brought home with an easy to learn process and very simple application. Don't confuse simple with easy, though.

Advanced Strength Strategies exposes the myth of traditional cardio with hard facts and research.

Order *Advanced Strength* online: www.dragondoor.com/DV049

Then it teaches you to bullet-proof your heart with hard work.

If you're looking for a jazzercise video that's all about 'low-impact' and 'target heart rate' this ain't it. However, if you want a healthy heart and improved recovery time, this is the information that you need."

—Jeff O'Connor, Senior RKC, Talala, OK

Viking Cardio

"The VO2 max protocol is rapidly becoming legendary in kettlebell circles, with good reason. Kenneth 'the Dane of Pain' Jay does a great job of presenting the theory and practice behind these brutally simple workouts.

The information on this DVD will make your heart stronger and healthier, improve your recovery time for hard sports or fighting and increase your Secret Service Snatch Test score."

—David Whitley, Senior RKC, Nashville, TN

Order Kettlebells online:
www.kettlebellkettlebells.com

DID YOU GET YOUR *GODDESS* YET?

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



Finally!!!

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

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

WOW!

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

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

—Christine Stauch, RKC - Bayonne, NJ

The Complete Package - Astonishing

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

Hard Core Workout!

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

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

—Mary - Saratoga, CA

Become the Goddess!!

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

—Rae Chitwood, RKC - Mansfield, OH

Excellent!

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

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

The Kettlebell Goddess Workout is the Best!

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

Nothing but positive feedback!!!

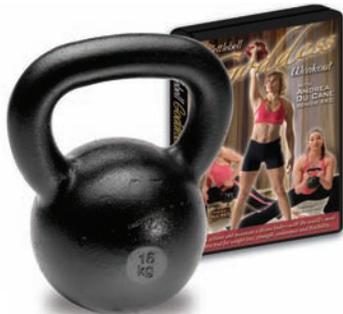
"This is a great DVD. I have been getting nothing but positive feedback from my clients. I tried a few of them myself and trust me guys, this DVD is not just for the Goddess' but the Gods' can also get worked on these programs as well. The different combinations and ways Andrea shows you how to come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



A must have when working with kettlebells

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

Save Money with the ULTIMATE KETTLEBELL WORKOUT Kits



1

Beginner

2

Mid-Level

Women's 18-lb Ultimate Kettlebell Workout Kit
Item #KKB010 \$82.95 plus \$26.50 SH-A*

Women's 26-lb Ultimate Kettlebell Workout Kit
Item #KKB011 \$92.95 plus \$34.50 SH-A*

Women's 35-lb Ultimate Kettlebell Workout Kit
Item #KKB012 \$99.95 plus \$39.50 SH-A*

Order Kettlebell Goddess online:
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24 hours a day



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

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



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

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

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

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

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

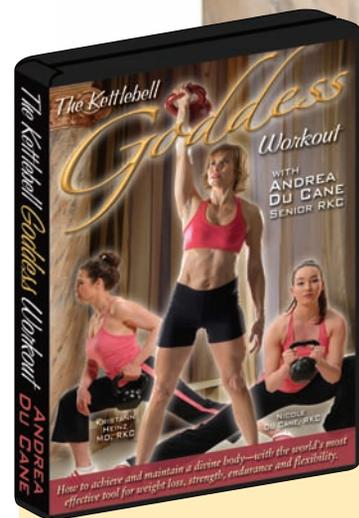
Or simply follow along with one of the six **Goddess Workouts** for a complete, carefully targeted session designed to carve away the fat and sculpt lean, toned muscles—ready and willing to take on the world and win it all. Just like Athena... Just like Nike...

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

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

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

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



The Kettlebell Goddess Workout

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

Running time: 2 Hours and 25 minutes
DVD #DV040 **\$29.95**

1

Beginner

2

Mid-Level

To order NOW call **1-800-899-5111**
24 hours a day



Order *Kettlebell Goddess* online:
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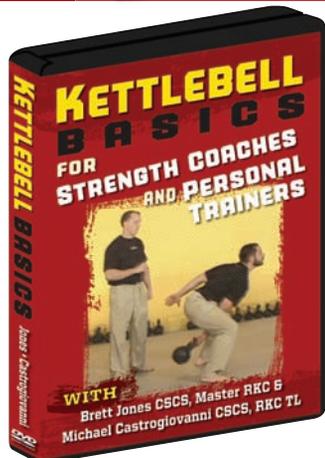
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KETTLEBELL BASICS

FOR STRENGTH COACHES AND PERSONAL TRAINERS

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

—Pavel Tsatsouline, Chief Instructor, Russian Kettlebell Challenge



Kettlebell Basics for Strength Coaches and Personal Trainers

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

Running Time: approx two hours

DVD #DV026 **\$59.95**



Beginner



Mid-Level

It doesn't get much better than this.

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

They walk the talk while talking the walk

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

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

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

KETTLEBELLS FOR POWER ATHLETES

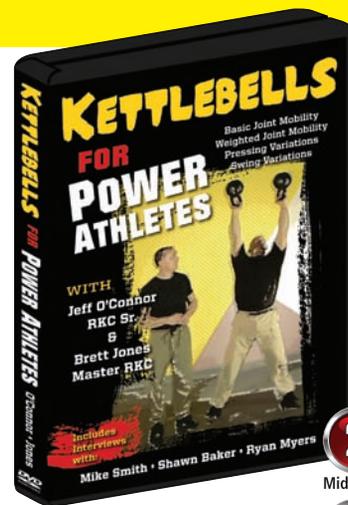
Discover how to:

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- ▶ Employ unique drills for *Shock Training*

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

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- ▶ **Shawn Baker**—181 lb. 2003 WPC World PL Champ
- ▶ **Ryan Myers**—Pro Lightweight Strongman Competitor and World Record holder in the Log Press

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



Mid-Level



Advanced

Kettlebells for Power Athletes

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

Running time: 54 minutes

DVD #DV063 **\$39.95**

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

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

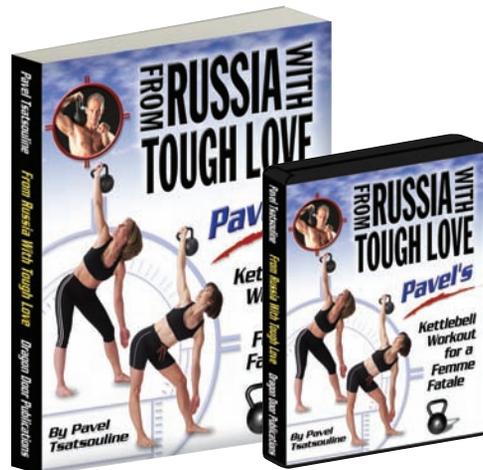
But until now, the astonishing benefits of the Russian kettlebell have been unavailable to all but a few women. Kettlebells have mostly been the sacred preserve of the male professional athlete, the military and other hardcore types. That's about to change, as Russian fitness expert and best selling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

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

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

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

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



From Russia with Tough Love

Pavel's Kettlebell Workout for a Femme Fatale
With Pavel Tsatsouline

Running Time: 1hr 12 minutes

DVD #DV002 \$29.95



Beginner



Mid-Level

By Pavel Tsatsouline

Paperback 184 pages 8.5" x 11"

Book #B22 \$34.95

From Russia with Tough Love Book and DVD Set



Item #DVS005 \$59.90

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Order Russia w/ Tough Love book online:
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"The information on this video should be required watching by anyone who even thinks of training with weights, or before anyone can buy any of Pavel's videos." —James Doolen, Joplin, Missouri

How to Dramatically Improve Your Athletic Performance and Safely Extend Your Career

What the PROFESSIONALS use to identify and FIX imbalances in their body—and avoid potentially catastrophic injury...

What are we all REAL GOOD at—and what do elite athletes EXCEL at? Compensating for a flaw, deficiency, or imbalance in the body. Option A is not available—our body jumps to Plan B. But plan B comes at a hidden price. In fact, the better you are at switching to Plan B the more surely you will be injured. Guaranteed, your durability will be a joke.

The athlete in the photos above is not faking. This is a high school junior several years ago who was leading his team, killing it on the court. He was a countywide superstar. Everybody was afraid of this kid on the court. But this is what he looked like off the court. That was his toe touch. That was his squat.

What do you think was going on with this kid? When he moved the way you know he must have moved on the court? **Micro trauma every place.** Guess what? He got injured his senior year. Missed his window. Didn't get a scholarship. Non-contact injury. Wouldn't do the work. Didn't fix it.

Yes, micro trauma. A series of minor stresses to the body resulting in limited area tissue damage or tears each of which alone does not cause discernable damage. However, their accumulation over time can lead to a significant injury. Inefficient movements cause compensations, which move a joint in an unnatural manner. The body will always sacrifice quality for quantity. Movement patterns will follow the path of least resistance.

When you stack these compensations on top of each other, screening for movement becomes essential.

Well, if the World Champion *Indianapolis Colts* insisted their players be screened before being cleared to play, we figured our Level 11 RKC's deserved training in this same cutting-edge process.

What you get here is every critical minute of the seminar Brett Jones delivered on this protocol to our Level II RKC candidates in June 2007. Brett's information was so impressive—and the results so spectacular that by popular demand, we are releasing the complete training on this 2-DVD set.



This high school basketball star could only manage to squat and toe touch as shown—he declined to fix his imbalances and suffered career-ending injuries as a result in his senior year.



Contents include:

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

Buy it now

"This information has made an immediate impact on myself, and the athletes that I train. I've been at this stuff for a quarter of a century and like to consider myself fairly well informed on how to help someone become stronger and more mobile. Well, once again Brett proves that he's on a whole other level. The things I learned about my own body's compensations kick started my training with gains that I hadn't seen in years.

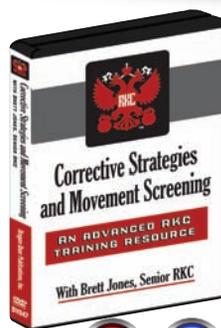
More importantly, it made an immediate impact on my students. I'm talking about the kind of impact that has made coaches and parents comment about the dramatic improvement in on field performance. These are comments made about kids that were already some of the best player on the field, and these improvements showed up across the board in just 2 weeks.

If you train others, you owe it to them to get this DVD." —Jeff O'Connor, Senior RKC, Talala, OK

Best investment I acquired since the kettlebell

"I was, at first, reluctant to order this DVD. I did not think I could buy another video that would have so much life changing information than *Power to the People!* or *Enter the Kettlebell!* had. I figured I had nothing more to learn from the RKC's, I was wrong.

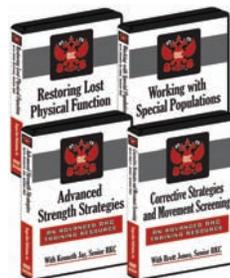
The information on this video should be required watching by anyone who even thinks of training with weights, or before anyone can buy any of Pavel's videos. I think this video would save a lot of people some grief and pain. The tests and the resulting remedies are well thought out and presented very well. This kind of information is well worth the price. Brett Jones and Dragon Door deserve a round of applause for this new video. You all need to take a bow. Thank you for another video that will help me take a quantum leap in my training. For all out there, get this one!" —James Doolen, Joplin, MO



Corrective Strategies and Movement Screening

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

RKC Level II Advanced Training Super-Set



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#DVS015 **\$277.00**



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Unleashing a Powerful Force:



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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.
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Participants at Pavel's Philadelphia October 2009 RKC Workshop



Participants at Pavel's California August 2009 RKC Workshop



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By David Zaharik, RKC student

THE JOURNEY IS THE

How a 52-year old pilot from Vancouver, Canada forces 23-year old martial studs to GASP at

Exercise has been and still is as natural to me as combing my hair... which is a bit weird now that I have lost most of it. Coming up on 52 years old, I am almost as fit now as I ever was, thanks to the consistency of a life of exercise and recently RKC. Considering my age and the fact that for a living, as a wide-body airline pilot I sit for up to 14 hours at a time, I thought it would be encouraging for those getting up into their 30s, 40s and yes, even 50s and 60s to know that if you are involved in kettlebell training you are on the path to a healthy, strong and hopefully long life.

Born into a family of Eastern Europeans I was taught the value of exercise very early in life. As a young adult I got into martial arts. I trained in wrestling, did a bit of boxing and judo, but Kyokushin karate became my passion. I was fortunate enough to have a close friend who was a 2nd degree black belt; he took me under his wing into a daily routine of intense training. When home I would do a minimum of three hours of running, weight training, heavy bag work and sparring a day.

How it was to train with Sosai Mas Oyama

Being able to fly for virtually free, I made many journeys to Japan to train directly under Sosai Mas Oyama prior to his passing. In a word, AWESOME. Imagine if you will a month of 6 hours a day at the feet of the legendary Mas Oyama. Some workouts we would bow in, then kick (literally) non-stop for 3 hours... take our break, then train our hands in combinations again, non-stop for 3 hours.

The training paid off in 1983 when I won the first Canadian National Kyokushin Knockdown Championship.

When I started this training it was... well a bit nuts. Pretty much no holds barred fighting. Full contact, no pads allowed but a mouth guard and a groin protector Fortunately saner minds prevailed and the no holds barred fighting mellowed... we couldn't punch bare fist to the face anymore and grabbing and throwing was out... so was biting. Kyokushin, while still hard hitting and brutal had become a ring sport and out of it came the birth of K2 fighting.

I wish that in the '80s I had known how to train more efficiently. Although I saw much success, (like being the first Canadian to fight 20 blokes non-stop one after another, full contact, old rules) I could have dispatched them much more efficiently if I had trained kettlebells.

The missing edge I couldn't find... to truly dominate

For most of the past 30 years the training has been typical martial arts type of training; running, skipping, weight training, stretching and sparring. Of course those who excelled in world-class events seemed to have an edge in both strength and speed. So what did we do? ... more running, skipping, weight training, stretching and sparring. Our weight training was a combination of powerlifting, bodybuilding and sometimes circuit training. It was good but we never found the edge we were looking for. Furthermore, a pace like this is tough to keep as your career develops and children are born and you begin to feel your body age... no matter how slowly, it is tough to keep up three hours a day.

My involvement with Kyokushin slowed a bit in the '90s and then I met John Koeshall, a JKD/PFS (Jeet Kune Do - Progressive Fighting Systems) expert from www.thruthethefire.com. The system he teaches is based on the Rapid Assault Tactic or the RAT developed by Paul Vunak. RAT is probably the most effective combative tool ever

to be trained. It was while training with John and Paul in San Clemente, CA that I met my first RKC instructor.

Over the years I have seen some of the best standup fighters in existence (I even have had the misfortune of being pummeled by some of them) but I have never seen anyone as fast as Koeshall and Vunak. Then in walks a fellow PFS instructor and RKC II instructor named Harinder Sabharwal.

He didn't move, he flowed. It was like watching a tiger move in slow motion. Every movement was graceful, precise and un-bloody-believable powerful.

Afterward, while consuming vast, healthy quantities of Vunak's favorite food... pizza... Harinder began telling me about something weird called "Russian Kettlebells" and claimed that his dynamics were a direct result of training with them. When he told me that Dan Inosanto also trains with kettlebells, my interest was more than peaked.

Welcome to Planet RKC

That evening I ordered some books from Dragon Door and instantly received two short video clips of Pavel doing some special kettlebell exercises... I think I watched them 20 times that night. As soon as I returned home I looked for a certified RKC instructor in Vancouver. I found a fellow named Jim Talo a certified RKC II instructor within driving distance and started training that same week. Both my son and I were blown away. Blown away by how much fun it was, how invigorating it was, and how incredibly weak we were. Jim, an incredibly talented and patient instructor and strong man, started us both with a 16kg kettlebell and we couldn't do many reps of anything.





DESTINATION

his strength and power—despite a job where he sits on his idle butt for 14 hours at a get-go

For many reasons I have stopped (stopped, not quit, I retain the right to begin again at a moment's notice) training PFS/TTF. I seem to have lost my drive to hurt people and the training was so incredibly time consuming. So over the next few months I transitioned to RKC training. I was looking for something that could take me into my retirement years that would not be a detriment to my body and would keep me active throughout my 60s, 70s and 80s. I have found it. I believe RKC has that ability.

One of the amazing things about training with kettlebells is that after not training in my martial art for over two years, I have actually increased the speed of my strikes and the power and speed of my kicks! I go and grapple with my old buddies who train this stuff everyday and I hold my own very well. And I getting comments back like ... man you are strong... oh by the way these guys are 20-25 years younger than me.

So perhaps you are wondering how I keep up the pace when I am flying all over the world. Well, here is where the journey is so cool. Sometimes I don't, sometimes I do and it doesn't drive me nuts anymore. I recognize that life is both a journey and a destination. Pavel is a genius and for those of you who haven't read his books *The Naked Warrior*, *Super Joints* and *Relax into Stretch* you should. All these exercises are portable and require no equipment and wholly complement your RKC kettlebell training.

Although I can't carry a kettlebell with me, I carry all the knowledge I have gleaned from Pavel's work and use it on the road. After sitting for 10-12 hours when flying overseas, I need the joint mobility and stretching to keep my aging body moving and fight off massive jet lag. Then upon returning home, I start back at the kettlebells. Sometimes the break is good, sometimes the return is painful but it keeps me fit without consuming my entire day. Quick and efficient... it ain't easy...

sometimes I have to push myself. Other times I listen to my body and rest.

As I mentioned above, I was trained by a certified RKC instructor. Folks, this is vitally important! We lucked out by finding Jim Talo... the man is amazing and is an encyclopedia of knowledge. He has an eye for excellence and proper form and focus... the loss of any of which could cause injury. There seems to be a great number of kettlebell schools and instructors popping up these days, and some of their instruction is really bad. The scary part is, some of them teach form that has the potential to really hurt your body, if not damage it permanently. Kettlebells can bite you, I have suffered two injuries, both from lack of focus... something Jim is adamant about. So be forewarned... stay focused.

In closing, at my age, although I set goals for myself, I am no longer trying to prove anything. I work out almost daily with Kettlebells because they give me what I want; an intense full body workout, flexibility, strength and endurance all in an efficient package in less than one hour a day.

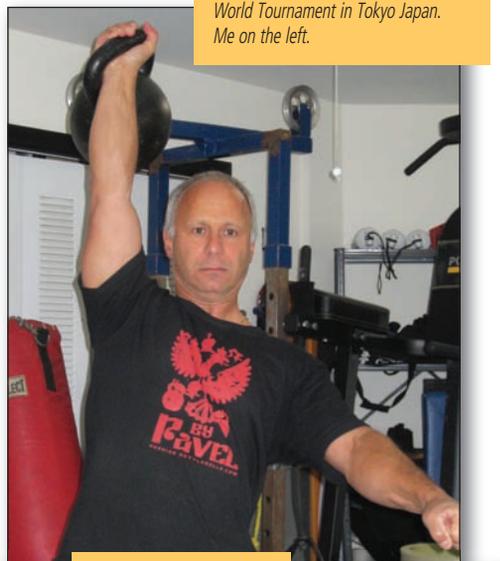
Besides it is really cool to be the only one around (except Talo) who can clean and press a 40 kilo kettlebell multiple times. Some of the milestones I have hit with the kettlebells ... without really specifically training for them have been: 200 snatches non-stop 20 kg, 110 snatches non-stop 24 kg, 100 clean and jerks non-stop 20kg, multiple ladders clean and press 32kg, and clean and pressing the 40 kg (this one I worked at to get).

I look forward to having fun, setting destinations (goals) and enjoying the journey

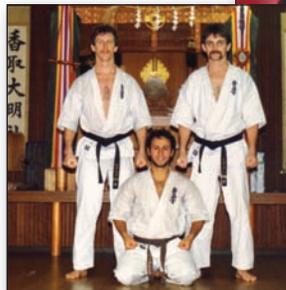
there. If I don't make it... who cares, as long as I have enjoyed the journey.



Top: Day two of the 1984 Kyokushin World Tournament in Tokyo Japan. Me on the left.



Bottom Left: Kneeling before the shrine in Honbu (training headquarters in Tokyo) with my two senseis Stuart Corrigan (right) and Donald Corrigan (left) in 1982



Bottom Right: Training with Shihan Bobby Lowe (9th Dan) of Honolulu

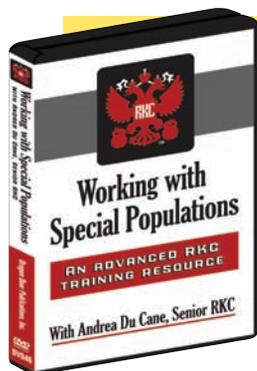


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With Andrea Du Cane, Master RKC

Running Time: 2 hours 57 minutes

2-DVD set #DV046 **\$77.00**



Mid-Level Advanced

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

Are you “broken”, suffering from high mileage or fighting unsuccessfully with some stubborn physical challenge?

Or do you have clients who are struggling with serious dysfunction?

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

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

Can I give this a rating of 20 out of 10???

I am stunned by the amount of high quality information packed into these 2 DVDs. I got my first kettlebells about 5 years ago. I have lost 50 pounds in the process, but I am not satisfied with my fitness level. You have presented me with the tools to build my foundation. I am completely energized now to start hard—but safe—training.” —Cricket Deane, Knoxville, TN

Killing with kindness

“This DVD is a taping of a workshop expertly taught by Andrea Du Cane. It is clear from the presentation and drills that Andrea’s background in Pilates, movement, and mind-body fitness takes center stage. Her focus is not on the physically fit, but on the ‘typical unfit client’ coming from the general population. This would range from the older exerciser (fit) but interested in transitioning to kettlebell training, all the way to your typical couch potato who hasn’t seen his toes in years (but longs to)!

Andrea’s basic kettlebell drills can ‘kill you with kindness’ and it’s clear that even with an audience of well-conditioned kettlebell enthusiasts those simple drills can be challenging.

Contains a lot of information not only for fitness professionals but also for the clients who will seek them out. If you are older or considering transitioning from ‘soft-style’ exercise, or have simply been away from exercise and body awareness, then there is something here for you.” —EGA., Worcester, MA

Order *Special Populations* online:
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Are You Quitting—Because You Hurt Too Much?

How to End the Pain and Spring Back into Action

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

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

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

Unique information and accessible presentation

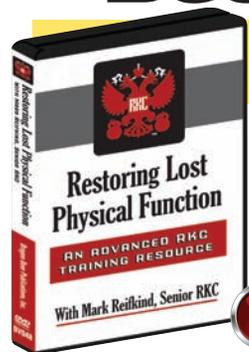
“These are possibly the best fitness/performance related DVDs that I have come across. Rif presents

some vital concepts which have never before been brought together and explains how you can identify and treat the postural causes of many aches and pains.

Building on the work of Chek and Janda he explains how the muscles need to be balanced to maintain function and how you must stretch what is tight and strengthen what is weak. The tools presented here will allow you to identify what you need to work on and equip you to start to put things right. I would recommend these DVDs to anyone.” —Chris H., Edinburgh, Scotland Kettlebells.”
—Wilson Castillo, Leesburg, VA

Learn from Rif’s mistakes!

“The tools for assessment are excellent, well worth the price of admission. When a guy like Rif, who has been there, done that, got the Doctor bill speaks on injury prevention and repair, I listen. The info on this DVD was earned through a LOT of mileage.” —David Whitley, Senior RKC, TN



Restoring Lost Physical Function

An Advanced RKC Training Resource
With Mark Reifkind, Senior RKC

Running Time: 117 minutes

2-DVD set #DV048 **\$77.00**



Mid-Level Advanced

Order *Restoring Lost Function* online:
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Are You Injured or Out of Whack?— You Can Only Excel if You Get to Play!

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

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

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



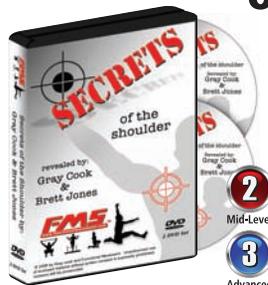
Secrets of Primitive Patterns



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

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

Worth 10 times what it costs—at least!



Secrets of the Shoulder

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

2-DVD Set
Running time: 82 minutes

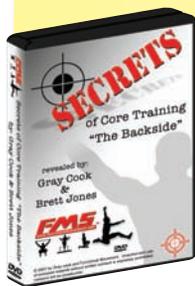
“I am a trainer and an RKC, currently recovering from an overuse injury in my shoulder—put simply, I set a bunch of new personal bests but didn’t back off afterwards, and I’ve since been paying the price.

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

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

Excellent, helpful DVD

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



Secrets of Core Training: “The Backside”

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



It just keeps getting better

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

Priceless

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



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“

THE

RETTZEL”

S T O R Y

By Gray Cook MSPT, OCS, CSCS, RKC

T

he inaugural CK-FMS Workshop was held in St. Paul, Minnesota, in August 2008. The event exceeded all expectations, including my own, and I cannot compliment my co-presenters/instructors (Brett Jones, Master RKC; Dr. Mark Cheng, RKC Team Leader, and Danielle Cook, RKC II), the participants, and the staff of Dragon Door Publications enough. It was truly an amazing experience, and I look forward to bringing the same kind of energy and enthusiasm to all our future collaborations.

During that groundbreaking workshop, we publicly introduced a new stretch in our corrective exercises progression. It was so well received that I felt that explaining it would be of benefit to the Hard Style community at large. The stretch itself has an interesting back-story, and I can't help but want to let you, the readers, in on this story. The only thing better than blindsiding a respected colleague and peer with a good practical joke is to repeat the same joke a second time in public. Get ready for the instant replay.

Brett and I had just finished shooting a DVD on the expanded applications for the Turkish Get-Up. The two of us have had several DVD collaborations, resulting in “The Secrets” series. The tone of these DVDs is impromptu, cordial, and familiar. With very few exceptions, most of the footage was shot in one take. If either Brett or I discovered an issue with our movement patterns, we dealt with the underlying mobility or stability problems in a relaxed, lifelike atmosphere. OK, I admit it.... We were actually looking forward to catching each other's problems, like a couple of prank-obsessed schoolboys.

Now while I was working on the outline for our most recent project, a scientific dissection of the Turkish Get-Up, I realized that there was a ripe opportunity to catch Brett on camera while playing somewhat of an inside joke on him. Those of you in the Hard Style community who've been to RKC events and trained with Master RKC Jones know that strength is not an issue with him. Flexibility, on the other hand, is not his most outstanding attribute.

Having had the opportunity to treat Brett as his physical therapist and being completely aware of his movement screens, I leapt on the opportunity to put him in a highly productive self-stretching position during our last video shoot. The position was challenging for him, as it exposed all of his limitations simultaneously. While putting Brett into the position, I deadpanned the camera and called the new self-stretch application “The Brettzel”, playing on his name and the human pretzel that I'd turned him into. He didn't even see that coming, but played along with it like the great sport that he is.

During the CK-FMS, we took to the field to teach our new Turkish Get-Up progression, cover some variations of a functional dead-lift, and take the participants through some of the corrections and screening movements firsthand. That gave me the perfect chance to segue into the legend of “The Brettzel”. After the laughter died down, the entire group was down on the ground, stretching themselves into it.

There are two variations of this stretch that I would like to discuss with you. The most important part, however, is the essence of the entire CK-FMS workshop. Simple exercises and stretches will often expose you to left-right asymmetries and imbalances in your body. Strength training in the presence of asymmetries and imbalances will often reinforce them and make them harder to overcome. Therefore, using simple drills and stretches to balance the body and remove asymmetries is at the heart of this simple, yet complex philosophy. And the Brettzel is a key piece in the FMS toolbox for discovering and removing such asymmetries and imbalances.



INSTRUCTIONS FOR PERFORMING “THE BRETTZEL”

Lay on your side with your neck supported so it remains in a neutral position. Since your shoulder will be on the deck, elevate your head with a towel or foam pad so that your neck is not downhill, or uphill, but right in line with the remainder of your spine. The neck should be completely relaxed during this stretch. Draw your knees and hips into a fetal position, bending at your hip joint to create as tight of an angle as possible (with your hip flexion exceeding ninety degrees.) If you are extremely flexible, you may be able to place your thigh directly onto your chest wall, but it is important to take up all the available slack. Assuming that you are lying on your left side, hold your right knee close to your body with your left hand. Reach back with your left leg, bringing your thigh as far behind the plane of your body as possible, and bend your knee as much as possible. Try to grasp your left ankle with your right hand. Once you are in position, and not until you have both legs secured, proceed to the next step.

The next step in “The Brettzel” is a maximal shoulder rotation away from the deck and toward the sky. If you’re lying on your left side, try to turn your body toward your right as far as you can. Let your neck remain in a neutral position. And, then, slowly look with your eyes and turn your head to enhance the shoulder turn. If you cannot grasp your left ankle with your right hand, use a small loop or belt to extend your reach until your flexibility will allow. Do not drop the maintained right hip flexion since it will protect your low back and influence the rotation stretch on the thoracic spine.

The benefits of this stretch demonstrate a three dimensional chain of events that often play off of each other. You will expose yourself to any quadriceps or hip flexor tightness on the left leg. You will also expose yourself to any piriformis, glute, or low back tightness with the right hip flexed position. Lastly, once this position is maintained, rotation will expose you to any T-spine rotation deficit. Thoracic spine mobility plays heavily in shoulder mechanics and may be the underlying cause for shoulder problems. At no time should you strain your neck, but only use your neck turn and your “eye look” to complement the shoulder rotation that you are executing.

Once in position, use slow, deep diaphragmatic breathing to relax. To gain extra distance, pull each leg away from the arm that is gripping it without actually coming free from the grip. You’re trying to create an isometric contraction by pulling the legs towards each other against resistance.

Immediately after this contraction of trying to extend the right leg and flex the left leg, at the hip, relax and rotate the spine an extra few degrees, which should be available to you after the contraction. Use your deep, relaxed,



diaphragmatic breathing and this contract-relax cycle to achieve maximal stretch in this position.

Obviously if there is any pain, this is no longer a stretch. Rather, it is just an insult to an underlying injury that you may not be aware of. It is advisable and strongly recommended to have a medical professional check this out. Muscle tension and stretching should not be seen as pain, but pain isolated in joints or around tendons should definitely be examined by a medical professional.

Many individuals will not receive a maximal stretch in this position. They may have less of a mobility problem (one joint limitation), and more of a flexibility problem (multi-joint limitation, usually found within muscles that span multiple joints). Since the iliotibial band (which arises off the gluteus maximus / TFL), and hamstrings fit the definition of multi-joint muscle tendon packages, a second variation of “The Brettzel” can be done with a flexed hip and an extended knee. It is advisable to perform both of these positions on one side, and then compare and contrast the differences through the light stretch on the alternate side.

In the absence of pain, asymmetries should be first and foremost addressed and normalized. If this does not change after one stretching session, do not give up. Chances are, it has taken you a long time to create the limitations that you have now discovered and it will take some time to combat them. Remember, tight muscles aren’t bad muscles. You’ve learned how to use those muscles to move in a particular pattern, and your muscles are simply following the pattern you’ve laid out for them. The FMS corrective exercises, of which “The Brettzel” is one, are a means to break those patterns.

You can use “The Brettzel” stretch as a super-set. The definition of a super-set is usually a secondary activity that works a reciprocal muscle group or an alternate exercise that enhances the quality of movement, body awareness and reflex stabilization. The best way to get reflex stabilization and have your stabilizers work automatically is to improve mobility. Most of the times when both flexibility and mobility are limited, prime movers secondarily assume the role of stabilizers. This creates the

illusion of tightness and increased muscle tone against stretching.

If you immediately elongate these prime mover muscles and then proceed with stabilization activities, like a single-leg dead-lift with the alternate arm, or a Half Get-Up, you will give your stabilizers an opportunity to assume their primary role, thus removing the obligation of prime movers to work in less than optimal range of motion. Eventually, you can combine this stretch with a full Turkish Get-Up to appreciate the benefit of a mobility-stability super-set.

As far as the uniqueness of “The Brettzel”, I cannot recall any instance of seeing this application or stretch before. However, it is entirely possible that this stretch exists under another name, and if I neglected to give appropriate credit for a previous reference of this stretch, I offer apologies for my oversight at this time. However, it is more important to recognize the sequence of events in this stretching application, as well as left-right comparison, and not just focus on a position or a static stretch. Breathing, contract-relax, modification of the top leg for an alternate stretch, and a left-right appraisal are of utmost importance through the application of the stretch. Secondly, it is also important to get both legs positioned before thoracic spine rotation is performed. The opposing hip stretches will serve to protect the low back and target the thoracic spine for rotation. Therefore, they must be set, in place, and on tension before T-spine rotation occurs.



I hope this article has given you some food for thought, a new corrective stretching tool, and an insight into the shenanigans that went on behind the scenes with the making of the “Secrets” Series. Enjoy “The Brettzel”!

Gray Cook MSPT, OCS, CSCS is one of the most sought after lectures in the country, developer of the Functional Movement Screen and consultant to many professional teams and military groups. You can learn more about Gray and the Functional Movement Screen at www.functionalmovement.com

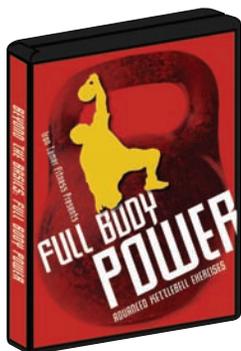
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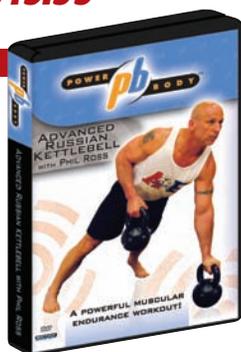
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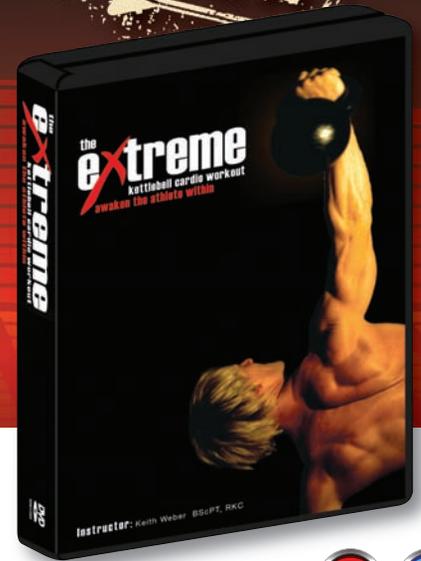
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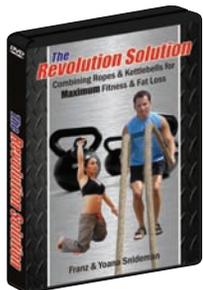


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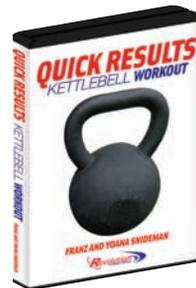
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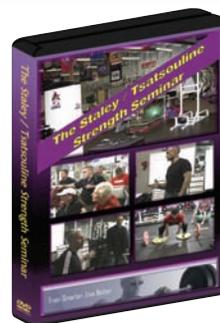
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- How to control and manage your fatigue.
- Know when to push yourself and when it's crucial to back off...
- Understand and utilize the key principles of variability and specificity.
- Why extension-based exercises can be crucial for balance in your training program.
- How to utilize the principle of "conscientious participation" to enhance your workout results.
- How to cycle EDT and the 3-to-5 method, for a superlative surge in your athleticism.
- What can most build you up can also most tear you down—employ these strategies in your fitness program to avoid burnout, now and forever.
- What "percent of capacity" you need to operate at—for the best workouts of your life...
- "Auto-regulatory training"—a vital strategy for long term, significant strength gains...
- The magic power of "predetermined time-limits"—and how to become a wiz at manipulating time to your own advantage...



2

Mid-Level

3

Advanced

The Staley/Tsatsouline Strength Seminar

By Charles Staley and Pavel Tsatsouline

#DVS014 \$247.00

2-DVD set

Running time: 6 hours

Practical and Hands on course!

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

—Christian Lombardo, Huntington, NY

Serious Strength

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

—David Whitley, Senior RKC, Nashville, TN

Two phenomenal Coaches in one DVD

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

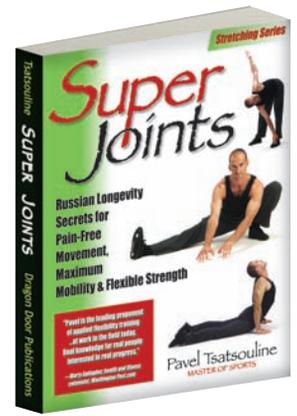
—Pete Diaz, RKC, Sacramento, CA.

To order NOW call **1-800-899-5111**
24 hours a day



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

"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

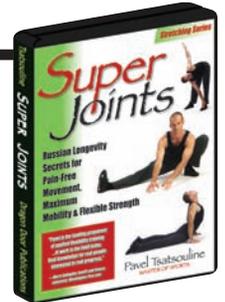
#B16 \$34.95



Beginner



Mid-Level



Super Joints DVD

With Pavel Tsatsouline

Running Time 33 minutes

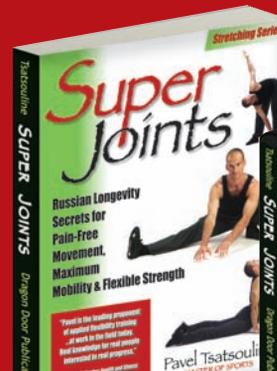
DVD **#DV003 \$24.95**

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

Purchase Pavel's Super Joints book and DVD as a set and **SAVE...**

**Item #DVS006
\$54.90**



Order *Super Joints* DVD online:
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24 hours a day



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!

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

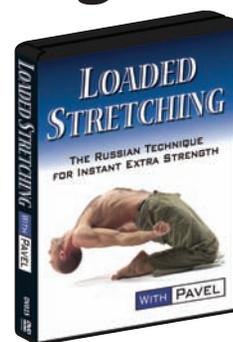
—LOUIE SIMMONS, Westside Barbell

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

—Jack Reape, Armed Forces Powerlifting Champion

“It is interesting that we have all these great minds in America, and a tremendous amount of info from the Eastern 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, aprogram.com



Loaded Stretching

The Russian Technique for Instant Extra Strength with Pavel



#DV023 \$24.95
DVD Running time:
20 minutes

Order *Loaded Stretching* online:
www.dragondoor.com/DV023

Are Rigid Muscles Robbing You of Your Strength?

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

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

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

—Louie Simmons, Westside Barbell

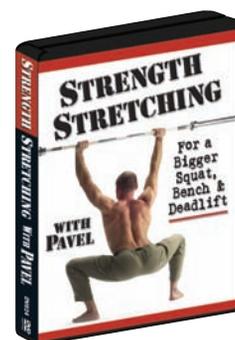
“Pavel’s stretching ability is unbelievable. As World Class as it comes!”—Brad Gillingham, 2 times World Superheavyweight Powerlifting Champion

“I loved the DVD. A viewer might discover that they may already be doing several of the *Strength Stretches* but might quickly discover, as I did, that one additional idea or factor can turn that stretch into a game changer. Good Stuff!”

—Dan John, National Masters Champion in Discus and Olympic Lifting, Salt Lake City, UT

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

—Jack Reape, Armed Forces Powerlifting Champion



Strength Stretching

For a Bigger Squat, Bench & Deadlift with Pavel



#DV024 \$39.95
DVD Running time:
38 minutes

To order NOW call **1-800-899-5111**
24 hours a day



Order *Strength Stretching* online:
www.dragondoor.com/DV024

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

Our bodies are like computers...

Fail to run the right neuro-software...

fail to maintain them with the correct drills...

fail to keep them clean of internal clutter...

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

complete breakdown.

Life loves to beat us up, it's a bully...

And will treat as a punching bag—if we don't jump in and take control of our body's systems. We need to install and run the correct "software" that's guaranteed to safeguard us against the destructive impact of life's challenges. Or else....

If you don't listen to your body's needs for free-flowing ease of movement—and if you don't understand what it takes to meet those needs—you're going to pay the price as you start to degrade into dysfunction, pain and frustration.

But fortunately, help is at hand...

You don't have to fear this inevitable decline in your physical capacities...because the work has been done for you, help is at hand, the complete system you need to protect your most precious commodity is now available:

Welcome to Pavel's masterly body-software program for debugging, unblocking, unlocking and completely restoring your body's capacity to stretch and flex the way it was born and meant to do!

Since his early days when he honed the physical fighting capacity of the legendary Soviet *Spetsnaz*, to his current incarnation as a bestselling American fitness expert, Pavel has tirelessly researched and then implemented the best-kept secrets for function-based flexibility.

The brilliantly simple-yet-powerful, 5-step operating system for ultimate flexibility...

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

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

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

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

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

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

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

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

Pavel continues to amaze!

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

What a rip off!!

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

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

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

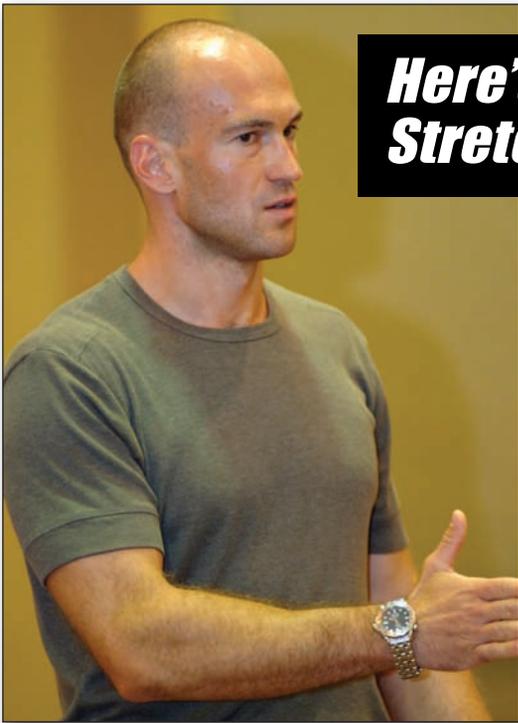
"Bravo! Superior to any seminar I've done. Excellent, diverse and thorough. Taught me the foundation of fundamental principles of mobility, which resulted in increases in strength and flexibility. Thank you."—Teimoc Johnston-Ono, Trainer/Coach, 6x World Masters Jujitsu Champion, US Olympic Judo team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

Hands down the best flexibility product available

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

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





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

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

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

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

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

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

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



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



Beyond Stretching: The Seminar

Instant Flexibility and The Master Principles of Stretching with Pavel

#DVS012 \$187.00

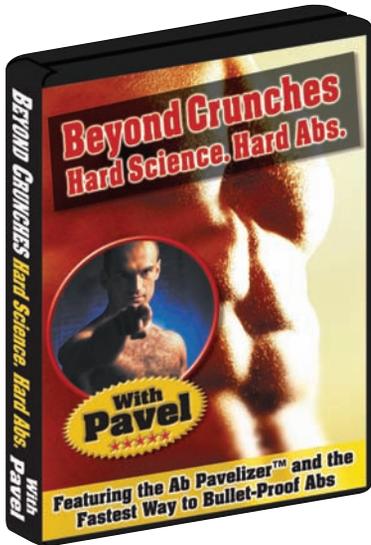
5-DVD Set Running time: 4 hours 48 minutes

To order NOW call **1-800-899-5111**
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www.dragondoors.com/DVS012

“An IRON CURTAIN Has Descended Across MY Abs”



1

Beginner

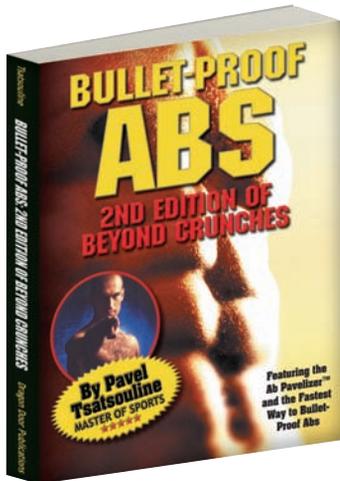
2

Mid-Level

3

Advanced

Beyond Crunches
Hard Science. Hard Abs.
With Pavel Tsatsouline
DVD Running Time 37 Min
Item #DV042 **\$29.95**



1

Beginner

2

Mid-Level

3

Advanced

Bullet-Proof Abs
2nd Edition of
Beyond Crunches
Book By Pavel Tsatsouline,
Paperback 128 pages
119 Photos and 112 Illustrations
Item #B11 **\$34.95**

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

48



Order *Bullet-Proof Abs* online:
www.dragondoors.com/B11

To order NOW call **1-800-899-5111**
24 hours a day



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

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

The Ab Pavelizer II™’s sleek design guarantees a perfect sit-up by forcing you to do it right. Now, escape or half-measures are impossible. Sit down at the Ab Pavelizer II™ and a divine slab of abs will be served up whether you like it or not. You’ll startle yourself in your own mirror!

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

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

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

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

—**Tony, Santa Monica, CA**

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



The Ab Pavelizer™ II

\$97.00
Item #P12

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



FREE BONUS:

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

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24 hours a day



Order Ab Pavelizer online:
www.dragondoor.com/P12

Be as **FLEXIBLE** as You Want to Be—**FASTER, SAFER** and **SOONER**

Better Than Yoga

"Relax Into Stretch will teach you how to be as flexible as a yoga student while being as strong as you wish, all from a few minutes per day two or three times per week. Relax Into Stretch is for people who want to be both flexible and strong, and the principles it will teach you can help you stay strong and injury-free in all the activities of your daily life, not just stretching.

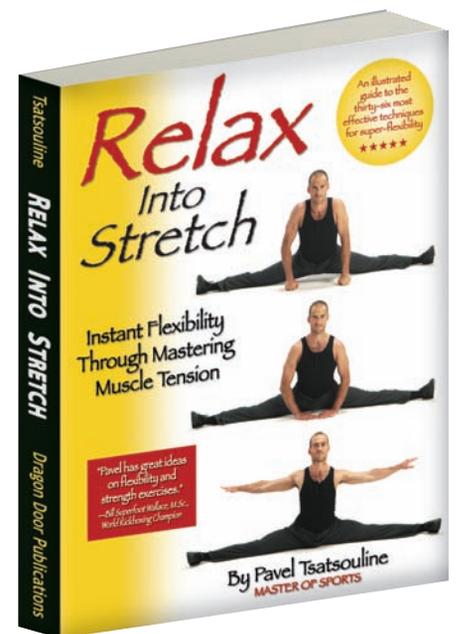


Picture of me in a split - that says it all, and I owe it all to **Relax Into Stretch**. —Steve

I had a severely herniated lumbar disc a few years back; Pavel's "Power To The People!" was the beginning of my salvation, his "Russian Kettlebell Challenge" taught me to add endurance and some flexibility to my strength, and "Relax Into Stretch" was the icing on the cake, teaching me how to go from not being able to touch my toes to being able to do splits within the space of 6 months while almost 50 years old!"

— Steve Freides - Ridgewood, New Jersey

- 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 Book

By Pavel Tsatsouline
Paperback 150 pages 8.5" x 11"

Over 100 photos and illustrations

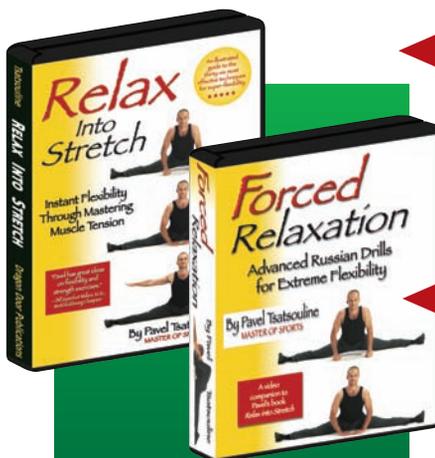
#B14 \$34.95

1
Beginner

2
Mid-Level

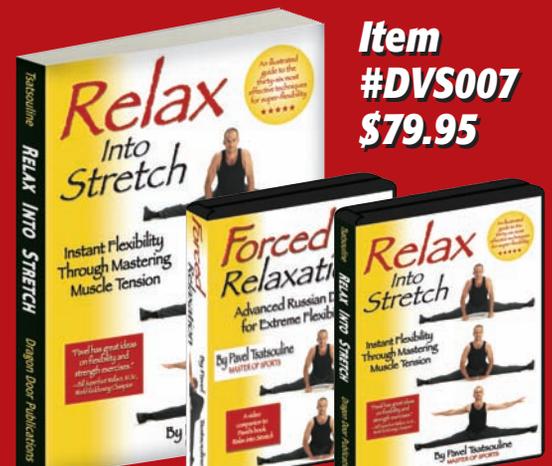
3
Advanced

**Purchase Pavel's
Relax into Stretch
book and Relax into
Stretch/Forced
Relaxation DVDs as
a SET and SAVE...**



Relax into Stretch
*Instant Flexibility Through
Mastering Muscle Tension*
By Pavel Tsatsouline
Running time: 37 minutes
DVD #DV006 **\$29.95**

Forced Relaxation
*Advanced Russian Drills
for Extreme Flexibility*
By Pavel Tsatsouline
Running time: 21 minutes
DVD #DV007 **\$24.95**



**Item
#DVS007
\$79.95**

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24 hours a day



50



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."

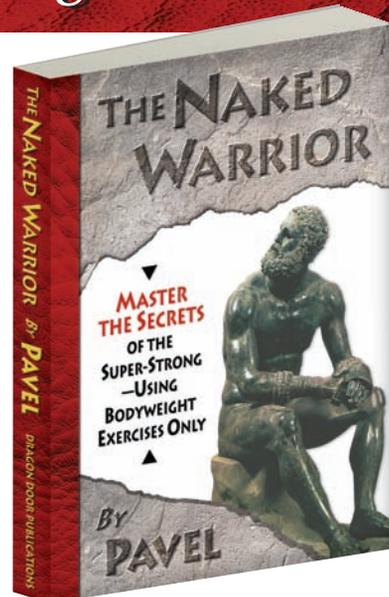
"I could do one wobbly one-legged squat... [Two weeks later] I did 5 clean, butt-to-ground pistols."

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 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**
- **Discover the martial secrets of instant power generation—for rapid surges in applied strength**

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!"

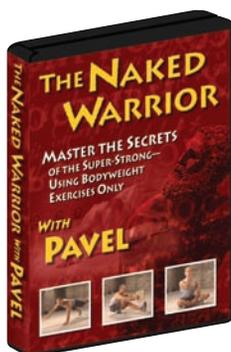
You just thought you knew about bodyweight exercises!

"Pavel's DVD is a treasure trove of information for any beginner or expert strength trainer. I was trained by Bill Starr in Power Lifting and Weight Lifting (Olympic Lifting to the ignorant.) and was a personal trainer/instructor 26 years, Military Police/Correctional Officer for 11 years and coaching/instructing Judo and Ju-jitsu for the last 8 years, and I was in the Marine Corps, Navy, and the Guard for giggles and grins, so I have some knowledge on the subject matter. I can honestly say that Pavel is 100% correct! Give his DVD or book a shot (hell, I bought both!) and you'll see that you don't need hundreds of reps or dozens of different exercises to **become rock hard and strong as coiled steel.**"

—James Copelin, Texoma Judo-Jujitsu - Wichita Falls, TX

The Naked Warrior

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with Pavel
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Mid-Level



Advanced

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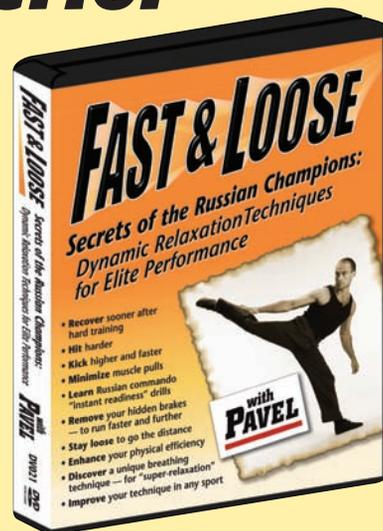
Discover New Keys to Superior Athletic Achievement

In his strength books Pavel emphasizes the importance of learning to maximally tense the muscles. Because tension IS strength. But strength/ tension is only half of the total performance package. The other half is relaxation. The body of a karate expert will freeze in total tension at the moment of impact, but will remain totally loose before and after.

Mastery of relaxation is the hallmark of an elite athlete. Soviet scientists discovered that the higher the athlete's level, the quicker he can relax his muscles. The Soviets observed an 800% difference between novices and Olympians. Their conclusion: total control of tension = elite performance.

If you can master your muscular tension, a new dimension of athletic excellence opens to you. New achievements. New heights of performance. Some genetically-endowed superstars seem to possess this ability from birth. But according to former Soviet Special Forces trainer, Pavel, a SKILL-SET is available that can transform *anyone's* current physical limitations.

Now, for the first time, Pavel reveals these little known Soviet performance secrets, so you too can become the master of your body — not its victim. From years of research and experience, Pavel has selected these *Fast & Loose* techniques as the best-of-the-best for practical and quick results.



Fast & Loose Secrets of the Russian Champions: Dynamic Relaxation Techniques for Elite Performance

with Pavel

#DV021 **\$29.95**

DVD Running time:
27 minutes

2

Mid-Level

3

Advanced

Mandatory for the serious fighter "I've spent the last couple of years desperately trying to recover the speed I've been losing by inches. Before I'd even finished watching this DVD, it became clear what I'd really lost. Years ago, I used to 'snap' strikes in. As I've become a more serious fighter, I've succumbed to trying to 'drive' them in (karateka can read this as misunderstanding what it really means to train "with kime"). It's ironic that the fact that I'm trying so much harder is what has been slowing me down all along. I credit Pavel for explaining this so clearly & demonstrating drills that deliver rapid results. If you're a serious competitor looking for that extra edge, you *must* add these drills to your routine. Thank you, Pavel, for another excellent product. OSU!!" —B, Boston — MA

Fast and Loose + Rough and Tough = Deadly Force

Invest in the "Deadly Force" set of Pavel's *Fast and Loose* DVD with Pavel's *The Naked Warrior* DVD and book — and **SAVE...**

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- **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 is another amazing tool from Pavel... Everyone knows that once you really start pushing the envelope on your current abilities, you need those subtle yet all-important tools to move from average to elite performance. They can seem insignificant to the untrained observer, but are better than gold to those who have the faculties to incorporate them. Pavel delivers as always." —Mark Hanington, Huntington Beach, CA.

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“A Strength Classic for the Ages, Pavel’s *Power to the People!* Cuts to the Chase — Delivering the Absolute Essentials for Ultimate Success in the Iron Game...”

Discover:

- How to get super strong without putting on an ounce of weight
- OR how to build massive muscles with a classified Soviet Special Forces workout
- Why high rep training to the ‘burn’ is like a form of rigor mortis—and what it really takes to make your muscles stand out in bold relief
- How to design a world class body in your basement—with \$150 worth of basic weights and in twenty minutes a day
- How to instantly boost your strength with Pavel’s High-Tension Techniques™
- How to become super strong and live to tell about it
- How to dramatically amplify your power with the proprietary Power Breathing™ techniques (and why everything you know about breathing when lifting is wrong!)
- How to feel energized and fantastic after your strength workout—rather than dragging and fatigued
- How to get brutally strong all over — with only two old-school exercises

Praise for Pavel’s *Power to the People!*

The Holy Grail of strength training for the everyday gym rat

“This is what I sought for 20+ years. As simple and concise as a strength training program can be, it is the complete antithesis of what you read in the glossy muscle mags. You have access to a barbell and plates and want strength? After laying off the bench for almost 5 years I am benching 275 for reps after 2 1/2 months on *Power to the People!* After laying off the deadlift for almost 5 years I just pulled 505 after the same 2 1/2 months.

You want size? My wife has forbidden me from doing Pavel’s ‘Russian Bear’ since my XL shirts no longer fit my back and my legs won’t fit my pants anymore. Sick of all those nagging little injuries that come with overtraining? Follow Pavel’s protocol and those days are over. You’ll leave the gym feeling just as energetic as you did coming in.

Don’t hesitate in buying *Power to the People!* It costs as much as five of those glossy muscle mags that usually reprint the same complicated routines in so many different words. The difference is that *Power to the People!*’s extremely simple program delivers every bit of what it promises. Not only will you not be disappointed, you will be thrilled.”—John Fox, Ocean Springs, Mississippi

Fantastic, Immediate Results!

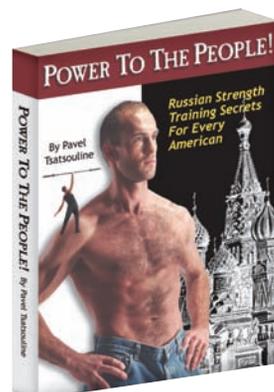
“I’m an Infantryman with the Texas Army National Guard deployed to Iraq. Another Soldier and I have used the *Power To The People!* method to make fantastic gains in strength. My training partner is preparing for Airborne and Ranger Schools and needed a solid foundation of strength. In an 8-week period, he’s gained 100lbs. on his deadlift and 75lbs. on his bench press. Great results in a short time!”—Scott McCoy, Baghdad, Iraq

Words cannot express my gratitude and satisfaction with *Power to the People!*

“This stuff really works. I am 57 years old and have been actively working out most of my life. I have also done a lot of reading about building strength. I have a strong background in research and have never been satisfied with ‘the junk’ I have read in books and journals. That all changed when I started reading Pavel’s work.

Strength gains and progress have never been so fast. In the last two months I have added 100 pounds to my dead lift and 150 pounds to my health lift and I have been adding weight very slowly keeping a focus on ‘safety first,’ ‘greasing the groove,’ and ‘practice not workout.’

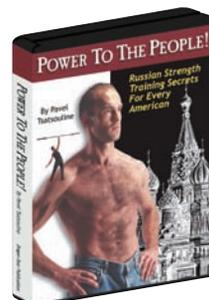
I see people on the street and they say, ‘You look great, what are you doing?’ My 10-year old son told his mom after our canoe ride, ‘Mom, look at Dad, he looks like the Russian.’ What a compliment and testimony that “*Power to the People!*” delivers.”
—Gary N. Kitchen, Spanish Fork, Utah



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Tsatsouline

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

—Larry Scott, first Mr. Olympia

By PAVEL!

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

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

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

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

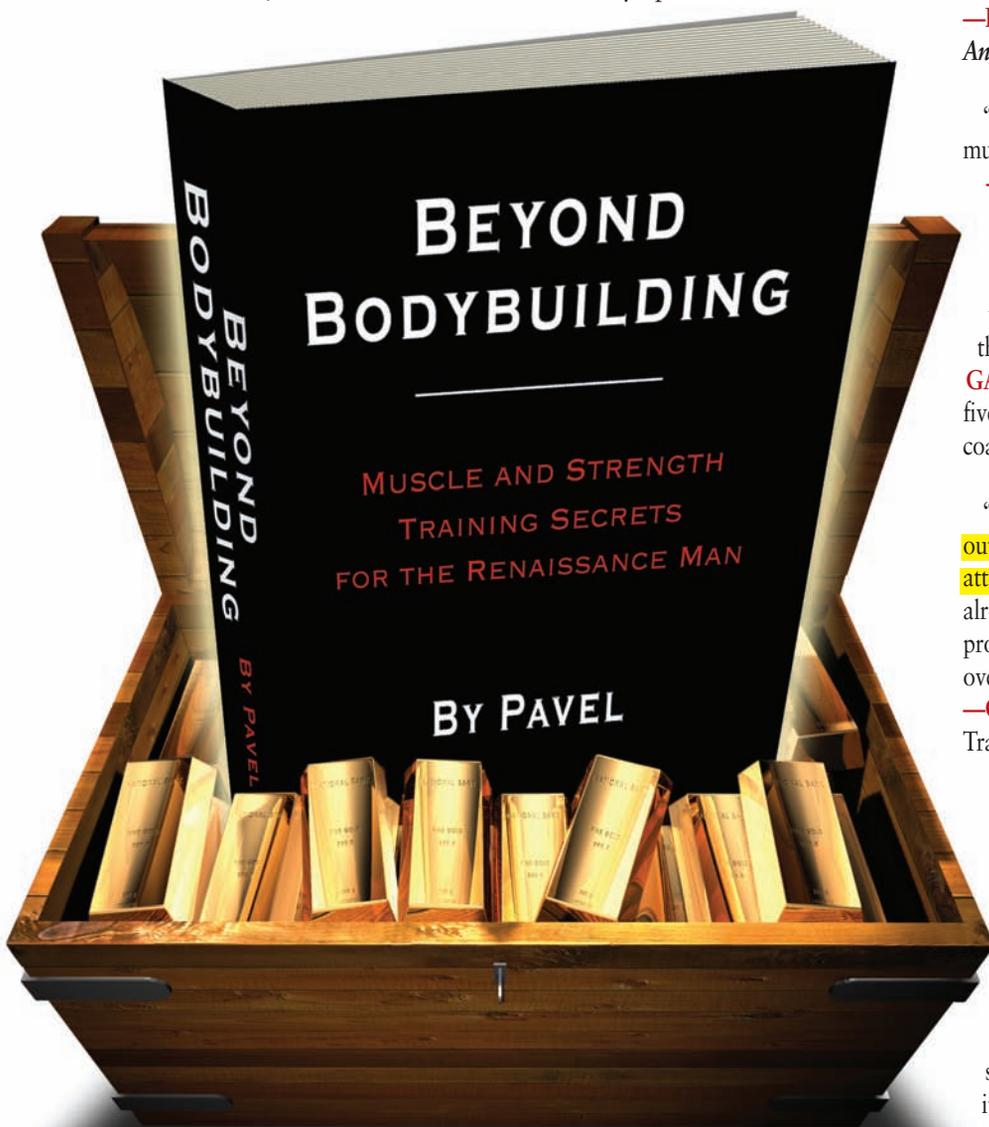
—DAVE DRAPER, Author *Brother Iron*, *Sister Steel*, former Mr. America, Mr. Universe and Mr. World

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

When all else has failed you...

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

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

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

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

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

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

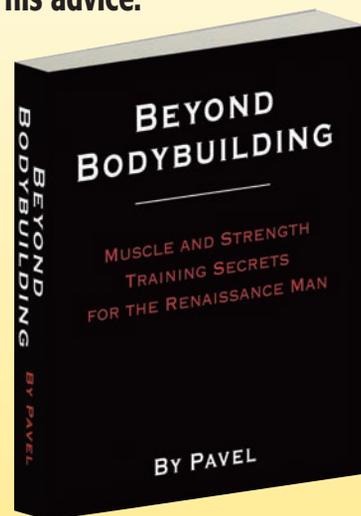
Defeat the enemies of progress

Now, as you'll quickly discover in *Beyond Bodybuilding*, a close 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...

continued on next page...

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



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Beyond Bodybuilding—a treasure chest of strength training secrets

continued from previous page...

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

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

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

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

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

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

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

Now, you can stop butting your head against the wall and stride through the door Pavel has opened for you... The already highly skilled amongst you will find a treasure trove of new strategies for elevating your game. After all, give a consummate professional the correct adjustments at the correct time and they can surge forward in their gains... give a championship caliber team the right coaching tips and they can win it all...

For the regular bodybuilder or strength athlete, Pavel gives you the ultimate road map for progress and success. You'll be fired up all over again, as you experience one great breakthrough after another... with your new understanding of the skill of strength.

Fight these crimes against the body:

If there's one thing that makes Pavel as mad as hell... it's the insidious sissification of the body that has been perpetrated in this country, in the name of bodybuilding and fitness. *Beyond Bodybuilding* is a masterplan to eliminate those cheap, cosmetic, skin-deep looks... and move to strength-from-the-inside-out.

Experience a new level of confidence as your power does the talking for you.... Armed with the new knowledge Pavel gives you, you'll find yourself with the power-body of a wild animal — but the mindset of a skilled strength-scientist.

After all you've put yourself through already, you owe it to yourself to get Pavel's short cuts to strength-skill mastery — and make history of your past failures.

Section One: Power Training

- The real secret to spectacular strength gains. Page 2
- The basic laws of successful practice—follow these and you can't help but gain and gain and gain. Page 2
- The perfect number of reps for greater strength. Page 2
- How to finish a workout feeling stronger than when you started! Page 2
- The method that did more for a SWAT instructor's strength in a week -- than conventional training in ten previous years! Page 4
- 'Neurological carry-over training' -- the secret technique that resulted in a 1,200 pound squat. Page 4
- Stuck on your bench press? How the surprising addition of a piece of wood can help you blow through your current plateau. Page 12
- This high-tonnage program will easily pack ten to fifteen pounds of beef on your frame in less than two months. Page 13
- A Soviet Special Forces method to pack on the pounds with kettlebells -- despite sleep deprivation, excessive exercise, stress and a limited protein intake. Page 13.
- How to cheat the 'law of accommodation' -- and gain beyond your wildest dreams. Page 19
- The only training structure for consistent physical gains that is reliable in the long haul. Page 19
- How to jolt your system into fresh gains -- without changing any of your favorite exercises. Page 21
- Discover why the Smolov routine has achieved a cult status. Page 21
- The little-known secret of extensor reflex training can give you a championship edge. Page 21
- Be as strong as an ox! How to use 'after-effect' overloads to make you stronger. Page 21
- How to fool your internal 'governors of strength' into agreeing to let you be stronger. Page 21
- Russian champions consider this the critical component of any strength training. Page 31
- Build greater strength by employing these three fundamental principles of motor learning. Page 31
- The critical secrets for super-strength. Page 31
- Quick! This crash course in the neuroscience of strength may alone be worth the price of this book. Page 41
- The most reliable muscle and strength building method... period. Page 41
- Worried you are wasting your time with obsolete routines? Find out which ones work the best, now. Page 41
- How to take advantage of 'delayed transmutation' to gain, after going nowhere. Page 44
- Feeling burnt out from heavy, heavy lifting? Here's the perfect remedy. Page 44
- Build might and muscle with this classic 'countdown to power.' Page 46
- 7 classic set and rep schemes to build a dense, lifter's physique. Page 46
- Bench press stalled? Jump start your bench with this cool and effective routine. Page 49
- How even the busiest person can still make surprising gains thanks to the Setchinov principle. Page 49
- Sarkis Karapetyan set a teenage world record by deadlifting 3.14 times his bodyweight -- using this simple-as-can-be cycle. Page 52
- Shoulders going nowhere with your military press? Shock them into life and great new strength/size gains with the 'RKC ladder.' Page 54
- Why explosive lifting can be disastrous for your strength program -- but when it might increase your max by up to 15%. Page 55
- How to correctly use eccentric contractions to stimulate muscle growth. Page 55
- This may be the most effective glute exercise in existence. Page 58
- Weak ankles bothering you? This

one technique will do a fine job of fixing ankle strength.

- Why the little-known secrets of tendon training are a must for experienced iron athletes of all persuasions. Page 59
- How to train your connective tissues to be maximally tough. Page 59
- How and why integration, not isolation, is the key to elite performance. Page 64.
- How to use 'active negatives' for power, muscle and safety. Page 64.
- The three major benefits of active negatives. Page 64.
- Are your joints in agony from so much heavy lifting? Protect them better, reduce pain, with 'virtual tissue leverage.' Page 64.
- Try the 'dead squat' program -- two fortysomething guys added at least five pounds a week for a year with this. Page 64.
- The seven fundamentals you must know to succeed in the iron game. Page 76
- How to sculpt a classical physique with 'retro' lifts. Page 76
- Could these be the most important 'lost' bodybuilding secrets of all time? Page 81
- Exercises you should avoid like the plague -- and exercises you should rush to embrace. Page 81

Section Two: Training Planning

- Are you confused about when and how often to hit each bodypart? Discover how to customize your iron schedule for greater gains in strength and muscle. Page 81
- Understand the pros and cons of full body workouts versus split routines. Page 99
- The most foolproof training schedule for high-yield results. Page 99
- How and why you must cycle your loads to keep succeeding in the iron game. Page 99
- What is the optimal volume/intensity ratio for strength gains? Page 104
- How to take advantage of the



'adaptation lag' -- and its tremendous impact on your strength and muscle training. Page 107

- Want this too? Many bodybuilders have reported sensational gains after using this particular workout. Page 108
- Confused about whether it's okay to train twice a day? Page 112
- How 'controlled overtraining' can be gain-superior to 'total recovery training.' Page 115
- Are you a dissatisfied bodybuilder? This approach could breathe new life, vitality and progress in to your strength and mass program. Page 117
- How a used phone book could help you add 15 lbs to your bench in just one month.

Section Three: Back

- Nothing on the planet beats this exercise for all-around back development! Page 125
- This unique drill -- an incredible back developer -- helped Matt Dimel squat 1,010. Page 131
- Shouldn't this vital back-saving skill be made mandatory in our schools? Page 134
- Discover 3 Russian 'low tech/high concept' programs for pullup power and exceptional lat development. Page 138
- Essential pullup techniques you must know to excel and gain.
- The single best exercise for developing huge lats.
- According to Mike Mentzer, this is the King of back exercises. Are you about to disagree?
- How to take carefully measured doses of 'poisonous' exercises to prevent injury and raise your tolerance levels.

Section Four: Legs

- How to forge truly powerful, traffic-stopping legs.
- Try this little-known, killer squat-deadlift combo for greater flexibility, better form and surprising gains. Page 165
- Do you really know how to squat correctly? Precious few do! Here are the fine points you must know to safely make huge gains. Page 175

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

Section Five: Neck and Shoulders

- Worried about your weak neck? You should be! This unique old-timer's version of the back bridge will give you a resilient, powerful neck--and perhaps keep you out of the hospital. Page 199
- The ONE secret to real success in pressing.
- How to be hard on your muscles, but easy on your joints.
- It's the hallmark of an elite athlete! -- How to own a magnificent neck and traps.

Section Six: Arms

- Cheaters will lose! How to stay honest and build truly huge biceps. Page 225
- The elite Soviet climber secret to bulging forearms and uncanny finger strength. Page 226
- Are you making these serious mistakes with your curls?--3 insider tips help you escape elbow pain.
- Learn from the masters--the top ten Russian arm training secrets revealed.
- Add up to two inches to your arms in just two months with this potent mix of old-timer discoveries and cutting-edge research.
- Experience unbelievable strength gains when you employ this little-known neurological law. Page 233

- Blast your muscles--not your tendons--with this unusual 'control' technique. Page 234
- Enlarge and strengthen your biceps with this powerfully simple growth formula -- guaranteed to grow your guns by at least an extra inch. Page 235
- Blast your way to thick, ripped tris with this excellent, powerlifters' favorite. Page 236

Section Seven: Chest

- How to go from average to superior in your bench press--

discover the finer points that separate the champs from the chumps.

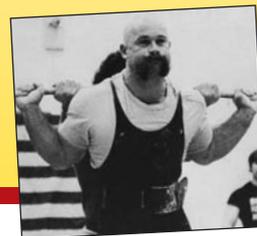
- The effect of this martial arts technique on your bench is nothing short of amazing--immediately add 5 reps to your 7-rep max! Page 254
- This favorite of many power athletes will quickly pack on slabs of beef on your chest--thanks to the extreme and unusual overload it generates.
- This tip from strength icon Dr. Fred Hatfield could advance the development of your pecs by light years. Page 261
- This dirty little secret of bodybuilding not only blasts your pecs but builds bigger pipes better than curls. Page 276

Section Eight: Naked Warrior

- Discover the Russian Special Forces ladder to power--it's common for veteran soldiers to add many reps, in short order, to their pullup max...
- Get them here! The secrets of proper pushup form to amplify your strength gains. Page 284.
- Failing to do this during an endurance feat can mean the kiss of death.
- Discover how to take advantage of the 'central pattern generators' in your nervous system -- for longer-lasting energy.
- How to add one inch to your chest in ten days with pushups.
- How to develop cut and muscular legs with the Dragon Walk. Page 295
- The Lizard, an explicitly evil Soviet Spec Ops drill... delivers driving leg power and a ripped, mean, upper body. Page 298
- How to assault your body with a brutal workout--yet save your knees to fight another day. Page 301
- Learn the key mechanics for max body strength.
- Some little-known methods to make bodyweight neck bridges even harder. Page 307
- How to ace the Marine pullup test with the 'Russian rest pause.'

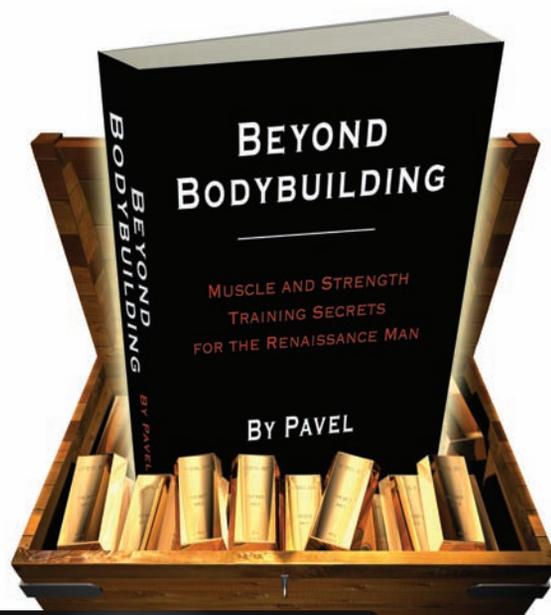
"I wholeheartedly recommend *Beyond Bodybuilding*. I view it as a summation of the accumulated knowledge Pavel Tsatsouline has gathered to this point in his career. Every body part is covered and a blueprint provided for how to build and strengthen every conceivable muscular target. The detail and description is tremendous. The mix between text and photos is spot on; the clarity of the exercise description leaves nothing to the imagination.

Every aspect of training is covered in Pavel's *Beyond Bodybuilding* from flexibility to all types of strength development, U.S.M.C. training, R.K.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



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

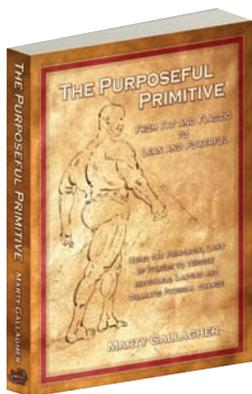
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Praise for Marty Gallagher's *THE PURPOSEFUL PRIMITIVE*

"I would venture to say that I have read every book pertaining to weightlifting over the last three decades, and I have probably read the majority of the articles in this area. There are two things I can say unequivocally about what I have read. One, Marty Gallagher is the best writer in the world of physical fitness and strength, bar none, and two, Gallagher's newest book *The Purposeful Primitive* is the best manuscript ever produced in this field.

Teeming with esoteric information on training, biomechanics, nutrition, and sport psychology, *The Purposeful Primitive* is a wealth of information that every serious lifter needs to read. You are going to like this book. NO! You are going to LOVE it. I promise you that. It's Gallagher's best work, and that means it is strictly world class."

—Dr. Judd Biasiotto, author of 46 fitness and health-related books, world powerlifting champion

"I really only have two things to say about Marty Gallagher that bear on his new book, *The Purposeful Primitive*. The first is that there are two classes of writers in powerlifting: 1) Marty Gallagher and 2) all others. The second is that one day, ten years ago, Marty called to say he knew a Russian guy who he thought might be a good writer for MILO, so we invited the guy to submit an article: It was called *Vodka, Pickle Juice, Kettlebell Lifting and other Russian Pastimes*, the author was Pavel Tsatsouline, and rest, as they say, is history."

—Randall J. Strossen, Ph.D, Publisher and Editor-in-chief, Milo Magazine

"As a student, athlete, teacher, researcher, professional coach, and businessman I have spent over 60 years in health, fitness and sport, devoted to 'how to become the best

you can be'. *The Purposeful Primitive* has been a very interesting journey for me... back-to-the-future...

Marty does a wonderful job bringing out the art and science of training, extracting many of the critical universal and specific principles (guiding rules to action—social, emotional, mental, physical and spiritual) that are applicable to living a productive life in general, and in training for health, fitness and sport, specifically. In addition, I like the way Marty personalizes the lives of outstanding athletes and shows how they applied these fundamental, can't-miss principles in their training to help them become the best they could be in their sport. My recommendation: if you want to achieve something 'great in your life', add *The Purposeful Primitive* to your training library... yesterday."

—Dr. Bob Ward, Sports Science Network, former head strength and conditioning coach, Dallas Cowboys

"For the intellectual athlete who actually thirsts for knowledge and sees content as King, you will get 30 years of genius and experience in the Iron Game mixed with the passion and ability of Hemmingway all wrapped up in one book and the result is *The Purposeful Primitive*. From me to you—Go buy the book and enjoy!!"

—Rickey Dale Crain, IPF/WPC/AAU World Champion, 2000 Powerlifting Hall of Fame Inductee

"Marty Gallagher is a brilliant writer who thinks deeply about subjects he knows and loves. His manifesto/encyclopedia contains a ton of wisdom, one-of-a-kind role models, awesome color photos... a truly fascinating read."

—Clarence Bass, author of the Ripped series, *Lean For Life*, *Challenge Yourself*, and *Great Expectations*

"From Olympic lifting to power lifting and bodybuilding, whether muscle gain or fat loss, from cooking to supplements, from changing exercise and eating habits to molding the psychology of a champion (whether one is even remotely interested in competition or not), Marty has covered it all. I only wish I had had a book like this when I was growing up and trying my best to get bigger and stronger. Marty has demonstrated, without question, that he is the current and undeniably best 'trainer of champions' and 'ultimate guide to physical—and mental—transformation.' This book not only provides the simplest instructions and cheapest financial and lifestyle requirements, it is absolutely the single best book ever written on being the best you can be physically and otherwise."

—James E. Wright, Ph.D, former Director of Sports Science, U.S. Army Physical Fitness School; former Health and Science Editor, Flex Magazine

"Absolutely magnificent. What a breathtaking book on a life with iron. Marty Gallagher delivers an outstanding, comprehensive book with a writing style worthy of Hemingway himself. This book takes you on a journey through the iron-history of the great ones and in the most sophisticated way Marty presents probably the best ever written material on life, iron and mental fortitude.

This book is impossible to put down once you start reading it. It should be the first read of any who aspire to lift weights and be healthy. There are not enough words in the English language (or Danish for that matter) to describe how excellent this book is. It is an absolute must to any Strength & Health enthusiast. I give it my highest recommendation!!"

—Kenneth "the Dane of Pain" Jay, MSc, Sr. RKC



"Marty Gallagher has written the Great American Novel of Strength." —*Pavel Tsatsouline*

"Marty Gallagher has produced an absolute classic! I couldn't put it down... packed with real no b.s info from real ironmen. I am proud to be included with the outstanding athletes and their stories... A breath of fresh air!" —*Dorian Yates, 6-time IFBB Mr. Olympia*

THE PURPOSEFUL PRIMITIVE

From Fat and Flaccid to Lean and Powerful—Using the Primordial Laws of Fitness to Trigger Inevitable, Lasting and Dramatic Physical Change

Since the birth of the Olympics in 776 BC, humanity has celebrated the struggle for physical transformation—and exalted to almost godlike status those men and women who have succeeded in transcending their "common mortal frames" through a combination of supreme effort and dedicated will.

In the 21st century, this drive, this search for the Holy Grail of physical perfection has climbed to ever-greater heights—but has also plunged us to unforeseen depths.

Elite athletes worldwide continue to shatter records that would have been considered inconceivable only decades earlier. Our current stars are unimaginably bigger, stronger and faster than their earlier counterparts. And yet, for the general populace the story is quite different. Obesity and abject weakness have exploded across our land like an all-consuming virus. And the gap between the super-fit and the obscenely unfit widens by the day.

While an elite minority seems to possess the secret to supreme physical transformation, our fitness landscape is littered with the road kill of those who failed to make genuine progress in their quest for change.

According to leading fitness author, world powerlifting champion and coach extraordinaire, Marty Gallagher, the reasons for this sorry state of affairs are clear and the solution obvious. In *The Purposeful Primitive*, Gallagher exposes the flaws and myths rampant in the modern fitness community, then reveals what could be termed "The Way of the Masters"—his foolproof program for guaranteeing physical transformation,

based on the received wisdom of the greats who have gone before us.

As someone who has trained with some of the greatest strength athletes of the century, as someone who has coached numerous world champions to ever more impressive records and as someone who has had spectacular results applying these same methods to average folk, Marty Gallagher knows whereof he speaks. His inspirational message: simply follow The Way of the Masters—with the necessary drive and desire—and you CANNOT fail, you WILL transform physically. Change—change for the better—is inevitable.

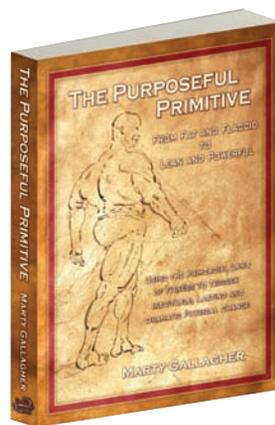
The problem with modern day fitness, says Gallagher, lies in the sheer plethora and over-complexity of methods, the fragmented partiality of specialized systems and the general confusion about what really works to gain and retain muscle while losing significant body fat.

The great masters of fitness became masters by following a four-fold path: right weight training, right cardio, right eating and right mind-training. All four modes have to be practiced together as a synergistic whole. Then $1+1+1+1=16$, or even more... For those who are up to the challenge, Gallagher lays out every detail of this four-fold path to supreme physical greatness—teaching only the methods that worked for his masters, for himself, for his champions and last—but far from least—his every day clients.

The purposefully primitive Way of the Masters is deliberately and potently stripped down to the core essentials of truly effective training methods. Cutting-edge science combines with Old School basics—forcing the body to transform, whether it likes it or not.

Discover:

- ▶ How to completely transform your body—in 90 days or less
- ▶ How to train for only five hours a week—yet be superbly lean and strong
- ▶ The two best eating plans to optimize your fat loss while gaining muscle
- ▶ Training protocols favored by the legends of champion-level strength
- ▶ How combining an Eastern mystic's mind secrets with a Western scientist's brain train methods can lead to massive leaps in your performance
- ▶ What foods will certainly sabotage your progress and what foods put you on the fast track for glory
- ▶ The very best cardio methods to complement rather than hinder your weight training



The Purposeful Primitive

From Fat and Flaccid to Lean and Powerful
By Marty Gallagher

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198 photos, charts and illustrations

Original drawing of *The Purposeful Primitive* by Ori Hofmekler



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"Stephan Berwick's *True Strength Yang* regimen is inspired by the fundamental training processes of traditional Chinese martial arts. The result is a remarkable testimony to his decades of systemic study and practice of Chinese martial arts. Different from many other training approaches, the body toughening regimen presented here does not only strengthen muscles, skin and joints, but also effectively builds body flexibility and the ability to withstand contact-injuries. Having been a Chinese martial arts master and professional Kung Fu team head coach for over forty years in China, I truly appreciate this body conditioning method, which is well structured and instructed to be followed easily by the audience."

—**BAI WENXIANG**, China Senior National Wushu Coach, Deputy Chairman of China Wushu Federation of Shaanxi Chapter and former Head Coach of Shaanxi Provincial Wushu Team



Remarkable self-hitting system invigorates, strengthens and "weaponizes"—let's you repel strikes with effortless ease while dishing it out with formidable power...

Stephan Berwick's *True Strength™* regimen draws on ancient Chinese warrior secrets to present a sophisticated and highly effective program for developing formidable internal power—without the help of any devices, medicines, or forced breathing.

Most Western-based strength training programs concentrate on building "external" muscular strength. But that is only one link in the true strength chain—which according to Chinese internal martial arts should also include strengthening your fascia/tendons/ligaments, your joints, your internal organs, your internal energy system and even your skin.

Is your strength package complete?

Without strengthening all the links in your strength-chain simultaneously, you remain as vulnerable as the weakest links in that chain. We've all see relatively small internal martial arts masters throw apparently way stronger men around like they were rag dolls. Some of this power comes from martial skill, but much, much more it's coming from the uncanny strength-package the master has developed from a truly all-around approach to strength cultivation.

Many of these internal masters demonstrate this astonishing strength well into their sixties, seventies—even eighties. How do they do it?

Stephan Berwick likes to call this quality "Tangible, True Strength". The kind of strength you really need to survive not only a worst-case scenario in combat or years of full-contact sport, but the rigors and stresses of daily life. Tangible strength is the power to survive. Tangible, true strength helps you ward off illness and injury and allows you to rebound from adversity with supreme resilience.

The kind of strength cultivation where you only seem to get stronger as you get older—rather starting to fall apart at the seams as early as your late thirties or early forties...

Ancient warriors needed to handle blows, wield heavy weapons, and survive on meager rations, while maintaining their victor's edge. Their strength was of the hands, feet, torso, neck, and legs—a total body power designed to meet any challenge thrown at it.

Gain a warrior's formidable toughness with this unique program

For the first time on DVD, Stephan Berwick reveals his regimen for healthy body toughening derived from his unique expertise in secret Chinese martial art body toughening methods. Combining hard and soft forms of conditioning inspired from his intimate knowledge of ancient military-origin Chinese martial arts, Berwick's *True Strength Yang™* program offers quick results—conditioning your body to withstand blows, falls, and twists, in an easy to digest, highly intense regimen of warrior conditioning, reminiscent of the best classical martial body practices.

DVD 1: *True Strength Yang*

presents essential body-hitting exercises, in a unique training approach that stimulates and toughens the skin, muscles, and joints using only relaxed, flexible limb movement. Discover how to first toughen your upper body, moving to the mid-section, then the lower, followed by total body, structural toughening executed with a partner.

Body toughening is a key part of building **True Strength**. The ability to withstand and recover from blows and other related contact-injuries is crucial for any combat style. While many martial disciplines use a variety of sometimes debilitating exercises to toughen the body, **True Strength Yang** is inspired by the fluid, relaxed body conditioning and power striking concepts of **Tong Bei** (Back Striking) and **Fanzi** (Catch & Hold) boxing to produce extremely quick results for any body type.

After mastering the instructional component, take advantage of three follow-along **True Strength Yang Workouts** to rapidly "weaponize", strengthen and energize your body in just minutes a day.

DVD 2: *True Strength Base: Primers for Natural Strength*

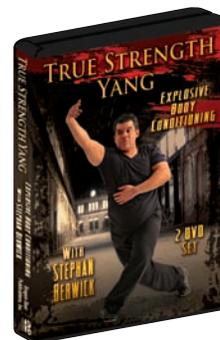
provides an easy to learn series of mainly lower body exercises to quickly develop overall body control. The goal in *True Strength Base* is to strengthen the legs, increasing the trainee's ability to shift the body weight efficiently—all towards the ability to relax while the body exerts. You'll first strengthen your base, learn to better support your weight, gain control of your waist, and then enhance the control of your limbs.

Stephan Berwick is a Western pioneer in the mastery and promotion of classical martial arts from Mainland China. A martial arts mentor to a wide range of client, from the physically challenged to the most seasoned defense professional, Berwick's deep expertise spans Chen Taijiquan, traditional North China martial arts, and Chinese swordsmanship—culminating in his unique approach to body conditioning inspired by ancient warrior practices.

"Although they are based on Chinese systems, the *True Strength Yang* exercises apply to any martial art style since all martial artists need to start with fundamentals that create body structure and movement that focus on coordination, balance, power, and strength. Practitioners with decades of experience can also benefit from these exercises, since the key to mastery is in perfecting basics.

The workouts provided in *True Strength Yang* are useful for individual and group practice. They not only strengthen the body, but will also improve one's execution of fighting applications. Stephan Berwick's *True Strength* regimen offers many benefits for health and strengthening and forms enjoyable routines to practice."—*Journal of Asian Martial Arts*

True Strength Yang



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Running time: 106 minutes



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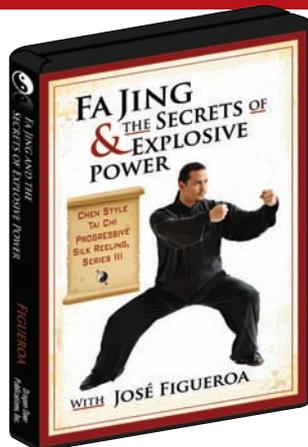
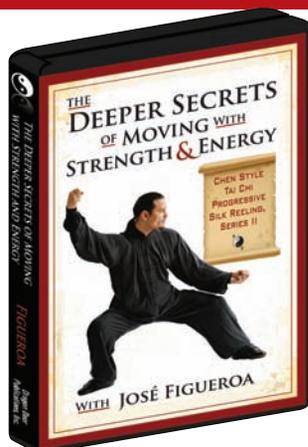
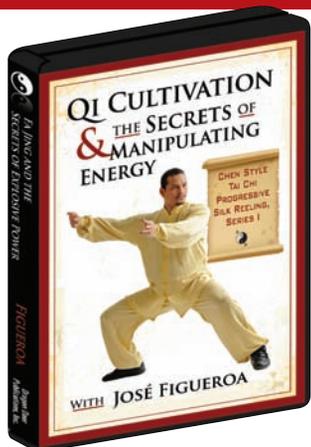


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Qi Cultivation and the Secrets of Manipulating Energy

Chen Style Tai Chi Progressive Silk Reeling, Series I
DVD w/Jose Figueroa

1 hour 31 minutes

DV053 \$49.95

Chen, the original Tai Chi style, has long been revered for its combination of fluid grace, high energy, explosive power and devastating martial applications. Yet until recently, the fundamental training required to truly generate these remarkable results remained the closely guarded secret of the Chen Family's own inner circle.

This all changed when the leading modern-day Chen Style representative, Grandmaster Chen Xiaowang, decided to publicly reveal the true essentials behind Chen's superiority as a martial art. Extracting and distilling the absolute core principles of Chen Style, he created the now-legendary *Silk Reeling Qigong* system. To quote Chen Xiaowang, Silk Reeling represents the foundational roots, as opposed to the leaves and branches, of true martial mastery. A focus on mastery of these foundational roots will allow you to more quickly develop high-level skills in ANY of the myriad martial forms you may then to choose to learn.

The Deeper Secrets of Moving with Strength and Energy

Chen Style Tai Chi Progressive Silk Reeling, Series II
DVD w/Jose Figueroa

54 minutes

DV054 \$49.95

Grandmaster Ren Guan Yi—Chen Xiaowang's most senior disciple and his leading representative in the US—in turn passed this knowledge to Jose Figueroa. Master Figueroa is uniquely qualified to convey these essential cultivation secrets in a way that makes them immediately accessible to a Western audience. After over 20 years of dedicated classical Chen Style practice, as the co-author of three Chen Style books and with a highly extensive teaching background, Jose Figueroa is able to break down the Silk Reeling methods with extreme clarity, precision and attention to the crucial detail.

According to the Chen Family, both superior movement and the mastery of Qi are grounded in impeccable body mechanics. Immense emphasis is placed on exact alignment, supreme coordination of movement, proper balance and a deep understanding of relaxation and tension in the body.

Fa Jing and the Secrets of Explosive Power

Chen Style Tai Chi Progressive Silk Reeling, Series III
DVD w/Jose Figueroa

1 hour 20 minutes

DV055 \$49.95

Jose Figueroa has developed a careful progression of methods that ensure practitioners develop a solid foundation in each step of this powerful system.

Individual movement sequences and techniques are demonstrated from three angles, followed by a highly detailed explanation of every key element needed to extract maximum benefit from that method.

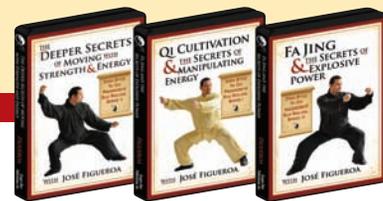
Series II develops the foundation established in Series I, by progressively introducing more complex and intricate sequences. These more advanced methods help refine your movement, alignment and posture—while further enhancing your strength and your generation of energy.

Series III reveals many of the Chen family's inner secrets for developing Fa Jing—that dramatically explosive release of power, which is considered to be a hallmark of their art. Series III represents the culmination and integration of all lessons learned in the Progressive Silk Reeling program.

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- A dramatically improved core balance
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- The ability to recruit and suddenly express a powerful surge of Yang energy from many different parts of the body
- True waist power for highly effective pivoting, thrusting and striking techniques
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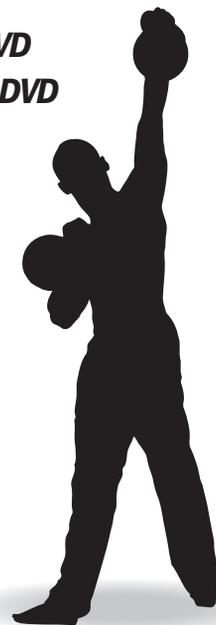
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In *Convict Conditioning* Paul Wade has laid out a logical and effective “zero to hero” progression in key bodyweight strength exercises and presented a solid training philosophy. Get this book.

—Pavel Tsatsouline, author of *The Naked Warrior*

Convict Conditioning gives honor and respect to bodyweight training. I feel *Convict Conditioning* provides the progression, precision and clarity that is necessary to combat our cultural decline in simple body knowledge.

—Gray Cook, MSPT, OCS, CSCS, Functional Movement Systems, author of *Body in Balance*

Convict Conditioning is a fantastic text crammed with solid information, and tons of vital nuggets and powerful insights that when followed will pack your frame with rock-hard, functional muscle. You provide the body, *Convict Conditioning* gives you the rest in a highly readable, easy-to-understand format that teaches you *what* to do and *how* to do it. As a guy who has written extensively on exercise, I highly recommend this book.

—Loren Christensen, author of *Solo Training* and *The Fighter's Body*.

Coach Wade has laid out a set of progressions in *Convict Conditioning* that can lead to mastery of the big 6 bodyweight exercises and you would be wise to listen. This is knowledge proven in “extreme” conditions. So respect the progressions and put in your time—you’ll be stronger for it.

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

Outstanding! By far the most innovative fitness book in years. Many talk about “mastering your body weight” yet *Convict Conditioning* actually delivers a blueprint for anyone, regardless of your current fitness. The training “progressions” are genius.

—Tim Larkin, Master Close Combat Instructor

Convict Conditioning by El Entrenador is a remarkable book on how to take your bodyweight training to extreme levels. *Convict Conditioning* deserves a place on the bookshelf next to *The Naked Warrior*.

—Kenneth Jay, Master RKC, author of *Viking Warrior Conditioning*

This program is completely scalable to challenge any person, from your Mom, to any weekend warrior, to an elite level athlete in the off-season. I believe *Convict Conditioning* would be exceptionally valuable to military preparation programs, wrestling coaches, and martial arts instructors. I think this program combined with Pavel’s *Naked Warrior* would allow someone to build strength that would cause Spiderman to look over his shoulder.

—Adam T Glass, RKC II, Professional Performing Strongman

If you are a serious student of bodyweight exercise and physical culture, you must get this book.

—Craig Ballantyne, *Turbulence Training*

I LOVE IT. *Convict Conditioning* is probably the best compilation of callisthenic exercises and training progressions I have seen. Coach Wade goes to the heart of true training with correct biomechanics, kinesiology and training progressions that so many in the world of physical training just seem to miss these days. Bravo Coach, bravo, an epic book that deserves to be in the library of all who love the world of strength.

—Mark Reifkind, Master RKC Instructor, Giryra Kettlebell Training

Convict Conditioning is jam packed with the most powerful bodyweight training information I have ever come across. It’s the book I WISH I had in my hands when I was a competitive wrestler, BUT, even more important to me is that I can pass on this knowledge to my clients AND my son and daughter when they grow up.

—Zach Even-Esh, author *The Ultimate Underground Strength System*

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