

DRAGON DOOR PUBLICATIONS PRESENTS

HARD-STYLE

HARD CORE TOOLS FOR HARD LIVING TYPES



Paul McIlroy, RKC II pulls the **BEAST**

The quest for strength, like any other quest, begins with the first step. It was 2002 when I purchased Pavel's book **Power to the People!** Now, 10 years down the line, I own my own gym (Centaur) and my own personal training business. I've created world champion athletes and close to 20 national champions in 3 different sports (Boxing, Swimming and Powerlifting). I won the WDFPF World Junior Deadlift Championships myself in 2003 along with numerous other national and international titles. Some of my personal strength achievements to date have been:

- 3.5 times bodyweight raw Deadlift
- 2 times bodyweight raw Bench Press (paused)
- 225 lb. Barbell Military Press @ 160 lbs. bodyweight
- 400 lb. One Handed Deadlift @ 160 lbs. bodyweight
- 115lb. Kettlebell Pistol
- 88lb. Kettlebell Military Press x 9 reps @ 164 lbs. bodyweight
- 143lb. Barbell One Arm Power Clean & Power Jerk @ 160 lbs. bodyweight
- Partially Assisted One Arm Handstand Pushup
- One Arm Pull-Up, both arms, any time, with ease
- Weighted Chin-Up with 176 lbs. added @ 164 lbs. bodyweight
- 100 bodyweight Pistols non-stop on one side
- Half Body Weight Kettlebell Snatch for 50 reps non-stop (25 L/25 R)

So to what percentage contribution did the original **Power to the People!** program play in all the things I've done in the 10 years since I first read it? In short ... 100%!"

—Paul McIlroy, RKC II, Belfast, Northern Ireland

Read the complete story of Paul McIlroy's strength journey on Page 38.



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Why Make the Choice of Dragon Door's RKC Kettlebells?

Nothing Wrong in Bragging—When You Can Back It Up With the Iron Fist of Extreme Praise

Welcome to a new edition of *HardStyle*, our showcase for all things RKC—and for the works of Dragon Door's foremost author, Pavel.

We are entering our second decade as the world's leader in high-level kettlebell instruction. But leadership and innovation comes with a price tag: the more Dragon Door and the RKC have succeeded as the premier providers of kettlebell equipment and kettlebell training resources, the fiercer the competition.

Since 2001, when Dragon Door launched the modern kettlebell movement with the publication of Pavel's *Russian Kettlebell Challenge* program, the creation of the world's first-ever kettlebell certification system—the RKC—and the manufacture of RKC kettlebells, there has been a veritable deluge of me-too books, DVDs and teaching programs promoting the benefits of this great fitness tool. Bargain-basement pricing and cheapo offers abound as the crowd of vendors jostle for your attention.

Which has begged the question. Does Dragon Door and the RKC still stand head and shoulders above that jostling throng? Is Dragon Door and the RKC still the only sensible choice for the serious investor in health and strength? There is plenty of great testament within this issue of *HardStyle* to the primacy of the RKC training system. But here, let's address the RKC kettlebell question...

The Highest of Standards, The Greatest of Benefits—You ALWAYS Get What You Pay For!

Well, it's no secret that Dragon Door's RKC kettlebells command premium prices—as do our RKC certifications. Because Dragon Door and the RKC refuse to compromise on quality. Just as we refuse to squeak by with inferior training, we refuse to disrespect you the customer—and ourselves—with sloppy workmanship, suspect materials and poor customer service. Have you noticed, NO other kettlebell company has dared to match Dragon Door's One-Year, 100% Satisfaction Guarantee on their kettlebells?

There are many reasons why only Dragon Door has dared to make this guarantee. And



who better to provide those reasons than the investors in RKC kettlebells themselves?

SOLID AND DEPENDABLE!

"This thing is crafted like a tank. Excellent size and grip. When you use it, it just feels right. Highly recommend it."

—Garrett Groszko, San Francisco, CA

24KG RUSSIAN KETTLEBELL

"Fantastic! Thoroughly satisfied! Isn't it a great feeling when a product exceeds your expectations? The finish, the shape, the size of the handle, all perfect and I'm one of those guys you would probably call too picky."

—Gary Evans, Strongsville, OH

"Received my 24kg (53lb.) Kettlebell a month ago. I am impressed with the fit and finish. I have tried other knock off kettlebell brands... Want the real deal? Get RKC Dragon Door! I live a hard lifestyle and will not compromise."

—Charles Allen, Hattiesburg, MS

I COULD STARE AT IT ALL DAY, IT'S THAT COOL!

"Man, are these things cool! The smooth handle and finish, the perfectly flat bottom, and that old school Russian look, it's no wonder why the RKC is THE kettlebell! Choose no substitute, and if you have trouble affording one, save up. I wish I had taken that advice earlier! I cheaped out on a brand whose KBs look similar to RKC KBs, but were cheaper. And how! Uneven bottoms, handles too wide for the bell size, the face (where the weight is displayed) too large, they flat out SUCK compared to DD's quality."

—Tim Hunt, Sudbury, ON, Canada

DRAGON DOOR KETTLEBELLS: THE REAL DEAL!

The differences between Dragon Door's authentic Russian kettlebell and the inferior one which I had purchased earlier at a local big box sports store are astounding! The Dragon Door design and quality are clearly superior, and your kettlebell just "feels" right in my hand. There is absolutely no comparison."

—Stephen Williams, Arlington, VA

BEST KETTLEBELLS AVAILABLE

"Okay, they cost a lot and, with the shipping costs, it's up there. However, the local kettlebells were far inferior in quality—do you want rough handles when you're swinging? And, if you order a cheaper product online, you won't even KNOW the quality until you have them. Dragon Door kettlebells are well formed, well-balanced and have no rough edges. Sometimes you just have to go with the best and these are the best!"

—Judy Taylor, Denver, CO

BEAUTIFUL CAST IRON

"The casting was so well done that the kettlebell doesn't look like a piece of exercise equipment."

—Robert Collins, Cambridge, MA

And this is just a tiny sample of HUNDREDS of similar reviews our customers have posted on Dragon Door's website recently...

Let me propose to you that your most precious possession is your own health and strength. And let me ask you, then, how far will you go to protect that precious investment? For the equivalent of a few extra pennies a day, you can invest in a premium RKC kettlebell and help build an iron fortress around your health and strength. Or you can save a few pennies and take your chances on your future well-being...

The choice is yours.

But can I make a recommendation? Take pride in who you are—and make the right choice.

May you live long and strong,

John Du Cane

John Du Cane



Dragon Door Publications presents

Hard-Style

www.dragondoor.com

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"HARDSTYLE" —THE SPIRIT OF RKC

By PAVEL

When you train, you should train as if on the battlefield. Make your eyes glaze, lower your shoulders, and harden your body. If you train with the same intensity and spirit as though you are striking and blocking against an actual opponent, you will naturally develop the same attitude as on a battlefield...

—Ankō Itosu, Okinawan karate master

The "hard style" of kettlebell training was born in the spec ops of the Soviet Union. In the 1970s select units adopted a karate-based style of hand-to-hand combat. The hard style of kettlebell training evolved in the 1980s to support the hard style of fighting. Refined and systematized over the years, this system would become RKC.

In the martial arts context "hard style" refers to schools that meet force with force and greatly value physical strength.

"The essence of karate techniques is kime, explained karate great Masatoshi Nakayama. "*Kime*" (pronounced "key-may") is usually translated as "focus."

"The meaning of kime is an explosive attack to the target using the appropriate technique and maximum power in the shortest time possible." The master reminds of karate's "one strike, one kill" history to stress the importance of an all-out effort.

John "Roper" Saxon, Bruce Lee's co-star in *Enter the Dragon*, has told me that Bruce Lee showed him the kettlebell swing the day they met. Bruce would "freeze" the kettlebell momentarily on top of each swing to work on focusing the power of his punches. This is kime. This is exactly how we do swings in our hard style RKC school of strength. "Come up with tremendous power to

lockout. Don't play passive." This is how world powerlifting champion Donnie Thompson, RKC swings. This is kime. Thompson took his deadlift from 766 to 832 and added 100 pounds to his bench press in nine months with RKC hard style kettlebell training. Later he became the first man to total 3,000 pounds in the sum of the squat, bench press, and deadlift.

"A technique lacking kime can never be regarded as true karate, no matter how great the resemblance to karate," continues Nakayama. The karate master stresses that the same is true in non-contact sparring—one must use full force and focus.

RKC has the same mindset. We employ high acceleration in quick lifts and high tension in slow lifts. Even with "no-contact" light kettlebells. In other words, we use techniques that have proved to be most effective in all-out efforts, regardless of the kettlebell's weight. Because if you don't practice these techniques with a light bell, you certainly will not be able to do it when you meet a heavy one.

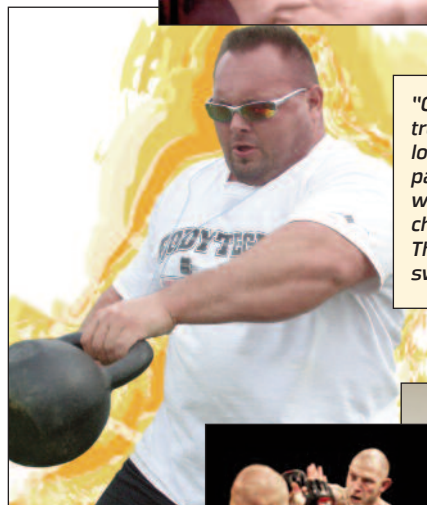
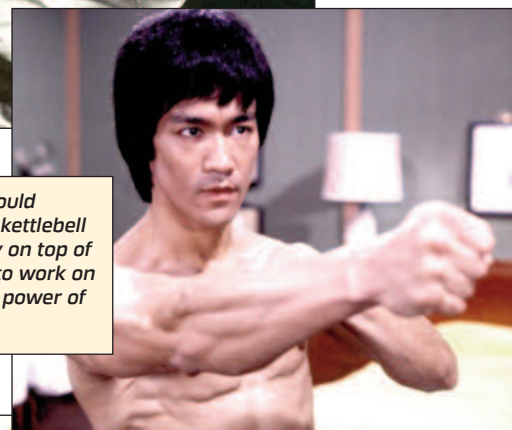
Today I use "Hardstyle" as an umbrella term for all of my strength teachings: kettlebell, barbell, and bodyweight. "*Hardstyle*" is the "*one strike, one kill*" martial philosophy applied to strength training.

Do not hold back. This is Hardstyle.

"A technique lacking kime can never be regarded as true karate, no matter how great the resemblance to karate."
—Masatoshi Nakayama



Bruce Lee would "freeze" the kettlebell momentarily on top of each swing to work on focusing the power of his punches.



"Come up with tremendous power to lockout. Don't play passive." This is how world powerlifting champion Donnie Thompson, RKC swings.



Tommy Blom, Senior RKC shows the spirit of Hardstyle in the ring and at the gym.



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GREAT ACCLAIM FOR *EASY STRENGTH*

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

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

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

The New Testament of Training

"As much as I think of *Beyond Bodybuilding*, it is now moved one further out on my shelf so *Easy Strength* can sit side by side with *Supertraining*. If *Supertraining* is the Old Testament of training, I now

consider *Easy Strength* to be the New Testament—and maybe even specifically The Book of Revelation, to add to the metaphor. As Chuck Missler says, 'The New Testament is in the Old Testament concealed; the Old Testament is in the New Testament revealed'. Bingo." —Jack Reape, Dallas, TX

"*Easy Strength* is one of the best books on strength training for sport that I've ever read (and trust me, I've read them ALL). It'll go down as one of the best fitness and conditioning books period. This book goes a long way in revolutionizing the way the modern coach should be approaching sports conditioning. The section on the 4 quadrants alone is worth your entire investment. It will really help 'laserbeam focus' your programming for your athletes." —Alwyn Cosgrove, author of *The New Rules of Lifting* series

"Our most quoted teachers do not seek to dazzle us with their complexity. The great ones use their position to promote understanding and communication of complex material simply and easily. *Easy Strength* is just that kind of work and Pavel and Dan are those kinds of teachers. They provide useable examples and fundamental simplicity. *Easy Strength* is not simply a position statement about fundamentals. It is a step-by-step lesson on how, when and why to use them!" —Gray Cook, author of *Movement*, co-founder of FMS

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

athlete. I am making my entire staff read the book when I am finished." —Stan Kellers, Assistant Coach of Strength and Conditioning, Cleveland Cavaliers

"*Easy Strength* is difficult to stop reading because it paves a shorter, smoother path to physical prowess by giving the athlete room to develop. The four quadrants that Pavel and Dan outline help you quickly determine which range of training qualities are ideal for any athlete. The authors effectively strip away the complexities of training that were made from novice coaches who constantly pushed their athletes to the brink.

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

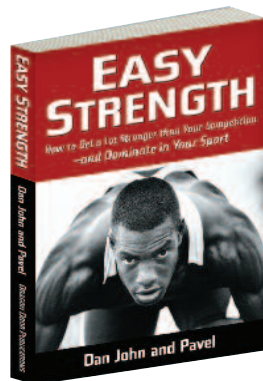
"A fascinating book that challenges many established ideas about strength and power training for athletes. Must reading for champions, champions to be, and those who coach and train them." —Brooks Kubik, author of *Dinosaur Training*

"This is the best single book imaginable for the apprentice athlete looking to excel within their chosen sport. Regardless the sport and regardless the young athlete's current condition, capacity or capabilities, reading, absorbing and applying the strategies contained in *Easy Strength* will result in improvement in every

aspect of the athletic equation. My feeling is that the integration of disciplines in *Easy Strength* is its strongest attribute: blending disciplines in a balanced, realistic, effective way is the highest expression of the art and science of performance improvement. My highest recommendation." —Marty Gallagher, author of *The Purposeful Primitive*, 3-Time World Master Powerlifting Champion, former columnist for WashingtonPost.com

"I will do my very best to promote *Easy Strength* not just because of its authors but because it is necessary for anyone who needs to be stronger for a purpose!" —Barry Ross, author of *Underground Secrets to Faster Running*

"*Easy Strength* is full of information on how to become a better athlete. How? By learning how to train optimally." —Louie Simmons, Founder of Westside Barbell



Easy Strength
How to Get a Lot Stronger Than Your Competition—And Dominate in Your Sport
By Pavel and Dan John
#B57 \$39.95

Paperback 8.5 x 11 288 pages
77 photos, charts and illustrations



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





Chapter 1 The Continuums and the Quadrants

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

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

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

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

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

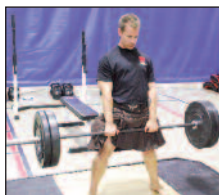
Kettlebell Exercises and Programs (and a Few Other Things) in Quadrants
Barbell Moves (and a Few Other Things) in Quadrants

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Clue Number 1

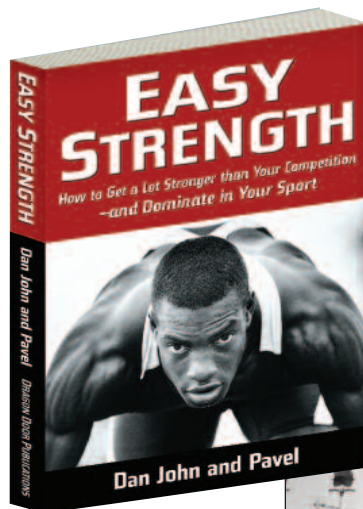
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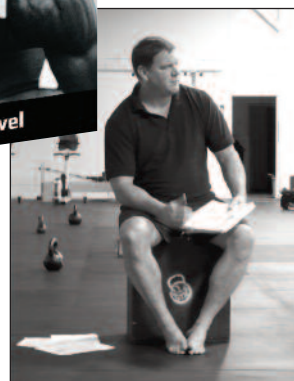
Element 1: The Basic Strength Program

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On Winning and Losing

The Rules



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

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

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

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

What can you expect from reading this book?

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

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

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

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

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

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

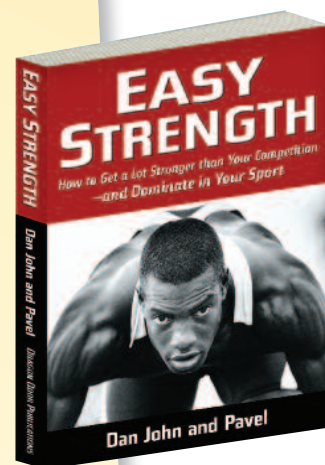
"Easy Strength" is what I see as the blend of science, real world experience and application blended together in an easily understood manner without needing a PhD. to understand what you're reading. You just can't go wrong when reading what Dan and Pavel put together."

—Zach Even-Esh, Founder, Underground Strength Gym

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

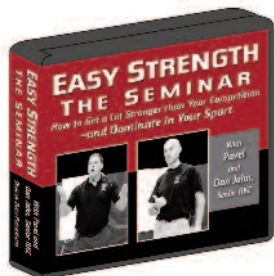
Pavel and Dan open up on the subject of strength, why it is important and how to develop it. This book is a wealth of information for anyone interested in getting stronger."

—David Whitley, Master RKC Instructor



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Praise for Pavel and Dan John's EASY STRENGTH Seminar

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

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

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

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

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

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

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

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

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

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

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

"I learned more in the three days here than I learned

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

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

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

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

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

This workshop is a must if you are serious about being a successful coach or trainer. If you want to have a clear concise understanding of what it takes to be a strength coach, and how to properly approach your clients, athletes or students needs, then you will take this course! **This was by far the most in depth, informative course that I have ever attended!**

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

"This seminar has been incredibly eye opening for me. The knowledge I have gained will significantly alter the course of all of my future training. This was truly life changing. **This seminar has been the greatest 3 days of my training career.** It will significantly alter how I train myself and my students."

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

"It has linked together every aspect of training and every Dragon Door related training program in such a way as to make someone almost unstoppable when

the scientific strength secrets are not over thought, but simply applied."

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

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

"Outstanding! Excellent course that must be repeated, it would be a shame if we were to be the only group to have had the privilege. These men obviously have much more to give. And even though I was able to learn some incredible information this week I am looking forward to what is next. In the meantime I will spend my time practicing the knowledge I take home. These are professional of the utmost quality."

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

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

"Pavel and Dan have managed to cram a lifetime of strength coaching experience into 3 days. The incredibly complex problems of human performance were distilled, in typical Dragon Door/Pavel style into simple and easy to understand frame works. Pavel and Dan John are as advertised. World Class experts on strength training who can make the complex single. As with every event I have attended – magnificent. The cost of the trip and course (\$6000 AUD) will easily be earned back."

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

Easy Strength: The Seminar
How to Get a Lot Stronger
than Your Competition–
And Dominate in
Your Sport

With Pavel and
Dan John
#DVS032 \$197.00
14-DVD set



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7

SIMPLY STRONG **By PAVEL**

If at first you don't succeed, redefine success." I bet this *New Yorker* cartoon describes what you have been doing at the gym. It is time to stop changing your workout for the heck of it, pick a simple and reliable program, stick with it, and finally make gains.

The more elements something has, the more likely it is to break down. The Kalashnikov and the Glock have become choice weapons for gun carrying professionals around the world for that exact reason—they are simple and they don't break down. I will give you one such program. It consists of only three simple exercises but rest assured that it will make you strong all over.

The exercises are the bench press, the chin-up, and the Zercher squat.

The bench press is either worshipped or condemned as "non-functional" and evil. Neither extreme view is correct. According to masters champion discus thrower Prof. Thomas Fahey, the BP, together with the DL, are the best predictors of throwers' performance. Russian full contact karate fighters bench heavy and hit hard. I believe the reasons these guys get a lot out of the bench are powerful legs and hips; flexible hip flexors that don't interfere with power transfer from below; very strong midsection muscles that "link" the lower and upper body. Address these three and bench away.

The chin-up will work your "pulling" muscles and the abs. I dare you to find someone who can do twenty strict, dead hang chins and does not sport a great six-pack.

The Zercher squat requires that you hold the barbell in the crooks of your elbows. The ZSQ offers many unique advantages over the back squat. A safe ZSQ technique is much easier to learn. The Zercher enables you to fully extend your hips on the top. You can't do it with the bar on your back without risking serious injury. Squats without a full hip extension tighten up your hip flexors, the muscles on the top of your thighs. This is hard on your back and has a negative effect on your athletic performance, be it jumping, running, punching, or throwing.

Another reason Zerchers rule is the fact that they work your midsection very intensely. Very. And because in Zerchers the center of gravity is a lot lower than in back or front squats, the weight is easier to balance and you can "grind" harder without losing your form.

Here is the ZSQ technique in a nutshell. Set up the bar in the power rack at your stomach level. Wear a long sleeve T-shirt to protect your elbows. Don't wrap a towel around the bar! The bar is likely to slide inside the towel and injure you.

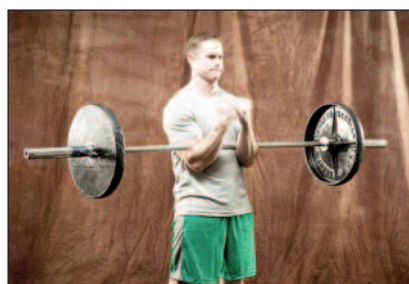
Hook your elbows under the bar, your arms in the top of the barbell curl position. Don't shrug your shoulders. Wedge yourself under the bar, take a breath, tighten up, and lift it off the pins. Keep your shoulders down throughout.

Walk out and set up in a stance slightly wider than your shoulders, your feet slightly turned out. Take an abdominal breath, which will not be easy with the bar compressing your diaphragm, and squat till the bar touches your knees and your thighs are below parallel. "Below parallel" means the top of your knee is higher than the crease of your hip. Have someone check your depth from the side. Preferably a stronger someone with powerlifting experience.

Pause momentarily with the bar on your knees without relaxing and drive up. Hold your breath through the sticking point, then grunt out some—but not all—air.

The bench press and chin-up technique are outside the scope of this article. The only point I want to stress is the pause. Pause at least for a second without losing tightness with the bar brushing your chest in the bench press. Pause in a dead hang between each chin-up rep.

You will be training twice a week and performing your exercises in the following order: the bench press, the Zercher squat, the chin-up. Your first workout is determining your five-rep max. For instance, you might bench 135x5, 155x5, and 185x5. 185 feels moderately heavy. You might be able to squeeze out 190x5 but you leave it alone, 185 it is. If you are new to Zerchers don't work up to an all out five but to a comfortably heavy set of five, say 135x5, 185x5, 225x5. You think you might be good for 250x5 but you know better than pushing a new exercise hard. 225 it is. Your chins might look like this: bodyweight x 5, (bodyweight+10)x5, (bodyweight+25)x5.



Three to four days later start the program. It is simple. Do as many sets of three reps as you can with the weight you topped out with on your sets of five the workout before. That's it. When you start struggling with your triple, you are done.

How long should you rest between sets?—As long as you want. If you take long breaks, 5min or more, you will get stronger through the adaptations in your nervous system. If you take very brief breaks, say a minute or less, you will get stronger by building muscle. If you split the difference with 2-3 minutes you will get both the skill of strength and the mass gains. And if you take long breaks on some days and gun it on others, even better.

Follow this workout for three weeks, then test your 5RM again after a couple of extra days of rest. Do whatever you want on week four but not the exercises from this routine and take it easy. On week five start over. Stay with this program as long as you keep making gains in muscle and strength.

Following the test day, here is what your schedule will look like:

The Simply Strong Workout

Week 1

- Monday** As many sets of 3 as possible with the 5RM.
Thursday As many sets of 3 as possible with the 5RM.

Week 2

- Monday** As many sets of 3 as possible with the 5RM.
Thursday As many sets of 3 as possible with the 5RM.

Week 3

- Monday** As many sets of 3 as possible with the 5RM.
Saturday Test your 5RM.

Week 4

Unloading week: fun, easy exercises.

Week 5

- Monday** Restart the program with the new 5RM.

"We trained hard—but it seemed that every time we were beginning to form into teams, we would be reorganized," lamented Gaius Petronius Arbiter, *Satyricon*, 1st century AD. "I was to learn later in life that we tend to meet any new situation by reorganizing. And what a wonderful method it can be for creating the illusion of progress while pursuing confusion, inefficiency, and demoralization."

Don't let this happen to you. Stay with a solid simple program and get strong at last.



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



Best DVD on the Swing I have ever seen!

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

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

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

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

Master the movement with the Master trainer!

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

Because the swing is so central to both the

PRAISE FOR *MASTERING THE HARDSTYLE™ KETTLEBELL SWING*

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

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

—ANDREW READ, RKC Team Leader, Australia

A Great Blend of Information, Passion and Personal

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

—BILL HYSELL, CSCS, Frankfort, NY

Time and Money Well-Invested

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

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

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

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

—TOM ROONEY, Dayton, OH

This DVD has my highest recommendation!

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

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

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Order *Mastering Swing* DVD online:
www.dragondoor.com/DV080



"IN THE ROYAL FAMILY OF EXERCISE, THE KETTLEBELL SWING IS KING"

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

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

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

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

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

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



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

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

Who is Mastering the HardStyle™ Kettlebell Swing For?

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



Mastering the HardStyle™ Kettlebell Swing

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

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

Running time: 3 hours 5 minutes

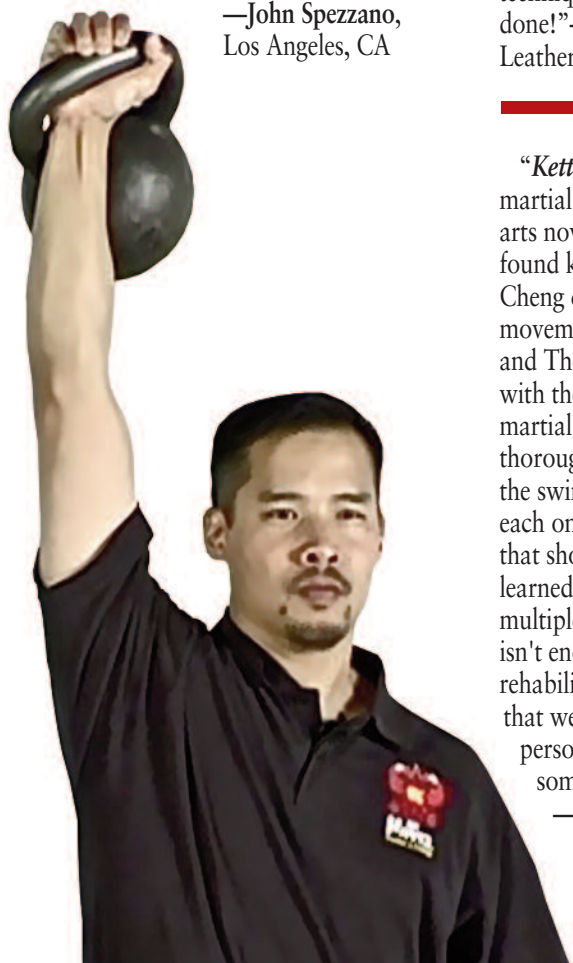


Acclaim for *Kettlebell Warrior*

A "must have"!

"As a full-time professional martial arts instructor with 30 years of martial arts training behind me, instructor certificates in seven arts and a certified RKC instructor myself, I know what makes for quality instruction. In the *Kettlebell Warrior* DVD series, Dr. Mark Cheng has put together a truly impressive collection of hard-style kettlebell exercises that will directly and positively impact your combat sport application. But the *Kettlebell Warrior* DVDs also provide restorative exercises with and without the kettlebell that will come in handy when the untimely injury occurs. Detailed instruction is what Dr. Cheng is best known for and this DVD series is chock full of essential exercises explained in high detail. This DVD set should be mandatory training and reference material for any serious martial artist and kettlebell enthusiast!"

—John Spezzano,
Los Angeles, CA



Doc Cheng nails it to the floorboards

"I have just had the opportunity to review *Kettlebell Warrior* and it does not disappoint. As a US Marine, I depend on using my RKC training to assist in maintaining my physical fitness. As such, I am constantly in search of different methods to improve my technique and increase my stamina. *Kettlebell Warrior* is an outstanding tool and is a must for anyone looking to improve their proficiency with a kettlebell. Straight forward and directly to the point, Dr Cheng carefully lays out in plain language the fundamentals of working with the kettlebell, and then masterfully ties them directly into a martial arts application. Whether a beginner or experienced RKC/martial artist, this DVD set contains a treasure trove of information that will exponentially help you improve your technique. Semper Fi Doc and job well done!"—Col Mike Gann, USMC / Camp Leatherneck, Afghanistan

"*Kettlebell Warrior* is a must have for any martial artist. I have been practicing martial arts now for several years and 4 years ago I found kettlebells. In the first 2 DVDs Dr Cheng clearly demonstrates how the movement principles learned in hard style and The Naked Warrior go hand in hand with the fundamental movement patterns of martial arts. He first demonstrates and thoroughly explains the techniques used in the swing, clean, press etc. and then follows each one with a martial arts demonstration that shows how the skills and principles learned apply. I found myself having multiple epiphanies while watching. If all that isn't enough the 3rd DVD shows how to rehabilitate those aching shoulders and backs that we all seem to get eventually. I can personally attest to the healing powers of some of these movements."

—Gary Lynch, Yucaipa, CA

Senior RKC Dr Mark Cheng is the Real Deal

"*Kettlebell Warrior* is classic Doc Cheng, which means a no nonsense attitude, spirit, intellect and hardcore application.

Doc Cheng is the real deal in every way and there is no higher compliment from me. I have been learning things left and right from the DVD, phrasing, cues, explanations, all will help me transmit what I am trying to transmit to my students that much better and easier.

People, get this DVD, you can't go wrong. Get to the essence of the RKC with one of the best and smartest instructors we have."

—Mark Reifkind, Master RKC,
San Jose, CA

Solid Kettlebell teaching resource

"I just finished watching the *Kettlebell Warrior* DVD set by Dr. Mark Cheng and came away with solid, safe teaching progressions for the main kettlebell exercises. In addition to the step by step instruction on the exercises the viewer is also given excellent practical applications of all the exercises to be used in martial arts.

The highlight for me is the progression Dr. Cheng uses for the Turkish Get Up exercise. He breaks that exercise down into easy to remember smaller movements and gives a good learning tool to use for teaching/learning the exercise to drill it into memory. I plan to use this method when teaching my high school students that exercise in the upcoming weeks."

—Mike Zoetewey, M.S.,
CSCS, Lakewood, CA



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Order *Kettlebell Warrior* DVDs online:
www.dragondoor.com/DVS033



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

—Pavel Tsatsouline, author of Enter the Kettlebell!

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

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

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

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

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

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

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

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

Contents include:

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

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

Kettlebell Warrior Exercises & Combat Applications

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

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

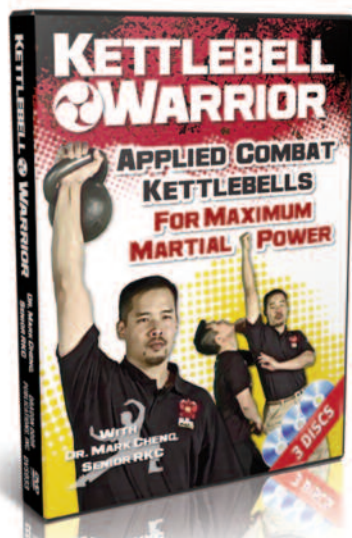
- l. Pistol
- m. Kossack
- n. Naked Get-Up

Naked Warrior Bodyweight Training & Combat Applications

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

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

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



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

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3-DVD set

Total running time:
2 hours 38 minutes

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Mid-Level

3

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“Discover How to Reinforce Your Body—and Snap Back from the Toughest Challenge with Deceptive Ease and Strength”

“I ain’t as good as I once was, but I’m as good once as I ever was.”

When Pavel heard this line from a special operator friend of his, he thought, “This is it.” The country song by Toby Keith nailed the attitude of old warriors unwilling to compromise with age. That 1967 Mustang can still burn rubber with the best, but it does need some extra maintenance. Enter Resilient.

Resilient. Maintenance for Hard Men with High Mileage.



Pavel’s father Vladimir, two months shy of his 75th birthday, deadlifts 391 without a belt. This is his second American record. Vladimir’s chiropractor Dr. Franco Columbu has stated that he has the muscle tone of a forty-year old.

- **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

“Pavel breaks these drills down wonderfully: first demonstrating, then focusing on finer points and offering visualizations for safety, power, and keeping form. As a member of a special reaction team, I am required to perform in any condition. Pavel’s products and drills like these help me keep mobile and ready. A great DVD!”

—Michael Ottaway, FE Warren AFB, Wyoming

“SWAT officers need to watch *Resilient*. Hours upon hours wearing a full kit- vest with steel plates, commo gear, weapons, etc. leads to sore shoulders, lower backs and knees. Add running CQB or tackling other tasks and the Ibuprofen can vanish like M&Ms. Resilient provides simple, effective methods you can perform nearly anywhere to help restore range of motion and reduce discomfort. My knees and shoulders were improved after the first viewing.”

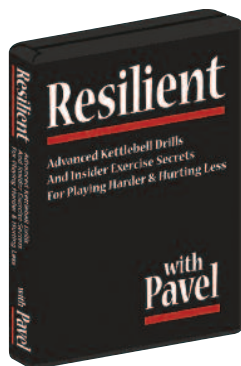
—Federal Officer/SWAT Medic, NYC, NY

“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

“I have lived and played hard and my body had lost its youth until Pavel introduced *Resilient*. In two weeks time I feel like I am in my early twenties. Now I know what it means to be resilient.”

—Tim Thomas, Connorsville, IN



Resilient
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Secrets for Playing
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with Pavel
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How to Open the Door to INTELLIGENT Hypertrophy Training— And Build Muscle Mass *Fast*

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

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

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

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

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

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

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3. Build True Functional Core Strength
4. Improve Local Muscular Isometric and Dynamic Strength

- Endurance, Especially Grip and Hips
5. Improve Cardiovascular Conditioning and Performance
 6. Improve General Physical Preparedness (GPP) and Work Capacity
 7. Improve Systemic Power/Endurance
 8. Improve Mental Toughness
 9. Improve Physiological Ability to Work under Fatigue (Lactic Acid Tolerance Training)
 10. Produce Fat Loss
 11. Improve Coordination of Lifting Technique
 12. Decrease Training Monotony
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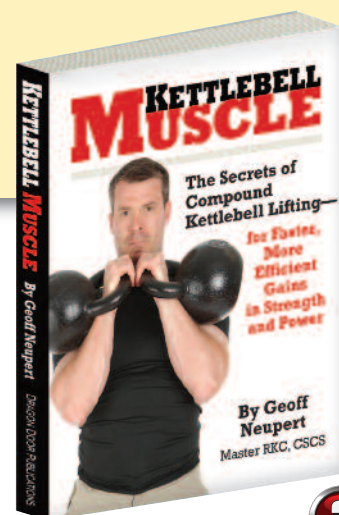
A Word About Nutrition (Speaking of Meat and Potatoes...)

High Quality Food + Kettlebells = Lots of Muscle

What Can You Expect From This Program?

The Program Details

Weeks 1-6: Complexes
Weeks 7-12: Both Complexes & Chains



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The Secrets of Compound Kettlebell Lifting—for Faster, More Efficient Gains in Strength and Power
By Geoff Neupert, Master RKC, CSCS
#B42 \$29.95
Paperback 74 pages 8.5" x 11"

2
Mid-Level

3
Advanced



Powerful Acclaim for *Return of the Kettlebell*

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

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

—Dan John, Master, RKC, Murray, UT

"Return of the Kettlebell teaches just when you think you got all the answers, that's when kettlebells change all the questions. If its fast tempo or slow tempo work, kettlebells fill the bill. Westside uses them for GPP, flexibility, and to produce MUSCLE MASS where it is needed. Kettlebells are old as hell but there is no dust on them at Westside. Once again hail to Pavel!!!"

—Louie Simmons, Westside Barbell Club



From the foreword by Donnie Thompson, RKC, World Super Heavyweight Powerlifting Champion, the First to Break the 3,000 Total Record:



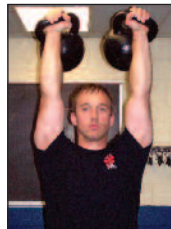
A chance meeting with Pavel at the Arnold Classic jumpstarted me in the right direction. This time I was entering into a match made in Heaven—the kettlebell and me. In no time at all, my tricky lower back was reborn. My shoulders developed overnight. The swings, snatch and presses were icing on my lifting career cake. The rest is history. Pavel's *Return of the Kettlebell* has spoken to us, the steak eaters, the cave dwellers. Do you want to separate yourself from the pack? Express your attitude by living each page of *Return of the Kettlebell*. Quit watching the champions. Ask yourself, "why not me?"

Return of the Kettlebell took me to pressing the Beast for reps!

—Ken Froese, RKC, Santa Monica, CA

"When I started *Return of the Kettlebell* I weighed 185 and felt pretty strong. I could easily press the Beast and pass the Secret Service snatch test. Still, every week I got noticeably stronger. What initially was challenging, I now perceive as easy. With *Return of the Kettlebell* I have enjoyed constant success. Within 3 months I gained 20 pounds and I was still pretty lean. Since my first 3 months I have put on another 10 pounds, so total I have gained 30 pounds! RTK really is the complete package. One can improve their strength, size and conditioning as well as being able to test their mettle."

—Dan Anderson, RKC, Lenoir, NC



"RTK is for individuals who want strength, mass and strength endurance. After 4 months of RTK I posted new PR's in the ETK Program Minimum lifts: a 48kg military press and 220 on the snatch test without pressing anything heavier than a 32kg and no snatches. This is not the goal outlined in the RTK, it is much worse, but gives you a sense of the level of conditioning this program affords. I also gained 12-15 pounds over the 4 months; and being 5'7" and a hard gainer, that is saying a lot. If you are ready for the next step in kettlebell training, mental as well as physical, buy this book!"

—Matt, Med Student, Mt. Pleasant, SC

"The predecessor to this, *Enter the Kettlebell!*, was by itself, revolutionary. *Return of the Kettlebell* is extraordinary to say the least. Utilizing these exercises, in the manner Pavel discusses, will take athletes who want to become more explosive and stronger and bring them to where they want to go. These advanced exercises are a must for anyone who wishes to "take it to the next level." I wholeheartedly recommend this out-of-this-world book/DVD for those looking for more out of their kettlebells and their body!!!"

—Dr. Michael Hartle, Senior RKC, USAPL National Champion, IPF Team USA Head Coach, Chairman, USA Powerlifting Sports Medicine Committee, Adams County Patriots Semi-Pro Football Player



Prof. Yuri Verkhoshansky on Kettlebells

The inventor of the method known in the West as "plyometrics" answers questions about kettlebells:

Q: What is your opinion regarding kettlebells swings, snatches, jerks, presses, Turkish getups?

A: "The use of kettlebells as overload instead of barbell in traditional weightlifting exercises (swings, snatches, jerks) changes their biodynamic structure. These exercises with kettlebells could be used as general preparation means or for fitness."

Q: Can you increase max strength and starting strength using kettlebells?

A: "Yes, if you use the kettlebell exercises in a correct muscle work regime..."

"In a very straightforward and systematic fashion *Return of the Kettlebell* simultaneously increases your max strength, strength endurance, and overall conditioning:

- 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.
- Gained 9 pounds of muscle in 10 weeks.

It is a brutal program that FORCES you to grow new muscle and causes you to dig deep down inside yourself."

—TSgt Philip Davis, RKC

I just finished week one and my wife has already commented that my back is feels bumper and harder. Kind of scary.

—Danny Sawaya, RKC, CSCS, Tucson, AZ

**24 HOURS A DAY
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**Order *Return of the Kettlebell* online:
www.dragondoor.com/B40**



15

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.

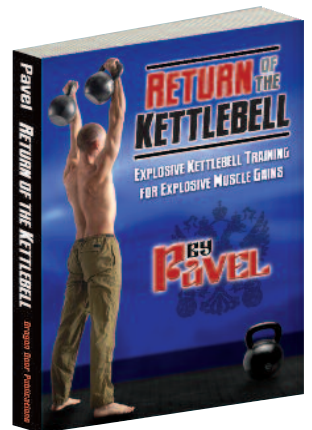
Like the Breakfast of Champions, consume what's on the *Return of the Kettlebell* menu and watch yourself grow—and grow!

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*

Return of the Kettlebell is filled with top notch information and goes deep under the surface. The production quality of the DVD is first rate and superb. The demonstrations are incredibly thorough and include all of the do's and don'ts of multiple double kettlebell movements. In typical Pavel style, he goes into great detail on proper technique and performance with an emphasis on movement quality. Many unique movements are also shared. If *Enter the Kettlebell!* took you to black belt—*Return of the Kettlebell* will make you an expert!"

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



Return of the Kettlebell  
Mid-Level Advanced

Explosive Kettlebell Training for Explosive Muscle Gains

by Pavel #B40 **\$39.95**

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

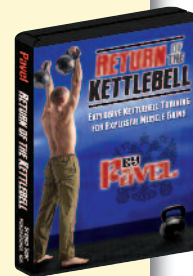
Paperback 146 pages 8.5" x 11"

DVD by Pavel

With Kenneth Jay, and Missy Beaver, RKC

#DV062 **\$34.95**

DVD Running time: 48 minutes



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



Praise for *Enter the Kettlebell!*

Go from average to strong

Follow Pavel's simple advice and get strong. It's that simple. I had worked with kettlebells for a year before getting ETK and could barely press a 32kg kettlebell and was in the 120's in the Secret Service Snatch Test. A year of ETK and I was able to do 240 in the SSST and Military Press a 32kg and a 16kg kettlebell in one hand! Thanks Pavel for making me a better man!

—Sean Schmiederjan, West St. Paul, MN

It's a Kind of Magic!!

I recently had a knee operation, which stopped me from attending martial arts classes for about 9 weeks. In that time, luckily, I was still able to follow ETK, which I had just discovered. Anyway, last week I went back to MA class for the first time in 9 weeks. THIS IS THE MAGIC BIT! The warm-up at the beginning was unbelievably easy, my kicking flexibility was through the roof (not literally!), punching power was greatly improved, my training partner couldn't take me down (he usually throws me round like a rag doll!!) and all round conditioning was so much better that I felt just as fresh at the end as I did at the start!!! Even better, I went back to the MA class a full 14 pounds lighter with abdominal muscles beginning to show themselves (didn't even know they were there!!).

—Keith Pranklin, London, England

The Bible of Kettlebell Training

If you get any book this year on training and fitness, it should be this book. Pavel is the leading authority on kettlebell training. If you want to learn from the best, he is knocking at your door here. LET HIM IN! You will be glad you did.

—Jim Chandler, Brazilian JiuJitsu World Champion, Huntington Beach, CA

Helped me recover from a serious injury

Kettlebells have been life changing to me, an almost 40 year-old USMC vet, lifelong martial artist, and current police officer who was injured on duty. In 15 weeks of the Program Minimum and Right of Passage, I lost 20

pounds and 3 pants sizes and gained strength. All while being easy on my knees which went through five surgeries due to injury. Thanks to Pavel for all of his great work.

—Regular Guy, Vernon, New Jersey

Literally from Average to Elite

17 years of dedication to the iron game, and the last 10 months with kettlebells have given me the edge over my peers. But *Enter the Kettlebell!* has pushed me into a level I thought only the true "mutants" could achieve. A one-arm clean and military press with 60% of bodyweight and a body, even at my size, that is faster, more agile, and more resilient than those



around me are what ETK has delivered. And in a very

short amount of time. The Program Minimum and the Rite of Passage

are all that are truly needed to become more than the "real men" around you.

—Michael Bunting, Medicine Hat, Alberta, Canada

8 months with kettlebells

I've been training with kettlebells for 8 months following *Enter The Kettlebell!* religiously. [I am 53 years old] The programs contained within are fantastic! The benefits I've reaped, in no particular order: hypertrophy of the chest, upper back and shoulders, an impressive carving of the abs, obliques and hips, a lower heart rate (48BPM) and an incredible amount of hip power.

—Bill Shailer, Cheshire, CT

A manual to change your life with

At 42 years old I'm by far in the best shape of my life. I just competed for the first time in the Tactical Strength Challenge. After training for the last 7 months I achieved a 365 lb. deadlift, 12 pullups and 106 snatches with the 24kg bell in 5 minutes. I also lost 40 lbs. of body fat and gained 10 lbs. of muscle. The foundation for what I've accomplished came from months spent following *Enter the Kettlebell!* strictly. This is the manual to change your life.

—Kai Johnson, East Palo Alto, CA

The Roadmap I've Been Needing!

Started this program on June 4 using a 70lb. kettlebell. At the time all I could do with the 88lb. kettlebell was clean it with two hands to my shoulder, couldn't budge it at all from there.

On June 25 I tested and I was able to press the 88lb'er once with my left arm. On July 14 I was able to press the 88-pounder with both arms and without straining. I feel so much stronger than before I started this program and I feel energetic, not worn down. I felt pressing the 88lb'er was a far-off dream...maybe someday—try today....and I haven't even mentioned the conditioning aspects! Slowly, but surely seeing body fat trim away. Don't be fooled, you'll have to work but the results are there to be had. No guesswork, follow the plan—get the results!

—Raf Ortiz, Austin, TX

Just what I was looking for and more

Just what I was looking for and more. As a Division I lightweight rower, I am always in search of way to become stronger while maintaining a given weight. ETK is the answer. I have been following ETK in addition to my rowing team's program. The results are there. My teammates are curious as to how I am gaining strength while losing weight and mass, and I know the answer is ETK. As a past member of the US National Team (and hopefully continuing member this summer), I plan on bringing ETK with me wherever I travel in my sports endeavors. Thank you, Pavel.

—John Redos, Ithaca, NY

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Order *Enter the Kettlebell!* online:
www.dragondoor.com/B33



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

—Federal Counterterrorist Operator

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

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

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

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

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

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

Enter the kettlebell! and follow the plan:

1. The New RKC Program Minimum

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

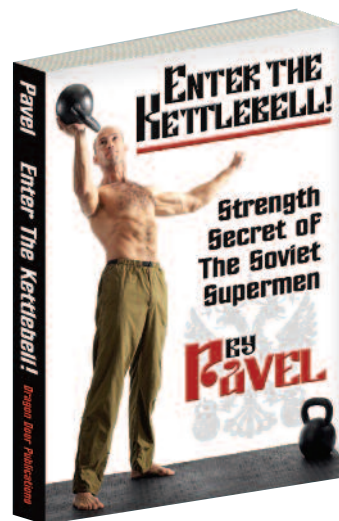
2. The RKC Rite of Passage

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

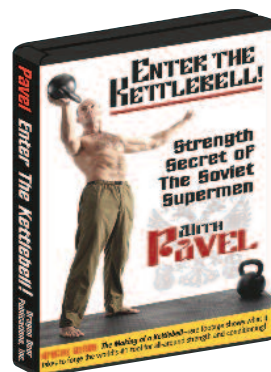
3. Become a Man Among Men

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

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



Enter the Kettlebell!
Strength Secret of The Soviet Supermen
by Pavel #B33 **\$34.95**
Paperback 200 pages 8.5" x 11"
246 full color photos, charts, and workouts



1
Beginner

2
Mid-Level

DVD with Pavel
#DV036 \$29.95
DVD Running time: 46 minutes



Purchase Pavel's *Enter the Kettlebell!* book and DVD as a set and **save... Item #DVS011 \$59.90**

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DID YOU GET YOUR *GODDESS* YET?

Acclaim for Andrea Du Cane's *The Kettlebell Goddess Workout* DVD



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

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

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

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

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



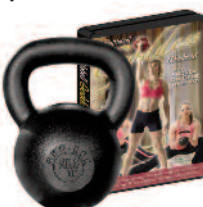
Women's Workout Kits • Kettlebell Goddess DVD • A Kettlebell

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

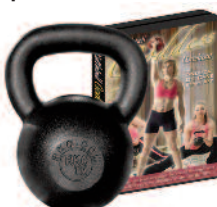
Women's 18 lbs. Ultimate KB Workout Kit
#KKB010 **\$86.31**
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Women's 12kg Ultimate KB Workout Kit
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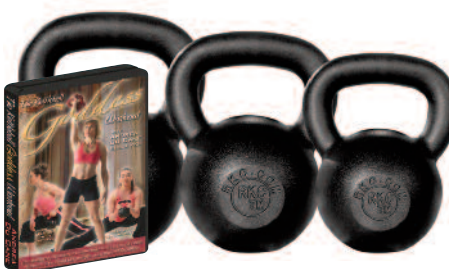


Women's 16kg Ultimate KB Workout Kit
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Kettlebell Goddess Kit

18 lbs., 12kg and 16kg Kettlebells & *Kettlebell Goddess* DVD



#KKB016 \$290.16
plus S/H*
85.80 MAIN/USA
214.04 AK/HI
342.77 CANADA

If you are strong enough to do a pullup, start with 18 lbs., 12kg, and 16kg—the Kettlebell Goddess Kit.

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"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—they 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...

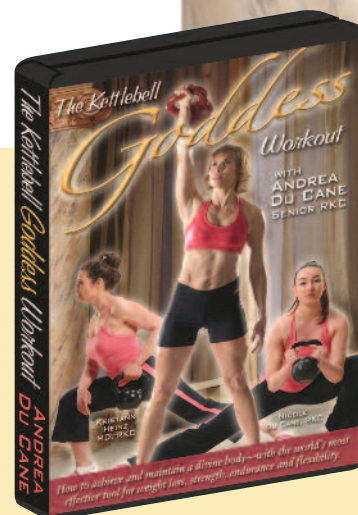
Or simply follow along with one of the six **Goddess Workouts** for a complete, carefully targeted session designed to carve away the fat and sculpt lean, toned muscles—ready and willing to take on the world and win it all. Just like Athena... Just like Nike...

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



20



Order *Kettlebell Goddess* online:
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Why Take the RKC Instructor Certification Workshop?

Comrades, are you ready to take the challenge and enter the elite ranks of the RKC—the world's original and most rigorous kettlebell instructor certification program? Battle-tested for over a decade, the RKC delivers an unparalleled opportunity to refine and develop your skill of strength. Aim high, graduate from the RKC school of strength—and pass the gift of strength to others. When we say “RKC”, we mean “strength”. When we say “strength”, we mean “RKC”.



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

—**DENNIS KOSLOWSKI**, DC, Minneapolis, MN, Silver and Bronze Olympic Medalist, Greco-Roman Wrestling

“My experience with the workshop was a great insight into my mind and body connection through strength... I really loved Pavel's directness and ability to communicate difficult exercises in such few words.”

—**SHANNON HARTNETT**, Gym Owner, Sausalito, CA, 9x World Highland Games Champion, 3x World Powerlifting Champion, All-Time World Record Holder in the Deadlift (552.5 lbs. @ 148 bodyweight), Member US Olympic Bobsled Team, Pro Football running back, San Francisco Scorchers

“I was very impressed with the workshop! One of the more thorough certifications I have been involved with. A combination of theory and teaching coupled with rugged training and technique practice!”

—**CHIP MORTON**, Cincinnati Bengals Strength and Conditioning Coach, Cincinnati, OH



“I'm glad I took this weekend to empty my cup because it was expertly filled up again. John and Pavel have refined the single best introduction to safe strength based movement I have seen. It is the best use of the weekend I've seen yet. The best course I've attended in the past 5 years. It is sophisticated and raw at the same time – much needed in western exercise philosophy

Add nothing. Take nothing away. Try to keep the group together as long as possible. You guys are the ‘Rolling Stones’. Just keep playing and don't die—that's all you got to do.”

—**GRAY COOK**, Author of *Movement*, Co-founder FMS, Physical Therapist, Chatham, VA

“This past weekend was one of the greatest moments in my training career. It made me believe in my ability more.”

—**ELLEN STEIN**, Personal Trainer, Brooklyn, NY, 6x IPF Masters World Powerlifting Champion

“Best course I have even been to! The one big difference is truth. RKC teaches and lives by the truth. No big words and making stuff up to sound important. Material is excellent, never had so much.”

—**DONNIE THOMPSON**, Professional Powerlifter, Health Club Owner, Columbia, SC, 3rd highest powerlifting total in history, WPO-SHW World Champion, Arnold Classic winner

“The training was one of the most intense, enjoyable and rewarding educational experiences I've ever been through. The quality of instruction was first-rate and the quantity....

I'll be digesting all the info for a long time. These people are amazing. Very smart, very accomplished, very serious... Yet with a great sense of humor. It was without a doubt the best practical instruction I've ever had. Take the kettlebells away and it was still the best (and simplest!) explanation of training I've ever been exposed to. Simple, not easy.”

—**STEVE MILLES**, Gym owner, Muay Thai trainer, New York City, NY, Intercontinental Champion (Welterweight), US Muay Thai Association, US Champion (Welterweight and Jr. Middleweight), World Kickboxing Association



“Of all the strength and conditioning seminars I've taken in the last ten years this makes the most sense to me. If you want usable strength and endurance, KBs are the way to go! As a strength coach I see how all the concepts taught here relate to everything I do in the weight room.”

—**JOSE VAZQUEZ**, Texas Rangers Strength Coach, Arlington, TX



“A valuable experience that will be extremely hard to match. It was as if I were an aspiring guitar player locked in a room with the greats such as Steve Vai, Slash, and Eric Clapton and given the opportunity to learn their secrets... only much cooler.

Can't express in words how grateful I am to have had the opportunity to be here. Everywhere my life takes, in everything I do, I will do whatever it takes to become better than the day before. I have gone through a myriad of

military training courses from USMC Recon Selection, to Combatant Diver course, to the Special Operation Combat Medic course and even with all that, it is RKC I am most proud of!!!”

—**SAMUEL CLARK**, Amphibious Recon Corpsman, Jacksonville, NC

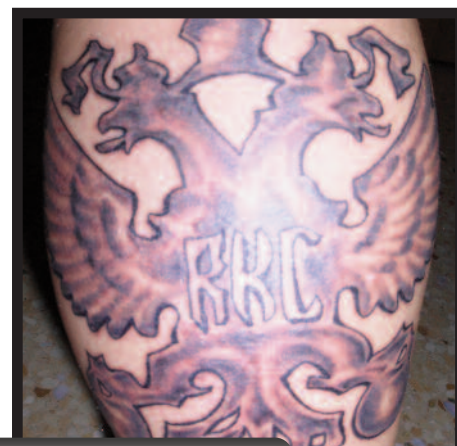


“The attention to detail was spectacular. I already adore the community. I enjoyed myself immensely and learned so much.”

—**JEN SINKLER**, Senior Fitness Editor, Experience Life Magazine, St. Paul, MN, USA Women's National Team Rugby Player 2002-2009

“Unparalleled. I've done four other kettlebell certifications and numerous other fitness certifications. The hardest part of the weekend was changing my mind set from go-fast to do it perfectly. I am definitely used to muscling through everything as fast as I can with violence of action instead of technique. Oddly, this was the easiest the snatch test has ever been for me and I PR'd my press. I always know that technique is there for a reason, but it's interesting to see performance happen as a happy aside to seeking technique perfection. It's something I will bring back to both the gym and the Ranger School.”

—**MATT HOFF**, US Army Ranger, Columbus GA, West Point Class of 2007, deployed to OIF 9, Scout Platoon Leader in the 82nd Airborne Division, Ranger Instructor, Reconnaissance and Surveillance Leader's Course, Airborne, Air Assault, Combatives



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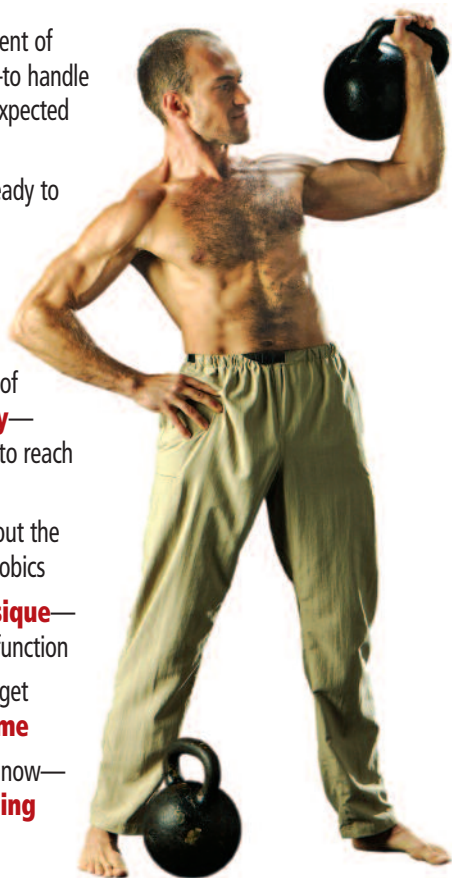
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- **Forges** a **fighter's physique**—because form must follow function
- **Gives independence**—get strong **anywhere, anytime**
- Get your Russian kettlebell now—and **be ready for anything life throws at you**



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*



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 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 *grevik*, 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.

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. Kettlebells are compact, inexpensive, virtually indestructible, and can be used anywhere.

Kettlebells forge physiques like antique statues: broad shoulders with just a hint of pecs, back muscles standing out in bold relief, rugged forearms, an armored midsection, and explosive 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?

What makes the kettlebell design unique?

The shape and compact size of a kettlebell allow one to safely accelerate it on the way down in

exercises like swings and snatches. There is a growing body of research that such “virtual force” is exceptionally effective, efficient, and safe at improving many components of fitness: dynamic strength, many types of endurance, muscle building and fat loss.

Obviously, you cannot swing a barbell between your legs and a dumbbell encourages a stiff shoulder raise if one tries to swing it. The kettlebell’s offset “live” weight amplifies the feedback and forces one to swing it ballistically using the hips while relaxing the arms, the way an athlete is supposed to move.

Another unique benefit of the kettlebell’s offset center of gravity is the special manner in which the shoulder is loaded in overhead lifts. This promotes mobility and stability, which set up a foundation for extraordinary upper body strength and resilience.

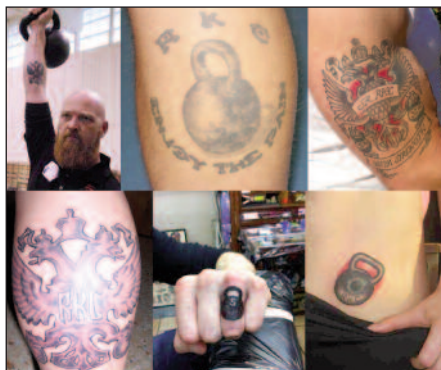
Because the unique nature of the kettlebell lifts allows you to get a powerful training effect with a relatively light weight you can replace your whole gym with a couple of kettlebells. Dan John, Master RKC and highly accomplished power athlete, has famously quipped: “With this kettlebell in my bedroom I can prepare myself for the Nationals.”

What does science have to say about kettlebells?

Vinogradov & Lukyanov (1986) found a very high correlation between the kettlebell snatch and jerk numbers 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”.

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



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Kettlebells improve coordination and agility (Luchkin, 1947; Laputin, 1973), develop professional applied qualities and general physical preparedness (Zikov, 1986; Griban, 1990). Kettlebells lower the heart rate and blood pressure and increase the heart's functional capacity (Shevtsova, 1993).

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.

American Council on Exercise (ACE) commissioned a study by Porcari & Schnettler (2010). The researchers concluded that in a kettlebell snatch workout the subjects "were burning at least 20.2 calories per minute, which is off the charts. That's equivalent to running a 6-minute mile pace. The only other thing I could find that burns that many calories is cross-country skiing up hill at a fast pace... We knew it would be extremely intense. It's a quick workout, and you do get a big bang for your buck in a very short amount of time."

What are the different ways of using kettlebells?

The original "style" of kettlebelling was what the West knows as the "odd lifts". Strongman stuff, like Ukrainian Ivan Sedyh bent pressing three 32s—not tied together!—and similar "hold my vodka and watch this" feats.

In the Soviet times odd lifts lived on, especially in the circus, and two additional kettlebell uses developed. One was *girevoy* sport, or kettlebell sport, a competition for a maximal number of reps with a given weight in the snatch and jerk. It was born in 1948 when the first official competition took place.

The other was strength training for sports. Roman Moroz, the coach of weightlifting great Alexey Medvedev, explains in his 1958 book *Develop Strength*: "Exercises with kettlebells are a wonderful means of developing a person's physical strength. They can be used in the training of athletes of different specialties: track and field, skiers, weightlifters, wrestlers, gymnasts, rowers, boxers, acrobats, etc." This is what RKC is all about.

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

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

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

RKC kettlebells in Afghanistan. Photo courtesy US serviceman, name withheld



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. 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 certified RKC instructors on the Secret Service Counter Assault Team, among US Navy SEALs and Force Recon Marines.

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, and 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 not for sissies but it is not elitist. 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.

The price of admission is a strong spirit and attention to detail.

"Kettlebells—A Workout with Balls"

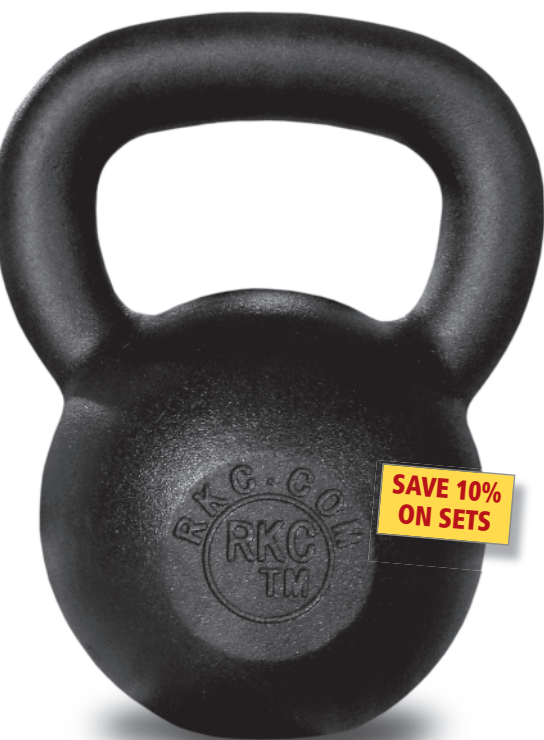
—Men's Journal

How do I learn to train with the kettlebell?

From Pavel's books and DVD *Enter the Kettlebell!*

From an RKC certified instructor. We have instructors in 43 countries; find one in your area on RKC.com.

Classic RKC Kettlebells (Cast Iron/E-Coated)



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

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SP10	Classic set (16, 24 and 32kg)	\$390.90	\$105.49	\$274.05	\$434.49
SP12	Women's Set (18 lbs., 12kg and 16kg)	\$215.70	\$61.93	\$156.39	\$266.87

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Dragon Door now ships to all 50 states, including Alaska and Hawaii, via UPS Ground. 32kg and above available for RUSH (2-day air) shipment only.

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Which kettlebells should a man start with?

Russian kettlebells are traditionally measured in "poods". One pood, an old Russian unit, equals 16 kilograms, approximately 35 pounds. The most popular sizes in Russia are 1, 1.5, and 2 poods.

The 1 pood or 35-pounder is the right kettlebell for a typical male beginner.

The 1.5 pood or 53-pounder is the standard issue in the military and the choice of boxers, kickboxers, and full contact karate fighters.

The 2 pood is used by wrestlers, MMA

fighters, and lifters.

Heavier, 2.5-3 poods, 88-106 pounds, kettlebells are the domain of advanced men who put a premium on strength development.

An average man should start with a 16kg kettlebell. What is "average"?—Given the bench press as a typical, albeit misguided, standard of strength, a BP under 200 pounds will put you into that category. If you bench more than 200, a 20kg kettlebell—the weight of a large barbell plate—will do the trick.

Unless you are a powerlifter or a strongman, you have no business starting with a 24kg kettlebell. It does not sound like a lot, but a

kettlebell feels a lot heavier than its weight suggests!

If you have the funds, get the Classic Russian Set (16, 24 and 32kg) right off the bat.

You may have noticed that, unlike dumbbells, kettlebell weights do not go up in small increments. Our training methodology allows one to safely make large leaps between sizes—while saving space and money.

Than why do we offer intermediate sizes, e.g. 20kg, 32kg etc.?—For gireviks who train with two bells at once. It is not that difficult to progress from pressing, say, a 32kg kettlebell to a 40kg kettlebell. Pressing two bells of the same

size, on the other hand, is a totally different ball game and intermediate weights come in handy.

Why train with "doubles"?—Because it is an extraordinarily powerful way to build muscle. But do not even think about it until you have put in a solid year of training with a single bell first. Exercises with two bells demand much greater flexibility and coordination.

Once you have advanced to heavier bells, do not retire the lighter ones. Even superpowerful men like 1,000 plus pound squatters RKC's Donnie Thompson and Marc Bartlett find plenty of things to do with 16kg and 24 kg kettlebells.

Russian kettlebell power to you!

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24kg Kettlebell Over 300 Bench
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plus \$42.10 S/H*



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16, 24 and 32kg Kettlebells
Enter the Kettlebell! Book and DVD

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A manly, desissifying workout

As a retired Marine (infantry and artillery), a long time weightlifter and fitness enthusiast, I have stumbled upon the "Holy Grail" of fitness and strength tools...the KETTLEBELL!!!! I have been humbled and stand in awe of its simplicity and effectiveness. I wish I had discovered it long ago. I am selling all of my weights so I can collect a family of bells.—Michael Jeffcoat, Starkville, MS

One of the best decisions I have ever made!!!

I will be 60 in August. I had a rotator cuff surgery last year, had my neck fused, and have four ruptured disks in my lower back. I have only been using my Kettlebell for about two weeks. I have lost 10 pounds and feel better and stronger than I have felt in years!!! I watched the DVD and read the book before doing any workouts, the material is very informative and easy to understand, I would recommend this product to everyone!!
—Creighton Belt, Las Vegas, NV

Simple, quick, effective

My brother-in-law (retired Special Forces) introduced me to the KB. As a busy professional with a family, I don't have a lot of time to hang out in the gym. Two weeks into the program, I have added 2" to my shoulders and 1 1/2" to my chest. Quick and easy with identifiable results. I've been talking it up to my friends. Thanks for bringing the KB to the U.S., Pavel. —A. Masek, Columbus, OH

Powerlifters beware

As a former competitive powerlifter, I should have been aware of the Russian Kettlebell. I lifted in the 198 lb. class and have a best bench of 410 pounds—no shirt, no wraps, no belt, no drugs. My wife buys me the 44-pounder and after viewing the DVD and reading through some of the book, I start swinging this ball of iron. WOW! In five minutes I was sweating, huffing and puffing and having fun! I am still learning the moves and proper techniques, but as a former boxer, wrestler and lifter, I can tell you that

this system is hands down the best for developing all around strength and fitness. I am also a grip fanatic and the Kettlebell is awesome for building power throughout the lower arms. If you are looking for a challenge, a way to develop power and agility and have fun... get the Kettlebell! —Brandon Lurato, New York, NY

Great Kit

I played football in high school, competed in powerlifting and followed a bodybuilding regime. This cannon ball has given me by far the most effective workouts I've ever had. The 53lb. KB quick-start kit is amazing. The DVD and book work great together to really show how to properly execute the lifts.

—David Nussbaum, Texas, USA

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I feel awesome...invincible even. This is a great product, I'm totally hooked and not gonna stop.—Arseny Knyazev, Burlington, VT

Which kettlebells should a woman start with?

Russian kettlebells are traditionally measured in "poods". One pood, an old Russian unit, equals 16 kilograms, approximately 35 pounds.

Since women have proportionally weaker upper bodies than men, they tend to need a larger kettlebell "park". If you aim for an exceptional set of legs, you will eventually want to do swings with a 32kg kettlebell.

But for now three kettlebells will do. The Women's Set consists of 18 lbs., 12kg and 16kg kettlebells. The first bell will ease you into the upper body exercises. In a few months you will progress to the second. The third bell will serve you for your leg and hip exercises right from the start.

If you are strong enough to do a pullup, start with 18 lbs., 12kg and 16kg—the Kettlebell Goddess Kit.

Do not go any lighter than 18 pounds—these kettlebells are meant for rehab and corrective exercise by professionals.

Russian kettlebell power to you!

See Page 21 for Women's KB Kits



Dr. Courtney Mizuhara-Cheng, RKC swinging the **Beast**, a 48kg kettlebell. The kettlebell is four pounds heavier than her!

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

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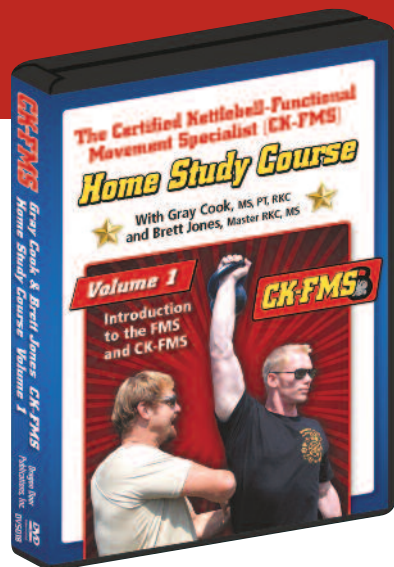
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—Pavel Tsatsouline, RKC Chief Instructor

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We couldn't imagine not using this program." —Jon Torine, former Head Strength Coach, Indianapolis Colts

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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...

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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.

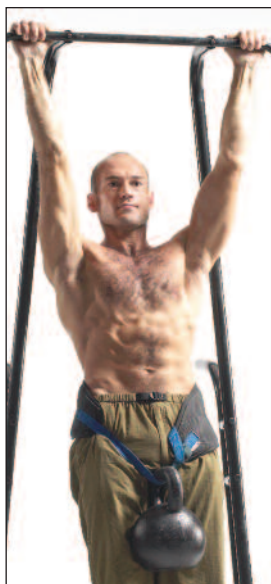
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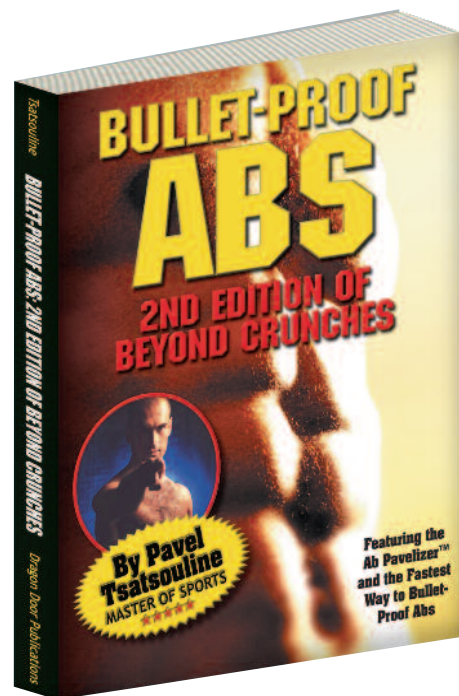


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—Dr. Fred Clary, National Powerlifting Champion and
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Employ These Little-Known Tips from ELITE ATHLETES and Possess Your Own Set of AWESOME ABS

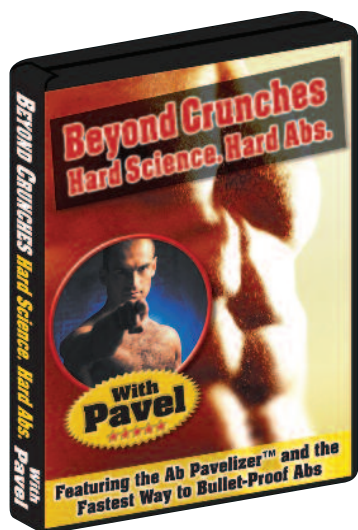
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"I read every book on strength training I can get my hands on. There are three I would highly recommend for any lifter or coach. Two are by Pavel Tsatsouline. BEYOND STRETCHING is a scientific approach to gaining flexibility. This is how one should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

—Louie Simmons, Powerlifting Coach,
Powerlifting USA



"An IRON CURTAIN Has Descended Across MY Abs"



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3
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Beyond Crunches Hard Science. Hard Abs.

With Pavel Tsatsouline

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

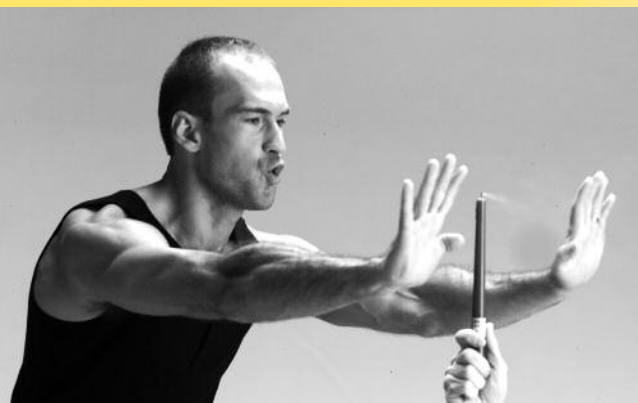


Possess a maximum impact training tool for the world's most effective abs, no question.

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 primeval 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.

24 HOURS A DAY
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Order *Bullet-Proof Abs* online:
www.dragondoor.com/DV042



27

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**

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)

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!



FREE BONUS:

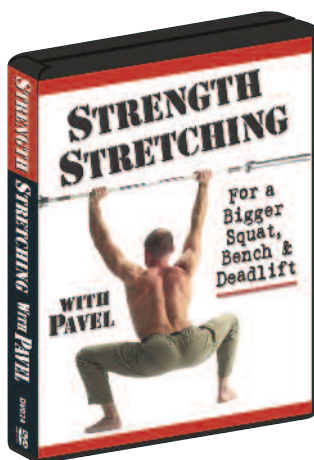
Comes with a four page detailed instruction guide on how to use and get the most out of your Ab Pavelizer™ II. Includes two incredible methods for massively intensifying your ab workout with Power and Paradox Breathing.



Are Rigid Muscles Robbing You of Your Strength?

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

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



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

#DV024 **\$39.95**

DVD Running time: 38 minutes



Mid-Level



Advanced

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

"Pavel is a fitness visionary. He has been teaching people about whole body functional training when sports scientists and exercise leaders were emphasizing aerobics and muscle isolation bodybuilding techniques. He formulated his methods by combining training principles developed by Soviet and eastern European coaches and scientists, worldwide sports medicine research, and personal experience. His books and DVDs will help athletes increase power, functional flexibility, and neuromuscular control, while minimizing the risk of injury. Coaches, athletes, and sports scientists will benefit from his unique training courses."

—DR. THOMAS FAHEY, Exercise Physiology Lab, Dept of Kinesiology Track and Field Team, California State University, Chico

Discover your body's true potential

"Pavel instructs on many crucial points in an exemplary precise and detailed way, making them very easy to grasp, follow and most importantly gain from. Having been in the game for quite a while, I thought I had reached a plateau near my max potential, but within a month of applying his advice I have added 33% to all the three majors - bench, squat and dead and I'm confident the gains will continue: *Strength Stretching* is a roadmap to the adventure of rediscovering the body and its true potential. I strongly recommend it to any powerlifter, serious fitness athlete or personal trainer."

—Kim Bach Petersen, Denmark

I just thought I knew how to squat!

"I've been squatting for 18 years and have spent the last 8 years teaching young football players the squat. I realized only a few minutes into the DVD that I really didn't know as much about squatting as I thought I did. I had bought the DVD to help with my hip flexibility and got so much more than just that. It was worth the price and will continue to pay dividends in the future. If you're serious about any or all of the three power lifts this DVD is a must have resource!"

—Darren Lamar, High School Football Coach, Temple, OK

"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

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Instantly—and Measurably!— Increase Your Strength and Power

Go out and test your broad jump or vertical jump. Take three attempts with plenty of rest in between, then rest some and perform a 10sec unique Loaded Stretch developed by one of the top Soviet sports scientists. Jump again. And if you have not broken your record—pack up the DVD and send it back for a quick refund. Only we are not worried, because this instant strength technique is nearly foolproof.

Loaded Stretching techniques work just as well for almost any expression of strength or power, only measuring on the spot may be a more difficult—you are not going to max the deadlift twice in a row! But work it does.

Loaded Stretching is not a flexibility regimen but a specialized strength technique. It is unclear how Loaded Stretching works. Vorobyev (1977) who supervised the research speculated that the external energy applied to the muscle during this special stretch is somehow stored within the muscle chemically. The professor cited the second law of thermodynamics that does not allow for energy to disappear but rather insists on its conversion from one form to another. According to a more recent hypothesis, Loaded Stretching is “static plyometrics” that potentiates the neural wiring of the muscle. But whatever the explanation, LS was shown to instantly increase strength by up to 9.4% and long-term strength gains as well (Efimov, 1977).

- Pull heavier
- Jump higher and farther
- Kick and punch harder
- Squat more
- Throw farther
- Press bigger

Loaded Stretching:
It's not about flexibility.
It's about STRENGTH!



Vince Toomey, RKC breaks his broad jump record after a 10sec Loaded Stretch at Pavel's seminar.

“*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 Easter Bloc, but never really entered that special door of duplicating elite performance. It took someone from the Eastern Bloc, to show where the door was. Now he has given the key to that all-important first door to creating elite performance. Pavel's *Loaded Stretching* DVD is that key. Thank You

Pavel!” —**Jay Schroeder**, arpprogram.com

Instant Results

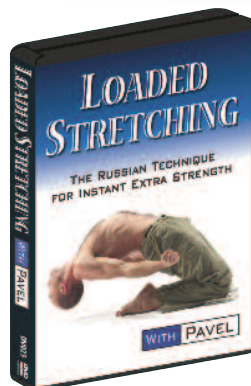
“This is definitely different than any other type of stretching I've done. I followed the protocol on the single hip stretch and was able to perform a solid pistol on the leg that normally gives me trouble. I would highly recommend this DVD to anyone that wants an instant increase in strength.” —**Carl Sipes**, RKC, Washington, IL

Striking Power

“I implemented one or two stretches before kicking and punching activity. I did a series of roundhouse kicks. Before the second series, I used one of the stretches. The first roundhouse kick went hard and the striking pad smashed into my partner's face.” —**Taikei Matsushita**, RKCII, Tokyo, Japan

Loaded lats for smooth pullups!

“I am a pullup fan and got this DVD to help with my max. I was very pleased to find that the loaded lats make the first 10 seem like I have “super powers”! I am working back up to 20 reps; I did 19 today. A nice method to learn.” —**Gregory W.**, Portland, OR



Loaded Stretching

The Russian Technique for Instant Extra Strength with Pavel

#DV023 **\$24.95**

DVD Running time: 20 minutes



Mid-Level



Advanced

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

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.

However, you don't have to fear this inevitable decline in your physical capacities...because the work 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 as the proving ground, Pavel has refined his stretching program into a brilliantly simple-yet-powerful, 5-step operating system for ultimate flexibility.



The wise folk who attended Pavel's legendary *Unlock!* Seminars got to absorb this powerful stretching knowledge in person,

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**



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, 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 gold 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

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

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Acclaim for *Beyond Bodybuilding*

"*Beyond Bodybuilding* is a treasure chest of strength training secrets." —**Larry Scott**, first Mr. Olympia

"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.

PTP/Ladder Hybrid was genius

"I've used the PTP/ladder hybrid for my deadlift. Even though I had a few difficulties finishing the program, I still managed to add 110 pounds to my deadlift in a little over 3 months. It went from 475 to 585 and both were done beltless." —**Tobi Alder**, Hillsborough, NJ

My 2nd copy

"I lent my dog-eared copy to a friend realizing I'd probably never get it back, so I bought a second for myself. This book helped me understand how to build strength. The first regimen I took from the book to build a base was the "Russian Bodybuilding Underground Base Level Pullup Program". It was the first time I experienced significant growth in my biceps, simply through bodyweight only exercises. I'd spent years struggling with curls for years with lackluster success. Additionally, the squat routines have resulted in gains as well. I highly recommend this book to anyone who wants to pursue routines that deliver results."

—**John Bergstresser**, Los Angeles, CA

All Other Authors Should Just Give Up!

"This book is absolutely amazing. As far as strength training goes, since I got this book (over eighteen months

ago), I have not done a routine I found anywhere else. The principles, programs, and advice given in it are the absolute top available. With this book, I have:

- Increased my bench press over 100lbs, and finally learnt how to perform this movement properly
- Increased my squat and deadlift over 200lbs. each
- Increased my push-up max from a lame 25 to 76 in just six weeks
- Gained approximately 20lbs. of lean body mass (note that this was not my goal for the full eighteen months)

...among many other things. Thank you once again, Com. Pavel, for an excellent product!"

—**Felix Niland**, Sydney, Australia

After 3 Months... All I Can Say Is "Amazing"

So over the course of these past three months I have been following a few techniques Pavel presented in *Beyond Bodybuilding*, and I couldn't be more pleased with the results. My bench has shot up more than 30%, I can squat deeper and heavier than ever before; which is amazing considering the fact that I bought this book to get back into training after being put on the sideline by an ACL tear!!! There are countless routines to shake up your game. I couldn't recommend anything more [than this book] for someone who goes to a gym."

—**Dan Michno**, Boise, ID USA

I had GREAT, almost unbelievable progress by following the BB routines!

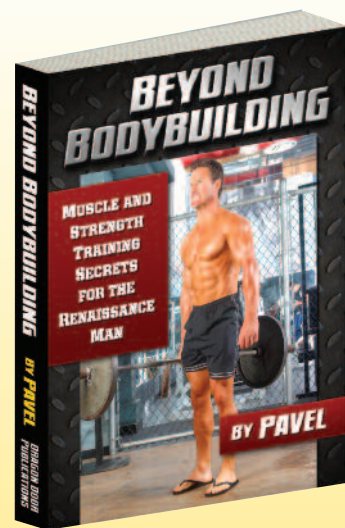
"*Beyond Bodybuilding* is the best compendium of strength and/or muscle building protocols I have ever had the honor to read. It provides both staggering effective routines and the know-how for designing your own programs. If you have no idea where to start your training, just identify your priorities (strength building, muscle hypertrophy or both) and there will be several staggeringly effective protocols suited for your needs in this book.

The "souped up DeLorme hypertrophy protocol" gave me an amazing 11kg [24lbs.] of muscle mass in just 8 weeks, without adding any significant amount of body fat! I was already a big dude, 134-135kg [295 lbs.] at 1.78m [5'11"] height. Simply eating enough to maintain my body mass was a real problem and more muscle hypertrophy seemed almost impossible to reach at my current state. However, the routine added more slabs of pure muscle on my shoulders, back, chest and forearms! I will continue my quest for muscle and might by following Pavel's instructions, and I will keep the Comrades informed by posting my experiences and results on the forum." —**Vlad "The Red Boar" Craioveanu**, Romania

The Most Comprehensive Book on Strength Training

"I started lifting at 13. Now at 40, a Special Agent with the DEA, and a Strength and Conditioning Coach at a local High School where I live. When I read *Beyond Bodybuilding* I couldn't help but wonder where I would be if I had this book 20 years ago. It is the most comprehensive book on strength training I have ever read. As a tactical athlete and coach, I have seen my knowledge of how to train has grown exponentially in a short period of time. I can't thank Pavel enough for putting this book together. I also have read *Power to the People!* and the *Naked Warrior*. All of these books are essential for any athlete who wants to grow physically and intellectually in their pursuit of strength."

—**Tommy Cindric**, Mount Airy, Maryland



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

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38 workout charts
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1
Beginner

2
Mid-Level

3
Advanced



Beyond Bodybuilding—a treasure chest of strength training secrets

continued from previous page...

You Just Have To Get this Book!!

"Pavel focuses on what the trainee needs to make his program effective, whether it is for building mass, or just increasing strength without adding bulk. To the point, and in step-by-step detail. I am nearing completion of his 5x5 routine, and by following it, have made average gains of 18% in strength in just three (3) weeks."

—Mindanao Mike, Mindanao, Philippines

This is a must have for people interested in strength and getting bigger

"I keep reading this book again and again, there's so much in it. With the 'Hit The Deck Program' I added about 25 pushups to my max in 2 weeks, and before I knew it I could do 100."

There are lots of routines in this book, they will keep you busy for a long time. If you want to get strong, or big and strong, than this book is your choice."—Yoeri, Bocholtz, Netherlands

If you buy one of Pavel's books, make it this one!

"Using the 'Modified Delorme Method' I gained 40 lbs. on my deadlift and 10 lbs. on my bench press over the course of 8 weeks. I also gained 7 pounds of lean body mass. My training partner saw similar gains with a 40lb. gain on his DL and 15lb. gain on his BP."—Greg Gonzales, Albuquerque, NM

Immediate relief and gratification

"I've been lifting weights since I was 12. As a Martial Artist and ex USAF Pararescue Specialist I have seen all kinds of products and gimmicks through the years. I'm 45 now and what I have read and learned in this book changed my outlook on lifting weights and saved my back forever."

In just 3 days of working with a few techniques explained in "Solutions for a Tight Back" I

eliminated my lower and upper back pain that I have lived with for many years. A must for all

serious athletes and professionals who need clear, concise instruction and tips to a STRONGER, PAIN FREE BODY. Pavel has taken the B.S out and has given us information way ahead of its time. It's your choice—you can be mediocre or you can excel to great strengths!"—David Cogswell, Shoreacres, TX

Section One: Power Training

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

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

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

Section Two: Training Planning

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

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

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

Section Three: Back

- Nothing on the planet beats this exercise for all-around back development! Page 125
- This unique drill -- an incredible back developer -- helped Matt Dimel squat 1,010. Page 131
- Shouldn't this vital back-saving skill be made mandatory in our schools? Page 134

- Discover 3 Russian 'low tech/high concept' programs for pullup power and exceptional lat development. Page 138
- Essential pullup techniques you must know to excel and gain.
- The single best exercise for developing huge lats.
- According to Mike Mentzer, this is the King of back exercises. Are you about to disagree?
- How to take carefully measured doses of 'poisonous' exercises to prevent injury and raise your tolerance levels.

Section Four: Legs

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

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

Section Five: Neck and Shoulders

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

Section Six: Arms

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

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

Section Seven: Chest

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

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

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

Section Eight: Naked Warrior

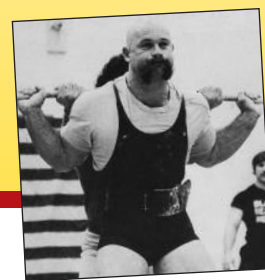
- Discover the Russian Special Forces ladder to power--it's common for veteran soldiers to add many reps, in short order, to their pullup max...
- Get them here! The secrets of proper pushup form to amplify your strength gains. Page 284.
- Failing to do this during an endurance feat can mean the kiss of death.
- Discover how to take advantage of the 'central pattern generators' in your nervous system -- for longer-lasting energy.
- How to add one inch to your chest in ten days with pushups.
- How to develop cut and muscular legs with the Dragon Walk. Page 295
- The Lizard, an explicitly evil Soviet Spec Ops drill... delivers driving leg power and a ripped, mean, upper body. Page 298

- How to assault your body with a brutal workout--yet save your knees to fight another day. Page 301
- Learn the key mechanics for max body strength.
- Some little-known methods to make bodyweight neck bridges even harder. Page 307
- How to ace the Marine pullup test with the 'Russian rest pause.'

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

Every aspect of training is covered in Pavel's *Beyond Bodybuilding* from flexibility to all types of strength development, U.S.M.C. training, R.K.C. training tips from many of the greatest strength experts around the world, plus a glossary of exercises to fit everyone's needs. I salute Pavel and

Beyond Bodybuilding.
—Louie Simmons,
Westside Barbell



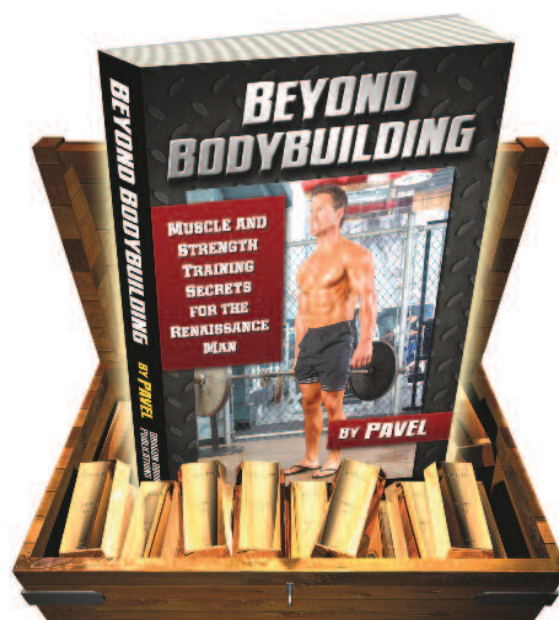
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Mid-Level

3
Advanced



“Power to the People Professional is another excellent publication from Pavel. Advanced lifters must read this book.”

—Andy Bolton, First Man to Ever Deadlift Over 1,000lbs.

“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*, former Coach IPF Powerlifting Team USA

“Pavel, thank you for bringing us this fantastic training information.”

—Brad Gillingham, 2 Time IPF SHW World Powerlifting Champion

“My thanks for Pavel's *Power to the People Professional*. Though I am not a powerlifter, I

continually run across interesting powerlifting tips I can use in my bodybuilding workouts. I'm going to rethink some of my workout routines. Thanks again for a great source of training knowledge.”

—Larry Scott, author of *Loaded Guns*, World's First Mr. Olympia

“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

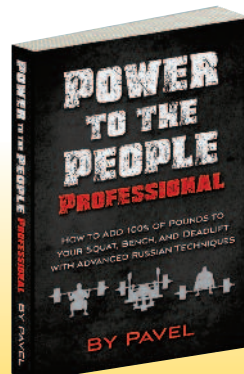
Just a few of the breakthrough secrets you'll have at your fingertips with Pavel's *Power to the People Professional*.

- **How Valentin Dikul** went from wheelchair cripple to master of strength... Pages 2—3
- **When Dikul was asked** what was the secret of his strength, he offered two secrets... See Page 6 for the answer
- **How to make** your muscles jump to your commands... Page 9
- **How to get** stronger for longer—with less effort—using the phenomenon of *synaptic facilitation*... Page 9
- **How to try** no harder than usual—but “magically” beat your previous best... Page 10
- **Why** are the Russian IPF champs SO strong?... Page 13
- **Discover** a proven system for adding 50kg to already big benches—in just 4-5 months... Pages 30—32
- **‘Specialized variety’**: getting stronger with foolproof assistance exercises... Pages 39—60
- **How to recruit** the principle of variety and novelty and build phenomenal strength... Page 41
- **It is doubtful** there is a better leg builder for the deadlift than this... Page 44
- **4 strategies and 20 tactics** for getting stronger with *specialized variety* exercises... Page 50
- **The Smolov nightmare**, or how to add up to 100 pounds to your squat in 13 weeks... Pages 63—67
- **Reach 90%** of your peak condition in just three days... Page 64
- **Champion squat** plan for both powerlifters and athletes from other sports... Pages 74—76
- **How to bench big** the Russian way... Pages 89—101
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- **How to achieve** a 600 bench... Pages 102—105
- **The single best formula** for excelling at a lift... Page 102
- **Why these** bench programs are the rage among the Russian power elite... Page 107
- **How to** build insane starting strength... Page 107

- **Could THIS** be the ultimate secret of Soviet lifting success?... Page 114
- **The 14 secrets** to powerful cleans and presses—the Russian way... Page 122
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- **Latvian deadlift secrets**—or how to pull 948 pounds... Page 141
- **Konstantinov's system** for breaking “unbreakable” records... Pages 143—144
- **What the Russian** lifting elite thinks of—and how it has benefited from—

Westside Barbell... Page 150

- **The Smolov** deadlift: another iconic power plan... Page 155
- **10 secrets** to aching the Smolov Sumo deadlift—which have contributed to three All Time Historic World Deadlift Records... Page 161
- **The nine potential** leakage points in the deadlift and how to fix them... Page 169
- **The final secret** to an expert max lift... Page 180



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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..."

"Pavel Tsatsouline, Russian strength training expert, wrote a wonderful book... I used these strength building secrets for one week and my max deadlift went up 18%."

—Larry Scott, author of *Loaded Guns*, World's First Mr. Olympia

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**
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- **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™**
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- **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**

***Power to the People!* is the best!!**

"I must give a review for *Power to the People!*, because I am grateful for the increase in strength that I have gained in less than a year. Results don't lie. Before PTP, I was only able to deadlift 270 lbs. Now, **11 months later, I can deadlift 500 lbs.** If you want strength, this book is what I recommend. As a matter of fact, I know of no other better book on strength training. I just wish I had this book 10 years ago."

—Howard Spencer, Trinidad and Tobago

Stop Wasting Time and Buy this Book Immediately!

"As a track and field coach of beginner to elite athletes I am always researching new and better methods for helping my athletes to realize their potential. Enter Pavel, the Evil Russian! After my first reading of *Power to the People!* I had to immediately read it again for a second, and then 3rd time. I could not believe how simple and straightforward strength training could be while based highly on scientific physiological principles. I have been applying this information for months and am seeing **rapid lifetime strength gains.** Quite simply, the best book written on strength training!"

—Kris Allison, Director, Lone Star Athletic, New Braunfels, TX

Skinny Strong

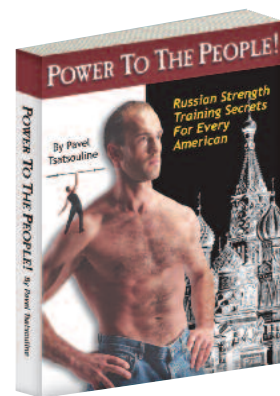
"I lift three times a week, for 20 minutes at a time, sometimes 30. I like to lift, but I am an attorney and haven't more time right now. **When I began on Pavel's system, I could do 3 bodyweight pull-ups. Last night I got 2 great form pullup singles with 105 lbs.** of chain around my waist. Considering that I have been lifting year round for 16 years, and my pulling strength did not appreciable improve in the 10 years prior to checking out PTP, I would say to anyone that it is a great place to start."

—Warner Kallus, Boston, MA

Powerlifting Eye Surgeon Endorses *Power to the People!*

"Pavel's information in *Power to the People!* is beneficial even for experienced strength athletes. I found many helpful pearls to increase my powerlifting totals even though I already hold many national and world powerlifting records and titles. I will be using his advice this month in competitions. I strongly recommend *Power to the People!* to increase your power."

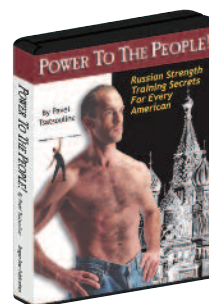
—Johnny Gayton, M.D., Warner Robins, GA



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POWER To THE PEOPLE!

RUSSIAN STRENGTH TRAINING SECRETS FOR EVERY AMERICAN... AND IRISHMAN!

BY PAUL MCLROY,
RKC II, CSCS, BS

The quest for strength, like any other quest, begins with the first step. It was 2002 and mass exposure to the Internet in every home was in its infancy (at least in Ireland), so most of the knowledge that I had gathered at that point had come from one of three sources, books bought locally, magazines bought locally or practical experiences I built for myself from competing and training in the sports of boxing, powerlifting and weightlifting.

All well and good, but one day, in college, I picked up a copy of the only muscle mag I ever paid any real attention to, *Muscle Media*, and noticed that my favorite section (A Question of Strength) had a new face answering the readers' questions, none other than Pavel Tsatsouline.

I got about two sentences into the first answer when I realized that this man well and truly spoke my language. In short, I was sold, I knew great advice when I saw it and noticed a small, subtle plug for his book *Power To The People!* at the bottom of the section. I immediately made it my business to become the next proud owner of this book and delve ever deeper into the head of this crazy Russian dude! It didn't disappoint, in fact, it exceeded all expectations with its simplistic, Everyman pragmatism. I found myself laughing at Pavel's unique dry wit and in the same paragraph feeling quite seriously blown away by the man's ability to simplify everything I had ever read about periodization, then present an even more effective alternative that does an even better job in WAY less time!



So here I am, 10 years down the line, I own my own gym (Centaur) and my own personal training business (Paul McLroy's 12 Week Physique), I'm a strength and conditioning specialist and an RKC II. I've created world champion athletes and close to 20 national champions in 3 different sports (Boxing, Swimming and Powerlifting). I won the WDFPF World Junior Deadlift Championships myself in 2003 along with numerous other national and international titles. Some of my personal strength achievements to date have been:

- 1) 3.5 times bodyweight raw Deadlift
- 2) 2 times bodyweight raw Bench Press (paused)
- 3) 225 lb. Barbell Military Press @ 160 lbs. bodyweight
- 4) 400 lb. One Handed Deadlift @ 160 lbs. bodyweight
- 5) 115lb. Kettlebell Pistol
- 6) 88lb. Kettlebell Military Press x 9 reps @ 164 lbs. bodyweight
- 7) 143lb. Barbell One Arm Power Clean & Power Jerk @ 160 lbs. bodyweight
- 8) Partially Assisted One Arm Handstand Pushup
- 9) One Arm Pull-Up, both arms, any time, with ease
- 10) Weighted Chin-Up with 176 lbs. added @ 164 lbs. bodyweight
- 11) 100 bodyweight Pistols non-stop on one side
- 12) Half Body Weight Kettlebell Snatch for 50 reps non-stop (25 L/25 R)

I have also helped coach Ben Loughrey to become the highest totaling Irish 275-pounder of all time (even though he was still a junior). Ben squats a grand, benches 700 and pulls 750 (he also did a dead hang chin-up with over 132 lbs. added in an attempt for the heaviest "Total Weight Chin" on official record by the Guinness Book Of World Records).

So to what percentage contribution did the original PTP program play in all the things I've done in the 10 years since I first read it? In short . . . one hundred!

Not possible, you may be thinking. How can one program produce all those results continually over a 10-year period? Well, listen up, here's how! First off, the original program found in the book worked VERY well for me and for anyone I've ever used it with. But, for me, what this book represented was the proverbial opening of Pandora's box! The principles, ideals and concepts with which the book PTP was built upon, sparked off an epiphany in my mind, one which can still be found sparking to this day!



The vast majority of the programs I've developed over the years, although vastly different in appearance (at least to the untrained eye) to the original PTP routine, still have many if not all the lessons learned from that same book at their core.

This is the TRUE power of PTP. It doesn't just teach you about what a particular training program is and how to do it, it teaches you about what training AND programming is and how to do both, forever!

For me at least, that was a lesson well worth learning.

Paul McLroy, RKC II is based in Belfast, Northern Ireland. He owns Centaur Gym (www.centaurgym.com) and can be reached at policmacgiollarua@hotmail.com.



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

"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. I had a severely herniated lumbar disc a few years back; Pavel's *Power To The People!* was the beginning of my salvation, *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, NJ



"Pavel has great ideas on flexibility and strength exercises."
—Bill
"Superfoot"
Wallace, M.Sc.,
World
Kickboxing
Champion



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

The Stretching Bible

"This book tells you HOW and WHY and WHEN to stretch. The photos make it easy to learn the various stretches. This book allows anyone to customize their own stretching program to exactly what their own focus needs to be. I use it as a powerlifter, my wife uses it as a dancer, my boss even used it to get ready to take a ski vacation. A must for every athlete."
—Jack Reape, New Orleans, LA

Stop wasting your stretching time!

"Pavel lines out more information on stretching than I got during the entire 6 years I spent earning a Bachelor's degree in exercise physiology and Master's in physical therapy! The information is clear, easy to read, and works like a charm! I've stretched fairly aggressively over the years with the knowledge I had, but I've made significant gains over the past couple weeks with the information contained on these pages! If you want to do the splits you should get this book!"—Jason Goumas, Lexington, KY

Terrific program—explains all you need!

"A great program for martial arts stretching and stretching for health and wellness! No more back or joint pain. Full leg splits in all four directions within just a few weeks."—Joshua Hatcher, Newington CT, USA

Best stretching book

"When I first read this book, I was 6 inches from doing a full side split and couldn't go down any further. After six weeks of using the principles contained in this book in my own flexibility training, I did my first full side split."—Mercer, NL, Canada

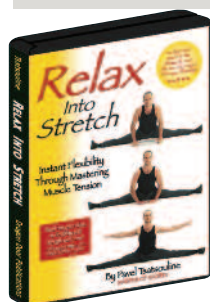


"I had been practicing karate for 27 years already when I learned about Pavel Tsatsouline's stretching books. By that time I totally gave up on a side split. But in these books I read about completely different things, than that I was used to... It took 3 months to achieve my goal ...at the age of 41."

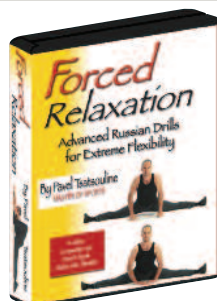
—Dr. Zolnai Vilmos, RKC II,
Hungarian Shotokan Karate

- Own an illustrated guide to the thirty-six most effective techniques for super-flexibility
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- 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

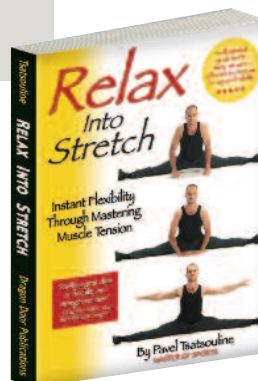
- Using the Russian technique of *Forced Relaxation* as your **ultimate stretching weapon**
- How to stretch when injured—faster, safer ways to heal
- Young, old, male, female—learn what stretches are best for you and what stretches to avoid
- Why excessive flexibility can be detrimental to athletic performance—and how to determine your real flexibility needs
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By Pavel
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Acclaim for *The Naked Warrior*

"If I was stuck on a desert island (or somewhere else with no access to weights) I'd hope that Pavel Tsatsouline would be there to help keep me in shape. With *The Naked Warrior*, Pavel has moved the art of exercise without weights to a new level. I like both the exercises he has selected and the approach he advocates for training on them. Now, whether you have weights or not, there is no reason not to get into top shape!"

—Arthur Drechsler, author *The Weightlifting Encyclopedia*

"*The Naked Warrior* is one of Pavel's best works yet!!! I find that Pavel's easy to understand, no nonsense approach will help one become the best they can be. In addition, the tools Pavel explains will help my Olympic style weight lifters gain the core strength they need to put additional kg on their totals. Thanks, Pavel, for such a great work!!"

—Mike Burgener, Senior international weightlifting coach

Enter Warriors Only Circle

"For those of you who read, my hat goes off to you. For those of you who actually apply what you read are priceless actions from noble spirits. *The Naked Warrior* is a book for True Warriors, not you people who thought that they could get results by just reading. This book is by far second to none. *The Naked Warrior* focuses on meat and potatoes to increase your strength, not getting big. For the record, true warriors need to be as strong, slim and trim as you can, yet not huge. We have to be full of fight, violence of action, all

the time, every time. (Low weight is a HUGE factor in the Special Operations World / Airborne. Hence, we can hold so much gear factored into the lift capabilities of the aircraft we are deployed in.) Think about it: would you like to have the same power as a guy who is 3 times your size? I challenge you to apply what you read and follow the training faithfully. **We don't have time to train wrong.**"

—Sal "Ghost Wolf 6" Sagev, Ft. Bragg, NC

Delivers better results than I could have hoped for!

"*The Naked Warrior* is an outstanding book. Using its principles not only delivers results, but delivers them super quickly. I used the techniques to get **from 8 to 18 chinups** using the "Grease the Groove" method described in the book **in 3 WEEKS!** My previous lifetime best being 12 chinups. I am also gaining substantial increase in muscle mass in my chest, arms and back."

—Mike Harrop, London, England

Pavel has done a fantastic job on this book, a must read for all

"I briefly want to say that I will be forever grateful to Pavel and his real world knowledge of the body and what it takes to really get in shape. I'm a 53 year old two tour former Marine Sgt. Listen, I had knee surgery a little over a year ago and have tried everything to get my strength back and nothing has worked—until now! Pavel, man you have blown me away with this program. Not just my

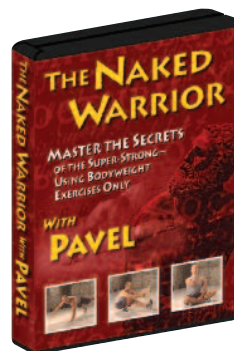
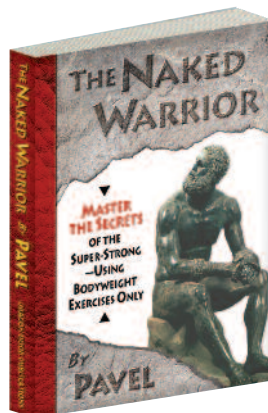
knees but my whole body are stronger by the week... **Pavel can put you back in the game!**"

—Gene Simmons, New Jersey

Continuous progress with GTG

"Before I started the "Grease the Groove" program, **my personal record in pullups was 18.** I am glad to say **after only three weeks of GTG, I knocked off 25 pullups.** I am trying to go through in my head what just happened, because while on this program I would never be sore and never even break a sweat. I just complete my fourth week as of yesterday and tested my max again... 28 pullups. If I would have discovered this years ago, I could very well be in the 40's, even 50's, in pullups!"

—Jason W. Masangkay, Orlando, FL



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 powerlifting and weightlifting 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

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By Pavel

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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."*

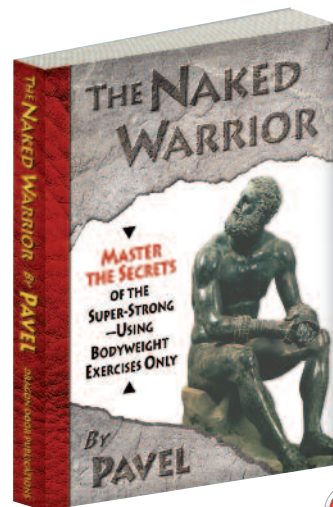
*"I could do one wobbly one-legged squat...
[Two weeks later] I did **5 clean, butt-to-ground pistols.**"*

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.



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2
Mid-Level

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- **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"**

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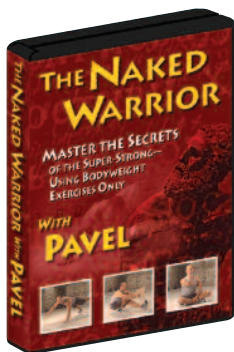
*"Pavel's Naked Warrior DVD is worth its **weight in gold!**"*

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

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1
Beginner

2
Mid-Level

3
Advanced

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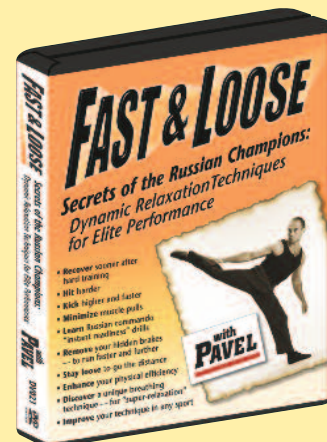
In his strength books Pavel emphasizes the importance of learning to maximally tense the muscles. Because tension IS strength. But strength/ tension is only half of the total performance package. The other half is relaxation. The body of a karate expert will freeze in total tension at the moment of impact,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

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 & Loose
Secrets of the Russian
Champions: Dynamic
Relaxation Techniques
for Elite Performance
with Pavel
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DVD Running time:
27 minutes



Fast and Loose + Rough and Tough = Deadly Force

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

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—Jim Lavelle, NY

Back Pain Relief at Last

"I really enjoyed the *Super Joints* DVD.

I have suffered from chronic low back pain for years without relief. Putting the exercises into my daily routine has dramatically reduced my back pain and provided some long overdue relief from near constant pain."

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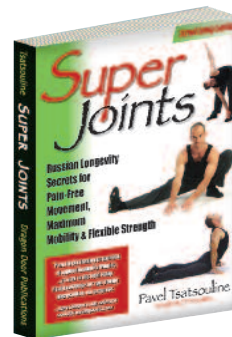
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"There are two reasons for not doing *Super Joints*. #1 you don't know about it. #2 You are a damn FOOL. I'm 49 and have had knee trouble all my life. I have done those big squats in my 20's and 30's (500lb+). I gave up squatting at 39 and for the last 9 years I suffered with aching knees and was afraid to squat. I have been doing *Super Joints* for the last 6 months (have not missed a day). No more pain, no discomfort. This is my second copy. I love the way it makes all my joints feel. Thanks, Pavel."

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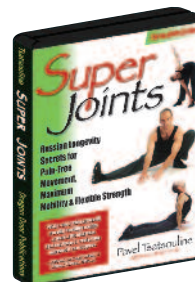


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DVD

With Pavel Tsatsouline
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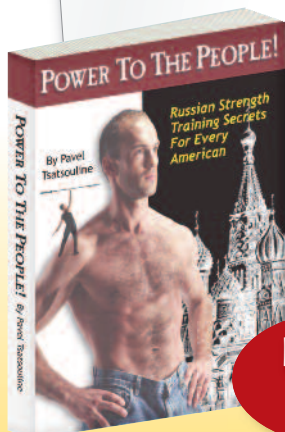
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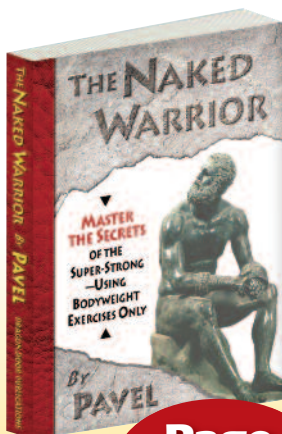
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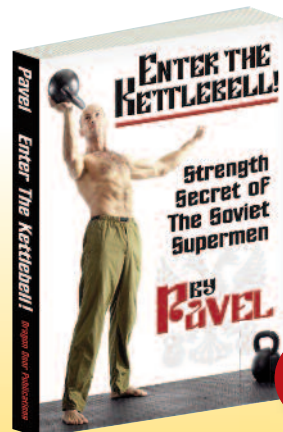
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