

DRAGON DOOR PUBLICATIONS PRESENTS
HARD-STYLE

HARD CORE TOOLS FOR HARD LIVING TYPES

Kettlebell Sport World Champion
Valery Fedorenko, at the
National Kettlebell
Convention in Las Vegas

For more on the Convention
go to Pages 16 & 17

Articles by Pavel:

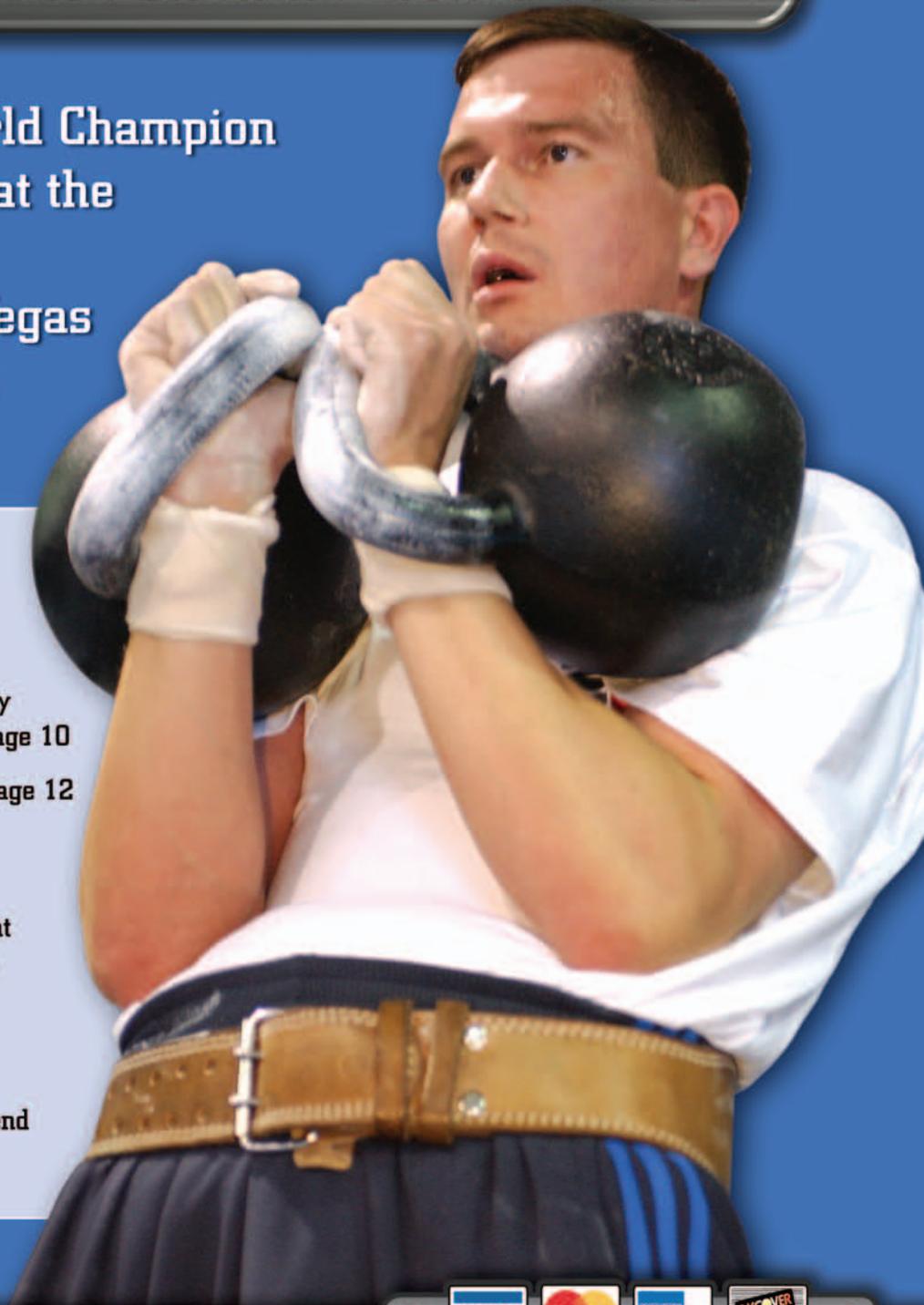
- ⚡ Jumpstart Your Bench With a PTP/Ladder Hybrid, Page 9
- ⚡ How to Increase Your Strength by 9.4% With Loaded Stretching, Page 10
- ⚡ Arch Like a Pro and Lift More, Page 12

By Steve Cotter:

- ⚡ How an Old-Time Strongman Feat Will Make You a Better Wrestler or Grappler, Page 36

By Brett Jones:

- ⚡ 1+1=3: How to Successfully Blend Training Approaches, Page 40



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www.hard-style.com

May 21, 2005 • St. Paul, MN

The First National Kettlebell Convention, Las Vegas, March 2005—a wild success

Dragon Door's first-ever *National Kettlebell Convention* featured a series of superb workshops by Pavel and the entire Dragon Door faculty of RKC Senior Instructors. Further highlights were the presentations by Dan John, Tim Larkin and Charles Staley. I heard several people commenting in amazement at the value they were receiving in terms of advanced instruction.

On pages 16 & 17 you'll find a great photo-spread of all the kettlebell convention presenters in action, including the Kettlebell Sport World Champion, Valery Federenko, featured also on our front cover this issue. Go to our website, dragondoor.com to see over 780 photographs from the Convention and be on the lookout for the next issue of our *KettlebellNews*, with more coverage of the event.

Hot news: Pavel has just released two excellent new DVDs of cutting-edge stretching techniques, *Loaded Stretching* (see Page 3) and *Strength Stretching* (see Page 11). You will not find the information on these DVDs anywhere else—in both cases expect to make significant gains when you implement these great new training secrets.

Speaking of Pavel's stretching knowledge, he's joining up with myself and Brazilian Jiu Jitsu World Champion Steve Maxwell for our new *Unlock!: The Course in Effortless and Unrestricted Movement* workshop in July (see Page 13). I guarantee you will be exposed to more instantly useful and practical techniques in this workshop than most people would get in a lifetime!

Also new to this issue are two new DVD products from Senior Kettlebell Instructors Steve Cotter and Brett Jones (with RKC Michael Castrogiovanni.) In *Full KOn tact Kettlebells Vol. 2, Applied Strength* Steve Cotter does a tremendous job of showing how to transfer kettlebell skills into self-defense applications. And any personal trainer or strength coach who doesn't devour and implement the Jones/Castrogiovanni two-volume *Kettlebell Basics for Strength Coaches and Personal Trainers*, risks being overtaken by their competitors who do take advantage of this highly comprehensive training program.

Have you checked out the Dragon Door author blogs?

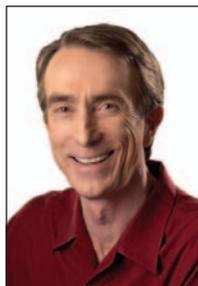
Most of you know by now that blogs are relatively personal, often opinionated yet highly informative pieces that are a highly effective way for authors to talk to their people. Go the www.dragondoor.com home page and see Pavel's kettlebell and strength/flexibility blogs. I do my level best to entertain you up close and personal with my qigong blog—and make sure to give you a good tip or two while I'm at it. Dr. Al Sears gives you great advice on building a stronger heart through his PACE exercise program and with a diet that I personally strongly endorse.

We have three pieces by Pavel in this issue that should whet your appetite for his new DVDs and for *Beyond Bodybuilding*, if you are one of those laggards who hasn't got with the program yet... see pages 9, 10 and 12.

In his article 1+1=3: *How to Successfully Blend Training Approaches* Brett Jones discusses how to have your cake and eat it too—combining the low-rep, high weight philosophy of *Power to the People* with the explosive conditioning routines of the Russian kettlebell. The secret is in knowing how to do “just enough”, so adaptation is forced, without fatiguing the body. When you know how to negotiate this fine and shifting line, you will own the keys to the strength kingdom.

In *How an Old-Time Strongman Feat will Make You a Better Wrestler or Grappler* National Kung Fu Champion Steve Cotter explores the role of the Bent Press in developing a powerful torso. As Steve puts it in his article: “A strong torso is fundamental to generating the type of leveraged forces needed to successfully grapple with an opponent. This area of the body controls the degree of force that can be transferred to the limbs.” Steve does a terrific job of explaining the relationship of strength development to martial applications.

On a parting note: does the idea of possibly doubling your income without working any more hours appeal to you? Many of our certified kettlebell instructors have created this new and improved lifestyle for themselves. See Page 23 for more details.



All the Best,

John Du Cane

John Du Cane
Publisher



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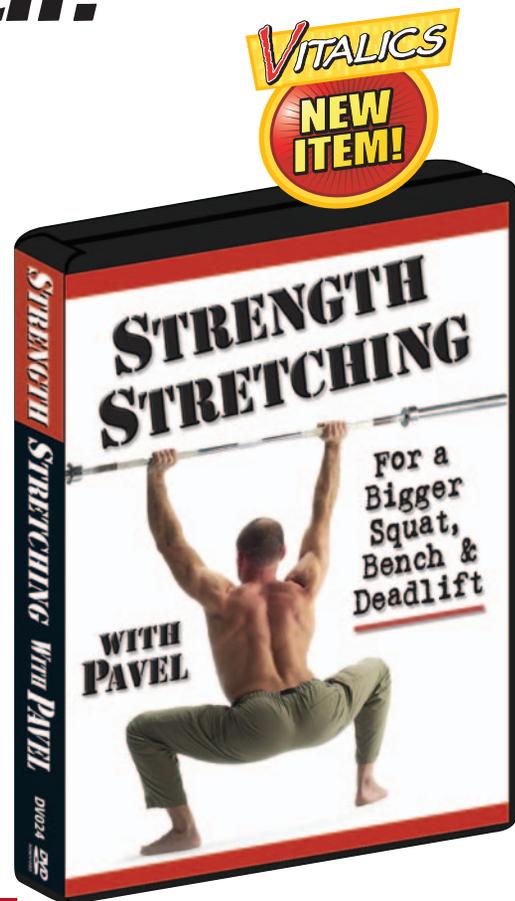
Are Rigid Muscles Robbing You of Your Strength?

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

The iron elite knows that 'being tight' is critical to making that big lift. At the same time you can't put up a big squat, bench press, or deadlift without having *just the right amount* of flexibility and *only* in the right places. A paradox.

Ignore stretching altogether — and lose power to the joints that 'don't bend easy'. Do stretches designed for fighters or other athletes — and toss away strength by the bucket... because you'll lose your crucial 'tightness'. Either way, a dead end.

Not any more. Enter *Strength Stretching* by Pavel, the *only* flexibility program custom designed to up your squat, up your bench, up your dead!



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

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

#DV024 **\$39.95**

DVD Running time: 38 minutes

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



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Reader Praise for Pavel's *Beyond Bodybuilding*

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

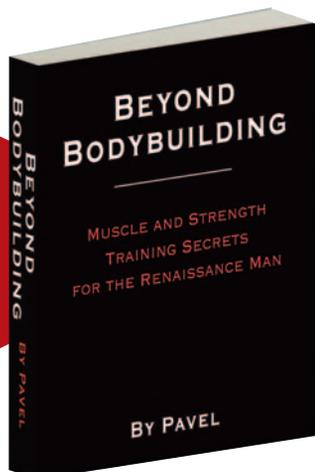
"As a trainer of 16 years and a martial artist of 24 years, I can say that I have read most of what's out there. Walk in any bookstore, go to the weightlifting section and realize that I have read 95% of what is on the shelves. This is a READABLE, APPLICABLE text that could change your physique forever.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

—Zachariah Salazar, dragondoor.com review

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

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

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



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

**8.5 x 11 Spiral bound Workbook
365 pages • 255 Photographs
38 workout charts**

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

If you are serious about being strong, get this book."

—David Whitley, RKC, dragondoor.com review

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

—IDMT, dragondoor.com review

"NO ONE should be without this book! Like Stuart McRoberts? Buy this book – It's much better. Like Fred Hatfield? Buy this book – you can actually understand the split protocols. Like Arnold and Bill Pearl's Encyclopedias? Buy this book – you won't have to wade through 75 ways to do a triceps extension. Pavel's refreshing wit separates this book from the herd, and you now have the best of all worlds-kettlebells, power lifting, body building and beyond.

I would have ordered this book at \$100 and been delighted! Thanks Pavel!"—Bill Bedeck, dragondoor.com review

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

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

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

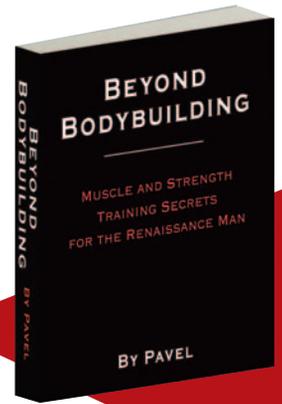
There are exercises in here I've never seen anywhere else and there are concepts I'd forgotten. For the serious trainer, this is an invaluable resource. But it's also accessible for the neophyte. Regardless of your level, this belongs on your bookshelf!"

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

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

—Thomas Phillips, dragondoor.com review

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



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

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

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

Let's face it... our bodies are reluctant partners in the strength game...

Anyone who's been around the block, knows this only too well:

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

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

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

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

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

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

When all else has failed you...

Pavel has spent his life immersed in the study and practice of **practical strength and muscle training**... as it applies in the very hard testing ground of both American and Soviet Spec ops, of the US Marines, SWAT, professional athletes, martial artists, gymnasts, powerlifters, weightlifters, Olympic champions and numerous other tough, tough competitors — where results are everything and failure is simply not on the menu.

Pavel has, frankly, done the research for you... plundering both the classic and the little-known strength texts from past and present... networking and comparing notes with many of today's great masters...

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

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

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

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

Defeat the enemies of progress

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

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

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

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

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

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

You need to know how to cajole, torture, sweet-talk, seduce, beat up and lie to your body... to bend it to your wants!

But you also need to know how to feed it, maintain it, make it happy, care for it, sensitize it, protect it... yes, all that good guy nice stuff too.

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

**8.5 x 11 Spiral bound Workbook
365 pages • 255 Photographs
38 workout charts**

Trouble is, the rules keep changing on you...

When's it time to give the body a good smacking and when's it the time to lighten up? Pavel steers a path for you through the minefield...

Now, you can stop butting your head against the wall and stride through the door Pavel has opened for you...

The already highly skilled amongst you will find a treasure trove of new strategies for elevating your game. After all, give a consummate professional the correct adjustments at the correct time and they can surge forward in their gains... give a championship caliber team the right coaching tips and they can win it all...

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

Fight these crimes against the body

If there's one thing that makes Pavel as mad as hell... it's the insidious sissification of the body that has been perpetrated in this country, in the name of bodybuilding and fitness.

Beyond Bodybuilding is a masterplan to eliminate those cheap, cosmetic, skin-deep looks... and move to strength-from-the-inside-out. Experience a new level of confidence as your power does the talking for you...

Armed with the new knowledge Pavel gives you, you'll find yourself with the power-body of a wild animal — but the mindset of a skilled strength-scientist.

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

More details next page...

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



www.hard-style.com

Section One: Power Training

- The *real* secret to **spectacular strength gains**.
 - The two strength skills you *must* have to **fortify your power**.
 - The best breathing technique to ensure you get stronger in every lift. Find it in your sound system!
 - The basic laws of successful practice -- follow these and you can't help but gain and gain and gain. Page 2
 - The basic tenet of motor learning -- know this to **keep on gaining strength**.
 - Why practice alone won't help you make maniacal strength gains -- and what will! Page 2
 - The perfect number of reps for greater strength.
 - Why frequent, brief practices may yield **greater strength gains** than infrequent long ones.
 - How to finish a workout feeling stronger than when you started! Page 2
 - Plateaued? Burnt out? Try this simple remedy and **watch your strength gains explode**. Page 3
 - The method that did more for a SWAT instructor's strength in a week -- than conventional training in ten previous years! Page 4
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- A powerlifting champion's mathematical **formula for real intensity in strength training**. Page 6
 - Get the AK47 of strength training.
 - 'Neurological carry-over training' -- the secret technique that resulted in a 1,200 pound squat.
 - The Russians called him 'The Wonder of Nature' -- learn his **special secret**. Page 10.
 - **Stuck on your bench press?** How the surprising addition of a piece of wood can help you blow through your current plateau. Page 12
 - **Hardgainer?** -- No way, no how, no more -- when you learn the 'Six Week Hypertrophy Cycle.'
 - This high-tonnage program will easily pack ten to fifteen pounds of beef on your frame in less than two months. Page 13
 - A Soviet Special Forces method to **pack on the pounds** with kettlebells -- despite sleep deprivation, excessive exercise, stress and a limited protein intake. Page 13.
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- **HIT not working for you?** The four simple steps for best strength gains. Page 16.
 - How to surprise your friends with a bulging new physique in less than two months.
 - **Secrets of the Russian bodybuilding underground**
 - How the technique of 'fatigue cycling' created a veritable army of he-men in 1980's Russia. Page 18
 - How to cheat the 'law of accommodation' -- and **gain beyond your wildest dreams**. Page 19
 - The **only** training structure for **consistent physical gains** that is reliable in the long haul. Page 19
 - Another dependable **plateau buster** for your strength and muscle building toolbox.
 - How to jolt your system into fresh gains -- without changing any of your favorite exercises.
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- Discover why the Smolov routine has achieved a **cult status**. Page 21
 - Discover the hardest, yet most effective squat program ever -- **guaranteed to blast you with incredible gains**.
 - How even an advanced athlete can **add 100 pounds to his squat in less than four months**.
 - **The Russian Squat Assault** -- brutal beyond belief.
 - A mad commie's evil promise: survive this program and your legs will turn into car jacks. Page 24
 - **When all else has failed!** -- Shock treatment for unprecedented gains, fast and guaranteed improvement. Page 24
 - How to make your legs **swell with muscle and power**.
 - These 3 powerful techniques will help you achieve **squatting excellence** in the shortest possible time.
 - How to condition your system for **peak performance**.
 - This Soviet Gold Medalist swore by the importance of developing sport specific body awareness -- learn how and why. Page 26
-
- **It can cost them a championship!** The critical error even elite lifters can make -- and the special technique to end this problem and surge forward with your strength gains.
 - It's not just for firing squads! How the use of a simple blindfold can **trigger surprising gains**.
 - Watch difficult lifts like the squat **explode in poundage** -- when you finesse your strength skill with sensitivity training.
 - The little-known secret of extensor reflex training can give you a **championship edge**.
 - Why you can instantly add two reps to your squat simply by removing your shoes.
 - The best time to perform supramaximal walkouts.
 - How to take full advantage of Henneman's size principle. Page 28
 - **Be as strong as an ox!** How to use 'after-effect' overloads to make you stronger.
 - How to fool your internal 'governors of strength' into agreeing to let you be stronger.
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- Discover the bench press training program used by the winners of eight out of eleven gold medals at the IPF Men's World's. Page 30
 - Russian champions consider this **the critical component of any strength training**. Page 31
 - Russia powerlifting mastermind Boris Sheyko's beyond-brutal training plan for building champions.
 - **Build greater strength** by employing these three fundamental principles of motor learning.
 - How to increase frequency without increasing fatigue -- for **greater training success**. Page 39
 - **The critical secrets for superstrength**
 - **Excel at your sport!** -- Quit traditional bodybuilding and take up strength training. Here's why... Page 40
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- **Quick!** This crash course in the neuroscience of strength may alone be worth the price of this book. Page 41
 - **The most reliable muscle and strength building method...** period.
 - **Worried you are wasting your time with obsolete routines?** Find out which ones work the best, now.
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 - How to take advantage of 'delayed transmutation' to gain, after going nowhere. Page 44
 - **Feeling burnt out from heavy, heavy lifting?** Here's the perfect remedy -- from Russian world weightlifting champion, Kurentsov.
 - **How to avoid burning out your nervous system** during your strength training.
 - Build might and muscle with this classic 'countdown to power.'
 - "Quick, hard and extremely effective." -- How to overshoot your previous max in less than two weeks, using McKean's 54321 routine.
-
- 7 classic set and rep schemes to **build a dense, lifter's physique**. Page 46
 - **Bench press stalled?** Jump start your bench with this cool and effective routine. Page 49
 - Bench press champion Alexey Moiseev used this routine to push his bench up by 45 lbs in just three months!
 - **How to get stronger, faster** by 'waving' your weights. Page 50
 - **Another great shortcut to strength-skill mastery**.
 - **Short on time, but still want to gain?** Combine these two methods to still make progress. Page 51
 - **How even the busiest person can still make surprising gains** thanks to the Setchinov principle.
 - Sarkis Karapetyan set a teenage world record by deadlifting 3.14 times his bodyweight -- using this simple-as-can-be cycle. Page 52
 - Shoulders going nowhere with your military press? Shock them into life and great new strength/size gains with the 'RKC ladder.' Page 54
-
- **New ways to swell with dense and powerful muscle**.
 - Why explosive lifting can be disastrous for your strength program -- but when it might increase your max by up to 15%. Page 55
 - How to correctly use eccentric contractions to stimulate muscle growth.
 - When -- and when not -- to use the 'touch and go' technique in your deadlifts. Page 56
 - How to make your deadlift far harder -- without adding weight.
 - This may be the **most effective glute exercise in existence**. Page 58
 - **Weak ankles bothering you?** This one technique will do a fine job of fixing ankle strength.
 - Why the little-known secrets of tendon training are a must for experienced iron athletes of all persuasions. Page 59

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

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

- How to sculpt a classical physique with 'retro' lifts.
- **Could these be the most important 'lost' bodybuilding secrets of all time?** Page 81
- Exercises you should **avoid like the plague** -- and exercises you should **rush to embrace**.
- Why free weights are safer than machines -- particularly for beginners. Page 91
- 3 high-yield, yet inexpensive 'home gyms' for the **champion on a budget**.

Section Two: Training Planning

- **Are you confused** about when and how often to hit each bodypart? Discover how to customize your iron schedule for **greater gains in strength and muscle**.
- Understand the pros and cons of full body workouts versus split routines. Page 99
- The most foolproof training schedule for **high-yield results**.
- The perfect training schedule... if strength is more important to you than size.

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

- How to take advantage of the 'adaptation lag' -- and its **tremendous impact on your strength and muscle training**. Page 107
- **Want this too?** Many bodybuilders have reported sensational gains after using this particular workout. Page 108
- **The upper body solution** for High Intensity bodybuilders who are failing to gain. Page 110
- 59.3% of top Russian kettlebellers reported taking 1-4 month layoffs from their training! How can this work? And how can you personally take advantage of this **surprising strategy for success?** Page 111
- **Confused** about whether it's okay to train twice a day? Page 112
- Is it really okay to train your abs every day?

- How 'controlled overtraining' can be **gain-superior** to 'total recovery training.' Page 115
- Got a head for figures? This mathematical approach could have you **surging forward with newfound muscle and strength gains**. Page 116
- Changing your exercise tempo can result in **surprising gains**. Find out how, when and why.
- **Are you a dissatisfied bodybuilder?** This approach could breathe new life, vitality and progress in to your strength and mass program. Page 117
- How a **used phone book** could help you **add 15 lbs to your bench** in just one month.

Section Three: Back

- **Nothing on the planet** beats this exercise for all-around back development! Page 125
- It hurts so good! How to assault your body with a max of 'constructive pain' -- with this brutishly evil one-armed drill.
- **Want truly amazing lats?** Page 129
- **How to add righteous beef** to your traps and neck... with the Hise shrug. Page 130
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- This partner-assisted chopping technique ensures a **more potent pullup**. Page 137
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- **The single best exercise for developing huge lats**.
- According to Mike Mentzer, this is the **King of back exercises**. Are you about to disagree?
- **How to smoke your back** from top to bottom with one simple but brutally intense lift -- what you need to know to make it work like gangbusters.
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- Soviet ice hockey megastar, Oleg Fetisov solemnly swore: "this drill cannot be beat for building a **powerful corset of ligaments and muscles**."

- How to take carefully measured doses of 'poisonous' exercises to prevent injury and raise your tolerance levels.
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- How to perform a heavier, deeper squat -- more safely.
- Try this little-known, killer squat-deadlift combo for greater flexibility, better form and surprising gains. Page 165
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- **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
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- **Rip your calves to shreds** with this barbell calf raise. Page 177
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- **The quickest way to master proper squat form**.
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- The perfect bench -- the essentials for max power, greatest pec overload and shoulder safety.
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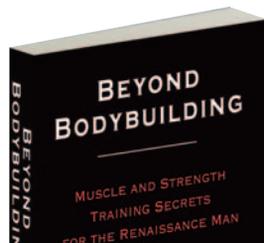
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- How many times do I have to repeat myself? THIS is the surest ticket to muscles and might. Page 279
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- This manly technique strengthens your wrists in a hurry.
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- All the rage among Brazilian Jiu-Jitsu players, mixed martial artists, Recon Marines and assorted bad boys -- this drill builds leg and cardio endurance, torches off fat and just plain toughens the heck out of you. Page 300
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AN EXCERPT FROM BEYOND BODYBUILDING BY PAVEL

QUESTION:

***My bench press has stalled.
Do you have any cool routines to get it going?***

Try the following program by Jason Brice of Johnson City, Tennessee. Jason combined one of the power cycles from my book *Power to the People!* with ‘ladders’, a technique popular in the Russian military for improving pull-ups.

On June 30th, 2001 Brice started out with one set of five reps with 225 pounds, or 67% of his 335-pound max bench (naturally, you will need to plug in your own numbers). Jason did only one set of five reps per workout, adding five pounds each time. What will surprise you is that he benched five days a week, Monday through Friday. The reasoning behind such an unorthodox schedule is outside the scope of this piece; it is explained in *Power to the People!*

Since you cannot keep on adding five pounds a workout forever, even if you started the cycle with a light weight, eventually you will reach your five-rep max. When Jason reached his he switched from powerlifting style cycling to ladders. ‘A ladder’ means doing one rep, resting briefly, doing two reps, etc., then starting all over when you cannot top the reps of the last set. Brice did sets of 1-2-3-1-2... with his 5RM until his form started to get sloppy. He did this every other day for two weeks.

Then Jason backed off ten pounds from his 5RM established two weeks earlier and resumed a linear cycle: one set of five Monday through Friday adding five pounds a day. When he had a tough time completing his fiver Jason took two days off and tested his one-rep max, something he did every two months. Here is what he accomplished:

	June 30th	August 30th	October 31st
Bench press 1 RM	335	385	420
Bench press 5 RM	285	325	360

“After benching I did one-arm snatch pulls with dumbbells and heavy ab work, wraps up Jason Brice. “...My lifts were witnessed by my co-workers as well as a few powerlifters who compete with me. If I lied about my results they would call my bluff.”



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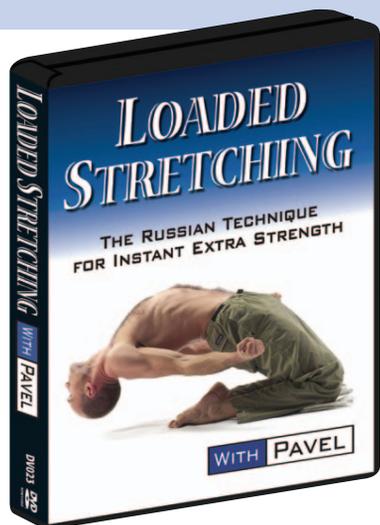
How to Increase Your Strength by 9.4% with Loaded Stretching

BY PAVEL

QUESTION:

I am confused about stretching. Some sources say stretching is a must for strength athletes while others say it is a waste of time or worse.

Some say stretch between your sets, others don't... I think I even caught you speaking out of both sides of your mouth. Please clear this up.



Loaded Stretching

The Russian Technique for Instant Extra Strength with Pavel

#DV023 **\$24.95**

DVD Running time: 20 minutes

Different stretching protocols have different effects. Hence the confusion. Relaxed stretching is what Americans usually think of when they hear the word 'stretching'. You relax the muscle and then try to lengthen it. This type of stretching makes the muscle temporarily weaker. Which is why some coaches recommend stretching the antagonists between sets of strength exercises, e.g. stretching the triceps to strengthen biceps curls. Because the opposing muscles create less drag you become temporarily stronger by taking your brakes off. As John McCallum commented about a man with strong biceps in his classic 1960s column in *Strength & Health* magazine, "His arms bend easier than most people's."

The Russian import *Loaded Stretching* is the stuff that literally builds strength. It is also practiced between sets but is applied to the agonists rather than the antagonists — the engines rather than the brakes. Using the same curl example, you would stretch the biceps rather than the triceps with LS.

Don't try to either relax or contract the target muscles. Carefully but powerfully stretch them with some external force. The original Soviet study by Mironenko (1973, 1974) used a specialized device that was later replaced in Russian gyms with kettlebells or partner resistance. The stretch, which should be set up to be felt in the belly of the muscle rather than in the tendons or the joints, must be intense, even painful, and held steadily for 10 sec or so. The *Loaded Stretching* DVD will show you how.

It is unclear how *Loaded Stretching* works. Vorobyev (1977) who supervised the above studies speculated that the external energy applied to the muscle during the stretch is somehow stored within the muscle chemically. Prof. Arkady Vorbyev 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 'slow plyometrics' that potentiates the neural wiring of the muscle. But whatever the explanation, LS was shown to lead to instant strength gains of up to 9.4% and long-term strength gains as well (Efimov, 1977).

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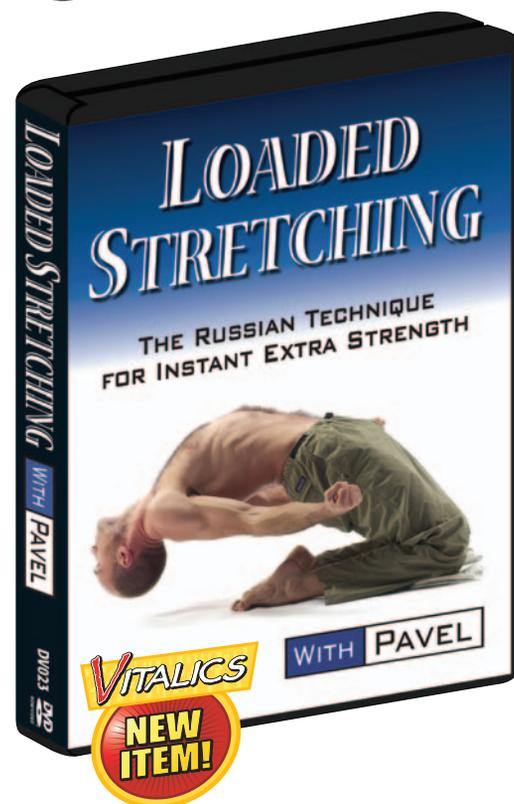
Or are you more like an overstretched rubber band — no longer capable of suddenly generating performance-busting power?

Now, for the first time in the West, Russian strength master Pavel reveals the Soviet secret of *Loaded Stretching* — guaranteed within MINUTES of its application to have you:

- PULLING HEAVIER
- KICKING AND PUNCHING HARDER
- SQUATTING MORE
- THROWING FARTHER
- JUMPING HIGHER
- PRESSING BIGGER!

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

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



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The Russian Technique for Instant Extra Strength with Pavel

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ARCH LIKE A PRO AND LIFT MORE

BY PAVEL

You should arch your back when pulling or squatting. Although there are a couple exceptions such as wrestling or lifting Atlas stones, most of the time this rule stands. Because your lower back is better protected that way and because you are stronger. According to the number one expert on weightlifting technique and former world champion from Russia Robert Roman, you lose up to 15% of your leg and hip strength when pulling with your back rounded. Now there is a way of teaching a beginner to arch like a pro in no time flat and making the pro arch better than ever.

One of the exercises in John Du Cane's excellent program, *Qigong Recharge*, caught my attention. The Chinese wall squat. In order to avoid the confusion with the popular skiing exercise I shall refer to this move as 'the face-the-wall squat'. You are facing the wall after all.

The authentic Qigong face-the-wall squat is performed rock bottom in a narrow stance (see photo 1). In addition to developing knee mobility the exercise is known to deliver a number of health benefits, all explained in *Qigong Recharge*. But they are not the subject of the article, stretching for strength is.

If you take a wider stance and stand very close to the wall you will notice something interesting. You will not get very deep but the wall will force you to arch your upper and lower back (see photo 2).

And if you insist on proving me wrong and mindlessly go down you will quickly learn that not only will you fail to descend lower than a couple of inches, your forehead will hit the wall and make you fall back (see photo 3). As Jeff Martone would put it, the drill is 'self-correcting'.

Let us review the proper form. Stand a couple of inches away from a wall facing it, your arms hanging free, your feet as you would position them for the kettlebell swing or the sumo deadlift. Without 'frogging' your knees outward or rolling on the outer edges of your feet, squat down as low as you would when performing the swing or the deadlift—above parallel. If you have succeeded, get even closer to the wall; your forehead should be almost brushing it. Squat for repetitions and note how your spine, upper and lower, is locked in on the bottom. Reproduce this position when pulling iron.

The face-the-wall squat will not only teach you how to align your spine properly but will also develop the required back and hamstring flexibility. Have patience, it may take weeks and months. Until you can successfully keep your back arched in the face-the-wall squat, don't squat or pull.

Eventually work up to the point where your thighs are parallel to the deck. Do not go any lower, for arching flexibility purposes. Once you clear the parallel your hips will come closer to the wall again and you will no longer be forced to arch. That does not mean that the original rock bottom face-the-wall squat is no good; it is excellent for purposes other than developing a championship back arch.

Watch the modified face-the-wall squat, as well as other stretches uniquely designed for the strength athlete in action on my new DVD *Strength Stretching*.

Power to you!



Photo 1. The original face-the-wall squat.

Photo 2. The Strength Stretching face-the-wall squat



Photo 3. How not to wall squat.



UNLOCK!™ THE COURSE IN EFFORTLESS AND UNRESTRICTED MOVEMENT

WITH PAVEL TSATSOUNINE, STEVE MAXWELL AND JOHN DU CANE

Let three masters of the flexibility arts show you surefire yet little-known ways to achieve a higher freedom of movement and dramatically enhance your performance, whatever your sport or physical activity.

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Pavel Tsatsouline specializes in identifying the crucial principles and finer points of superior performance. He has excelled at helping thousands of athletes, military, lifters, martial artists and general fitness enthusiasts blow through their physical limitations, be it in strength or flexibility.

Brazilian Jiu Jitsu World Champion Steve Maxwell has a genius for creating highly innovative, creative and rich workout routines that address a wide diversity of athletic needs. His Joint Mobility Recharge has been widely acclaimed for its functional specificity and ability to dramatically improve overall body movement.

John Du Cane has a genius for distilling the deep and often mysterious internal arts of Qigong into a highly accessible format of techniques for free-flowing movement and high energy.

Imagine if you could combine, in one single program, the essence of each teacher's greatest contribution to the art of effortless and unrestricted movement? Imagine the impact on your physical performance, if you mastered these major movement secrets from all the great traditions of Russia, China and the US? Pavel, Steve and John have decided to join forces to bring you just that opportunity.

Unlock!™ Master-Key # One:

**Pavel Tsatsouline's
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—The Secrets of Super-Flexibility**

Pavel will push you to an instant breakthrough in your range of motion by teaching you how to 'find space within your body.' All top athletes and fighters do it but they are unwilling or unable to teach it. It is mind-boggling what you will be able to do once you master this subtle yet unbelievably powerful technique of 'finding space':

- **How to sink** into an effortless rock bottom squat—just like a three year old. (Even if you have not squatted in decades!)
- **How to double** or triple the rate of your progress towards the full split. You will go deeper than ever during the course and if you are only inches away Pavel will drop you into a full split! Whether you like it or not.
- **How to make** your spine come alive—while dramatically improving your performance in sports as different as powerlifting and wrestling.
- **How to stretch** your hamstrings instead of overstretching your back. Critical for health and performance!
- **How to say good-bye** to a gun turret head and wake up your neck from stiffness and weakness.
- **How to strike** the perfect balance of shoulder stability and mobility.
- **How to release** the parking brake of your hip flexors—and lift, strike, run and jump with more power.

'Finding space' is only one of the five *Beyond Stretching™* master principles. They are subtle and hard to learn from books but unbelievably powerful. Immediate results guaranteed.

Unlock!™ Master-Key # Two:

**Steve Maxwell's
Joint Mobility Recharge™
A Functionally-Dynamic System to Restore
Joint Health, Regain Range of Movement
And Quickly Enhance Physical Performance**

Steve Maxwell's *Joint Mobility Recharge™* program teaches dynamic mobility that can keep the body able to participate in the activities of life. In his 30 years experience as a personal trainer for the general population, grappling instructor, and strength and conditioning coach Steve has seen three major causes for the loss of functionality in the human body; age, injury, and inactivity. Steve Maxwell's Joint Mobility Recharge™ routines are simple but effective movements that can retain the body's current range of motion, or regain what has been lost to age, injury, or inactivity.

Steve's *Joint Mobility Recharge™* system can help to:

- **Break up** joint deposits that cause pain during movement.
- **Release** tension that can cause muscular and joint pain.
- **Prevent** injury by making the muscles more supple, mobile, and strong in the extreme range of motion
- **Aid** in active recovery after strenuous activity by energizing the body.
- **Accelerate** rehabilitation after injury by preventing adhesions and increasing blood flow
- **Loosen** all the major muscles without the loss of strength associated with conventional stretching before sports activity
- **Energize** the body preparing it to engage in the day's activities comfortably

Unlock!™ Master-Key # Three:

**John Du Cane's
Supercharge Mobility Qigong™
Strengthen Your Internal Energy—
While Developing a Cat-Like Suppleness and
Snake-Like Fluidity of Movement**

Chinese Qigong masters have spent thousands of years perfecting the art and science of subtle energy and body movement. The range, variety and depth with which qigong works the body has no parallel. Qigong employs a vast array of shaking, vibrating, circling, coiling, twisting, torquing, spiraling and pumping techniques to release, relax recharge, loosen, invigorate, empower, energize and supercharge the human animal.

John Du Cane has spent thirty years researching hundreds of these qigong techniques designed to cultivate the body's ability to move with the grace, ease and strength of a wild animal. He's researched the deepest qigong methods for attaining higher states of balanced well being. And he's developed his own, personal "best-of-the-best" list of qigong mobility techniques he'll share with you here including:

- **How to shake** and vibrate every fiber of your body simultaneously—for an immediate energy rush and longterm mobility gains
- **Little-known** movements for opening and strengthening the shoulders
- **Dramatic** stretches to loosen the waist
- **Powerful** moves to open, energize and release the spine
- **Two vital** leg-pumping methods for opening up the lower back and spine, while energizing the whole body
- **Coiling and spiralic** arm movement for high internal energy and more fluid movement
- **Special** chest opening moves that help release and strengthen the whole torso

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SUCCESS STORIES FROM THE DRAGONDOOR.COM FORUM

“Boy am I pumped this morning. Went out yesterday and bought some new shirts XL, I used to wear XXXL. Walked into work this AM and blown way at the compliments I got from the ladies. It was unreal. WOW I should have done this a long time ago. My new total this morning from all this is **73lbs. lost!** Yeah!!!!!! KB’s are kicking my butt and I’m loving it.....Yippie!”

From: Randy Joiner, Date/Time 2002-11-14 11:33:27

“Pavel and Comrades your advice has helped me **shed fat (30 plus lbs)** using the Russian Kettlebell Challenge.”

From: Black Coffee, Date/Time 2002-12-03 21:24:29

“I’ve lost over **25lbs** so far doing KB’s only.”

From: Jim Haines, Date/Time 2002-11-15 12:36:45

“For the last 7-8 weeks, I have trained exclusively with KB’s. I have lost **7 pounds**, dropped a pants size and have firmer, more defined muscles. I am no stranger to fitness, having been an avid weight lifter in addition to running marathons. For me, KB’s are the best training devices I have ever used.”

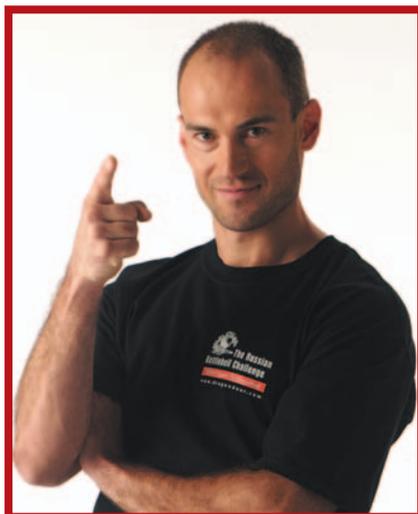
From: rhgo, Date/Time 2002-11-30 11:10:02

“It seems just like it almost happened overnight. Around the holidays I was porked up to 242 and I regret not measuring bf then, but I’ll estimate and say 19-22%. Anyway, after the holidays I started kicking ass and taking names with the kbells and **dropped 20 pounds** in a short amount of time, it was a little less than a month.. It’s insane, the kbells are just melting my fat away and I’m loving every minute of it. Look out single digit body fat and visible abs, here I come!!”

From: Fish. Date/Time: 2002-02-08 10:18:15.

“My biceps grew faster and better from doing KB snatches than they ever did with curls. Just another of the MANY benefits of doing KB’s.”

From: BigNate. Date/Time 2001-11-16 14:20:11.



“In the last few months I’ve hacked off **about twenty-five pounds of lard** without even cutting out the goodies or doing any special eating plan, simply by doing three RKC workouts per week.”

From: Craig N. Date/Time 2002-03-11 19:49:37

“For a variety of biomechanically sound reasons, the Kettlebell workouts deliver an astounding variety of athletic benefits, including literally melting the fat off your body. I’ve lost about 1% body fat per week on the system. It is so intense it’s downright scary. The endurance benefits are equally impressive.”

From: Steven Barnes Date: Aug. 7, 2001

“I love KB’s! I have **lost 16 lbs** in the last four weeks since I started the KB lifts. Also, I haven’t jogged in 2 weeks and last night I went jogging after my KB workout. At the end of the course that I run there is a big hill. Before KB’s I was dying at the beginning of the hill, and a complete goner at the top. Last night I threw the hill aside like a little pink plastic dumbbell!!!”

From: Gediminai. Date/Time: 2001-10-05 16:58:42.

“I have my kettlebell three weeks now and WOW! So far my back and shoulders are growing and getting cut up all at once and **my forearms look like Popeye’s**. I can’t stop eating but I haven’t gained an ounce

but have lost an inch in my waist.”

From: Robert Arciola. Date/Time: Tuesday, February 19, 2002 6:52:08

“Alternating PTP and RKC in two week cycles for just about three months, have gone from deadlifting 5 X 120 to 5 X 245. New 1RM is 325. I weigh exactly the same (180 lbs) but **leaner, stronger, and with bigger shoulders.**”

From: Barry1001. Date/Time: 2001-12-03 23:32:01

“About a month ago I suspended my Westside Barbell method powerlifting workout and went for a month of straight KB workout. I just did the max effort on reg. deadlift and get this folks. I just added forty pounds to my PR on 1RM. My 1RM deadlift went up from 325lb to 365lb. My deadlift technique got a lot more snap in it and more explosive. I noticed the same thing on my squat technique. I am 6 feet and weight 180 lbs. Lifting the twice of your body weight is pretty cool eh?”

From: Craig. Date/Time: 2001-10-29 09:47:25.

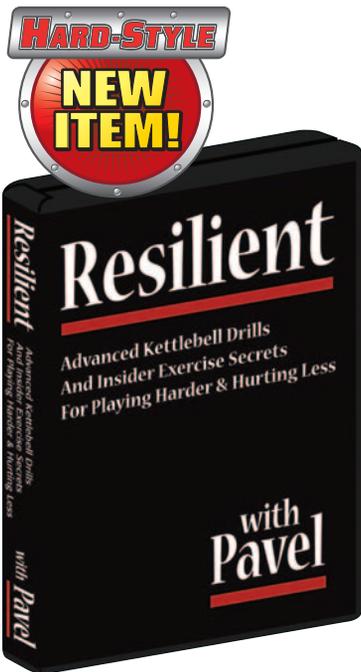
“Since I have been doing the kettlebell **my strength has sky rocketed** and my body which used to be soft is now hard as a rock. I fell pumped most of the time. Kettlebells are far superior to dumbbells and barbells, now I only workout with kettlebells. After, I got the book for kettlebell training, I am mass training as well. And believe me Kettlebell training for mass is far superior than ordinary weight training. I’m about to give away my weights, I guess you could say I’m a converted kettlebell lifter now!”

People comment me all the time on my mass gains. I honestly fell that I have widened and defined my shoulders doing the kettlebell Scott Press Lift in two weeks than I have doing a year of training with regular weights! Also, I love the kettlebell so much I can’t put it down. I’m lifting it all the time. I fell like I have to force myself to take a break! Thank You Pavel for all the golden information you have given, **You have advanced me in weight training 1000yrs.**”

From: voitle. Date: 5/01/01.



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



Resilient
Advanced Kettlebell
Drills and Insider
Secrets for Playing
Harder & Hurting Less
with Pavel
#DV017 \$59.95
DVD Running time: 36 minutes

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

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

As a former *Spetsnaz* physical training instructor

and as a current subject-matter expert to elite members of the U.S. military, Pavel knows what it takes—personally and professionally—to remove flaws and weaknesses from your body armor—so you can bounce back, time and time again, from the toughest challenge.

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

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

Pavel's Resilient program:

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

Customer reviews from Dragon Door's website

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

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

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

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

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

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

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Presenter Highlights at the First National Kettlebell Convention



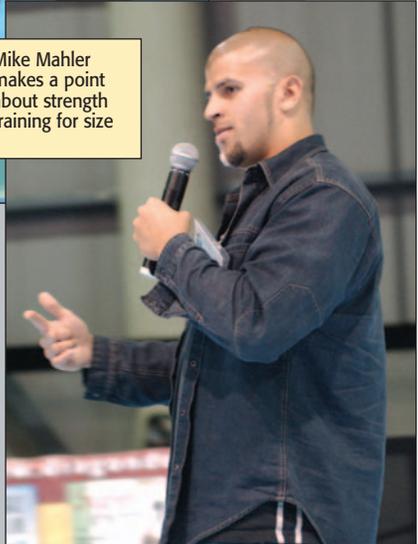
Pavel kicks off the Convention



Dan John uses Pavel to demonstrate a point about throwing



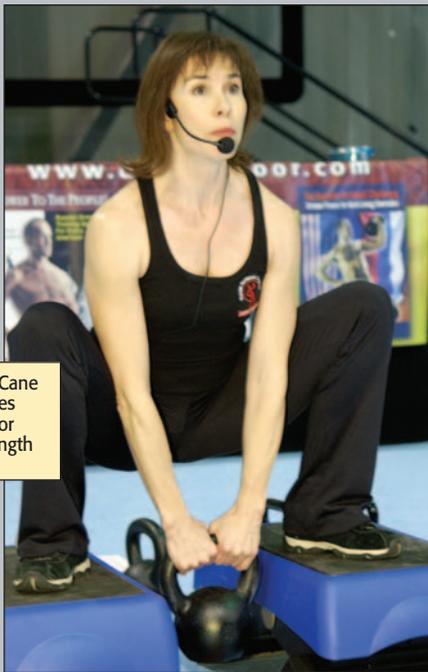
Charles Staley discusses EDT and kettlebells



Mike Mahler makes a point about strength training for size



Jeff Martone demonstrates a hand to hand kettlebell drill

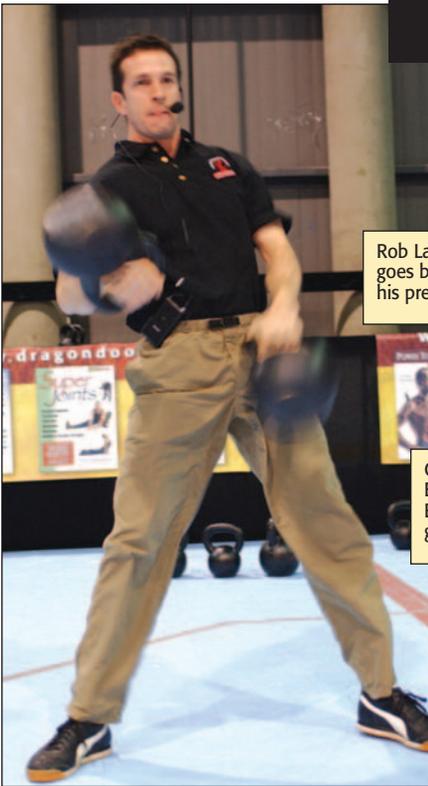


Andrea Du Cane demonstrates kettlebells for flexible strength



Steve Maxwell demonstrates a move from his Kettlebells Mobility routine

Las Vegas, March 2005

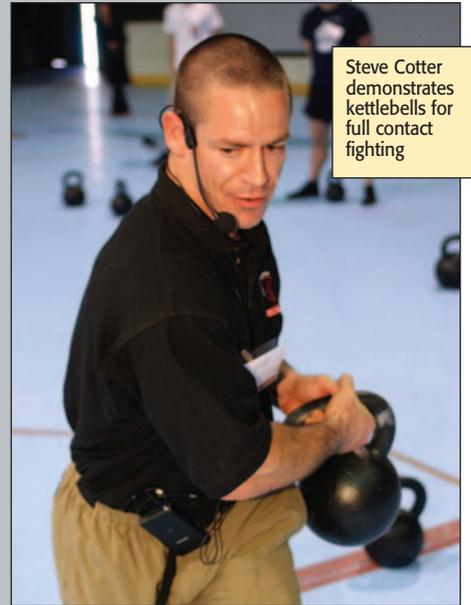


Rob Lawrence goes ballistic in his presentation

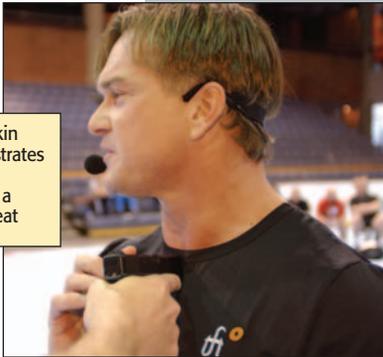


Nate Morrison illustrates the combat-applications strength derived from kettlebells

Grip Man Extraordinaire Brett Jones, getting it done



Steve Cotter demonstrates kettlebells for full contact fighting



Tim Larkin demonstrates how to counter a gun threat

A Word from the World Champion



First of all, I would like to thank Dragon Door for the opportunity to talk to like-minded people. I also would like to express my respect for Pavel Tsatsouline, John Du Cane, Dennis Armstrong, Steve Cotter, Sarah Lurie, Rob Lawrence and many other fanatical individuals who enable our new cause to get ahead.

Kettlebells are new to America and the number of kettlebell fans will be going only up. The kettlebell is an all-around tool that takes up little space and can find a place in any household. The kettlebell enables you to do many exercises that are good for your body and your health, regardless of your age and gender. Pavel can teach you how it is done.

Another use of kettlebells is girevoy sport. I compete with kettlebells. I go for the max number of reps in the jerk, the snatch, and the long cycle. I can show you how it is done. In my seminars I teach the history of girevoy sport, how I achieved my records, and which qualities an athlete needs to achieve high results. I teach the technique of the jerk and snatch, program design and many other things. I am ready to share my knowledge and experience. I look forward to meeting you!

—Valery Fedorenko, Kettlebell Sport World Champion

Call V. Fedorenko at (415) 225-6134 if you are interested in kettlebell sport seminars, consultations, or private training.

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



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

Kettlebells for arm-wrestlers

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

Getting younger and healthier with kettlebells

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

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

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

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

Why Kettlebells?

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

The program minimum

The Russian Kettlebell Challenge workout: the program-maximum

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

The kettlebell drills: *Explode!*

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

gorilla traps and shoulders....

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

The kettlebell drills: *Grind!*

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

SECTION FOUR Classic Kettlebell Programs from Mother Russia:

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

The *Weightlifting Yearbook girevoy sport* programs

Three official armed forces *girevoy sport* programs

Group training with kettlebells—Red Army style

Xtreme kettlebell training—Russian Navy SEAL style
Performing snatches and other explosive kettlebell drills under water...pseudo-isokinetic resistance....how to make your muscle fibers blast into action faster than ever.



SECTION ONE

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

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

'The working class sport'

Finally: Xtreme all around fitness!

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

Kettlebells in the Red Army

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

SECTION TWO

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

Kettlebells for combat sports

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

Why Russian lifters train with kettlebells

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

Get huge with kettlebells—if you wish

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

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

The Russian Kettlebell Challenge—Xtreme Fitness for Hard Living Comrades

Book By Pavel Tsatsouline

#B15 \$34.95 Paperback 170 pages

With Pavel Tsatsouline

Running Time: 32 minutes

Video #V103 \$39.95

DVD #DV001 \$39.95

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

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

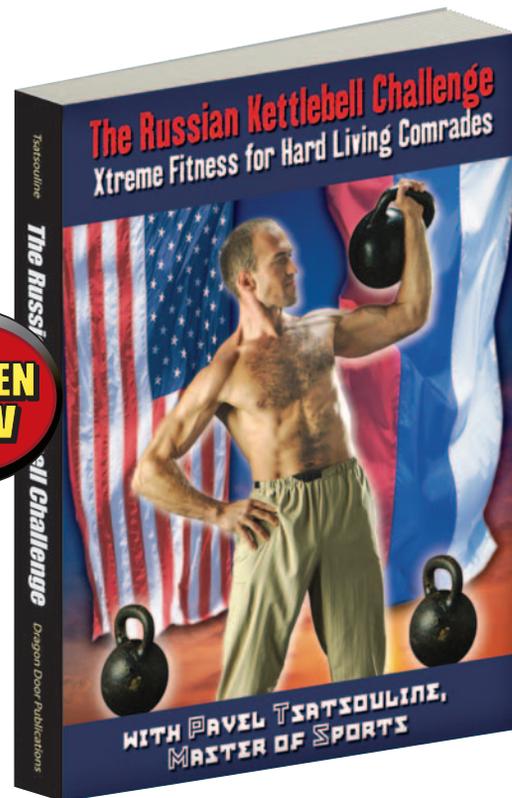
- **Get** really, really nasty—with a commando's wiry strength, the explosive agility of a tiger and the stamina of a world-class ironman
- **Own** the single best conditioning tool for killer sports like kickboxing, wrestling, and football
- **Watch** in amazement as high-rep kettlebells let you hack the fat off your meat—without the dishonor of aerobics and dieting
- **Kick** your fighting system into warp speed—with high-rep snatches and clean-and-jerks



- **Develop** steel tendons and ligaments—with a whiplash power to match
- **Effortlessly absorb** ballistic shocks—and laugh as you shrug off the hardest hits your opponent can muster
- **Go ape** on your enemies—with gorilla shoulders and tree-swinging traps



NOW ON DVD!



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

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

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

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The World's #1 Handheld Gym For Extreme Fitness

Use Kettlebells to:

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

Kettlebells Fly Air Force One!

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

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



Pavel's Kettlebell FAQ

What is a 'kettlebell'?

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

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

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

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

Why train with kettlebells?

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

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

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

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

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

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

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

Who trains with kettlebells?

Hard comrades of all persuasions.

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

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

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

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

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

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

Am I kettlebell material?

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

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

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

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

How do I learn to use the kettlebell?

From Pavel's books and videos: *The Russian Kettlebell Challenge* or *From Russia with Tough Love* for comrades ladies. From an RKC certified instructor; find one in your area on RussianKettlebell.com. Kettlebell technique can be learned in one or two

sessions and you can start intense training during the second or even first week (Dvorkin, 2001).

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

—Kid Peligro, *Grappling* magazine

What is the right kettlebell size for me?

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

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

"Kettlebells are like weightlifting times ten."

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

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



RUBBER CASED



CLASSIC STYLE



STEEL HANDLE & CORE/RUBBER CASING

	Price	MAIN USA	AK&HI	CAN
#P10D 4kg (approx. 9lb) —.25 poods	\$89.95	S/H \$10.00	\$52.00	\$29.00
#P10E 8kg (approx. 18lb) — .50 poods	\$99.95	S/H \$14.00	\$70.00	\$41.00

CLASSIC KETTLEBELLS (SOLID CAST IRON)

#P10G 12kg (approx. 26lb) — .75 poods	\$82.95	S/H \$20.00	\$86.00	\$53.00
#P10A 16kg (approx. 35lb) — 1 pood	\$89.95	S/H \$24.00	\$95.00	\$65.00
#P10H 20kg (approx. 44lb) — 1.25 poods	\$99.95	S/H \$28.00	\$118.00	\$72.00
#P10B 24kg (approx. 53lb) — 1.5 poods	\$109.95	S/H \$32.00	\$137.00	\$89.00
#P10J 28kg (approx. 62lb) — 1.75 poods	\$129.95	S/H \$36.00	\$154.00	\$102.00
#P10C 32kg (approx. 70lb) — 2 poods	\$139.95	S/H \$39.00	\$173.00	\$115.00
#P10F 40kg (approx. 88lb) — 2.5 poods	\$179.95	S/H \$52.00	\$210.00	\$139.00

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

#SP10 Classic Set (one each of 16, 24 & 32kg)	\$322.85	S/H \$95.00	\$405.00	\$269.00
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ALASKA/HAWAII KETTLEBELL ORDERING

Dragon Door now ships to all 50 states, including Alaska and Hawaii. We ship Kettlebells to Alaska and Hawaii via UPS 2nd Day Air service.

CANADIAN KETTLEBELL ORDERING

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

IMPORTANT — International shipping quotes & orders do not include customs clearance, duties, taxes or other non-routine customs brokerage charges, which are the responsibility of the customer.

- KETTLEBELLS ARE SHIPPED VIA UPS GROUND SERVICE, UNLESS OTHERWISE REQUESTED.
- KETTLEBELLS RANGING IN SIZE FROM 4KG TO 24KG CAN BE SHIPPED TO P.O. BOXES OR MILITARY ADDRESSES VIA THE U.S. POSTAL SERVICE, BUT WE REQUIRE PHYSICAL ADDRESSES FOR UPS DELIVERIES FOR THE 32KG AND 40KG KETTLEBELLS.

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Unleashing a Powerful Force: Become a Leader in The World's Most Dynamic Exercise Method



Participants at *Pavel's 2004 and 2005 Russian Kettlebell Certifications* included world champions, elite athletes, special forces, law enforcement, firemen, doctors, personal trainers, martial artists...and regular folk just looking to achieve irregularly spectacular levels of strength and conditioning. The Party is On. The Party is Growing. We invite you to ride the wave. Go to www.hard-style.com today and sign on!

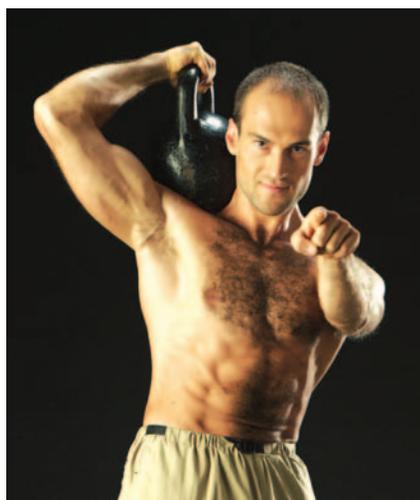
Participants at Pavel's October, 2004 RKC Workshop



Participants at Pavel's April, 2005 RKC Workshop



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



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

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

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

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

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

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

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

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

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



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

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

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

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

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

"What do you attribute it to," she asked. "The economy isn't that great." I immediately summed it up in one word: "KETTLEBELLS!"

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

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

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

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

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

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

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

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

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

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

—Gus Petersen, RKC, Denver, CO

Pavel's next Russian Kettlebell Challenge Certification Program will be held in St. Paul, Minnesota, **June 24—June 26, 2005.**

For more information visit our website at: <http://www.dragondoor.com/wpkb14.html>
To register today call: 1-800-899-5111

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





Action!



Meet Your Senior RKC™ Instructors

Steve Cotter, CSCS is a U.S. Full Contact Kung Fu Champion and the author of *Full Contact Kettlebells* video. FullContactKettlebells.com, California

Andrea Du Cane, a star of Pavel's *From Russia With Tough Love* program, has a background in classical ballet, kung fu, and qigong. FromRussiaWithToughLove.com, Minnesota

Brett Jones, MS, CSCS is a strength coach who specializes in athletic enhancement routines for the competitive athlete and weekend warrior. InMotionAthletics.com, California

Rob Lawrence, MA strictly presses an 88-lb kettlebell at 5' 11" and 160 lbs and emphasizes exacting technique, mental concentration, and the development of wiry strength. PhiladelphiaKettlebellClub.net, Pennsylvania

Mike Mahler is a strength coach to MMA fighters and Ironman Japan kettlebell columnist, and the author of many articles in iron game magazines such as *Ironman*. MikeMahler.com, California

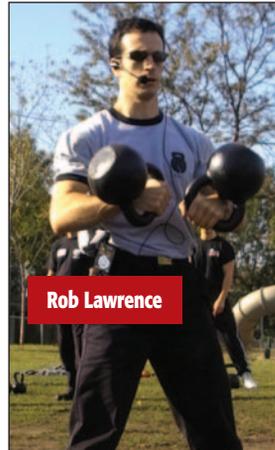
Jeff Martone is a defensive tactics, firearms, and special response team instructor, providing low-profile operational development training to a federal agency. He is the author of *Hand-to-Hand Kettlebell Drills: Explosive Strength and Stamina for the Combat Athlete* video. h2hkettlebell.com, Tennessee

Steve Maxwell, MS is one of three American Black Belts to hold a world title in Brazilian Jiu-Jitsu. Steve is the author of *Steve Maxwell's Cruel and Unusual Kettlebell Exercises for Real Men* video and the owner of the first kettlebell gym in the US. maxercise.com, Pennsylvania

SSgt. Nate Morrison is the combatives course project manager for the USAF Pararescue. He has taken his kettlebells on a 'world tour' with his elite unit and converted countless special operators into our way of training. militaryfitness.org, Arizona



Steve Cotter



Rob Lawrence



Brett Jones



Steve Maxwell



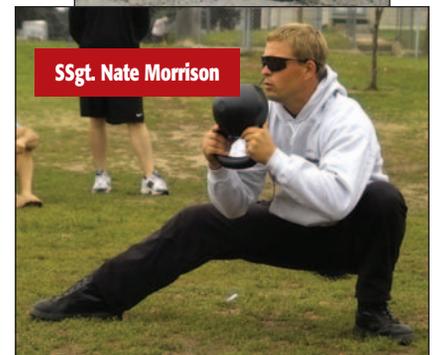
Andrea Du Cane



Mike Mahler



Jeff Martone



SSgt. Nate Morrison

Comrade, you are in luck! The senior RKC's are available for seminars, private training, and correspondence coaching.

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

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

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

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

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

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

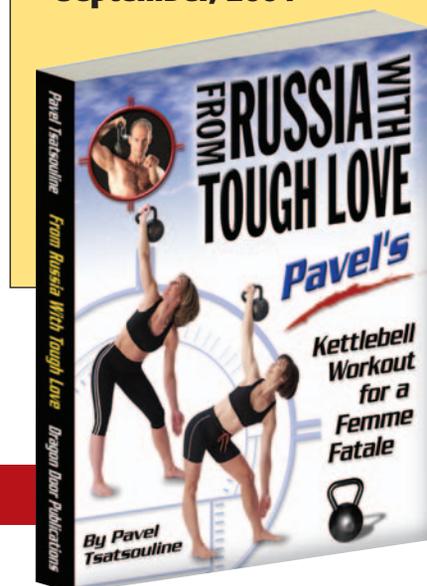
Working hard? Handle stress with ridiculous ease. Blaze thru tasks in half the time. Radiate confidence. Knock 'em dead with your energy and enthusiasm.

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

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

Penélope Cruz Trains with Kettlebells

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



From Russia with Tough Love

Pavel's Kettlebell Workout for a Femme Fatale

Book By Pavel Tsatsouline

Paperback 184 pages 8.5" x 11"

#B22 \$34.95

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

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From Russia with Tough Love

Highlights

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

What Makes The Kettlebell Workout Unique?

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

Fast-Track Training Secrets

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

How To Get Very Strong Yet Stay Slender

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

- rate to build strength without adding muscle.
- Developing the skill of staying tight for greater safety and performance.
- The real secret to great muscle tone.

Advanced Weight Lifting Secrets

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

Get Younger And Healthier With Kettlebells

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

Anti-Isolation For Power And Safety

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

Think And Be Strong

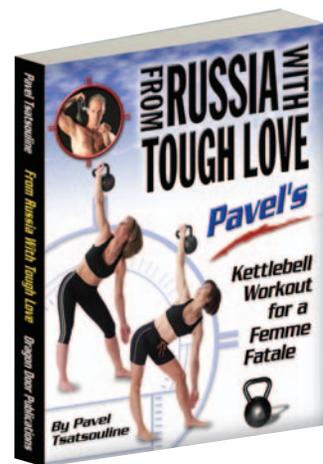
- The power of thought to make you firmer.
- The Russian sports science concept of skill strength.
- The dating game, iron-style: why's it all

about lessons and practice.

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

Workouts for the Perfect Female Form

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



From Russia with Tough Love
Pavel's Kettlebell Workout for a Femme Fatale
Book By Pavel Tsatsouline
 Paperback 184 pages 8.5" x 11"
#B22 \$34.95

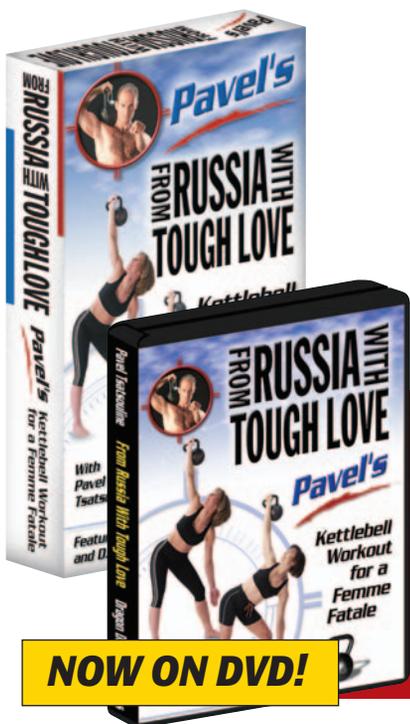
- The WINDMILL—an unreal drill for a powerful and flexible waist, back, and hip.
- Forge iron wrists and grip and firm up your waist with the BOTTOMS-UP CLEAN-AND-PRESS.
- Get an even harder stomach and tie your upper and lower body into a strong unit with the ROLLING SITUP.
- Cut up your legs and burn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

Freestyle Kettlebell Training

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



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



From Russia with Tough Love

Pavel's Kettlebell Workout
for a Femme Fatale

With Pavel Tsatsouline

Running Time: 1hr 12 minutes

VIDEO #V110 **\$29.95**

DVD #DV002 **\$29.95**



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

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

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

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

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

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

—Steven Justus, Westminster, CO

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

—Samantha Mendelson,
Coral Gables, FL

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

—Santiago, Orlando, FL

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

—William Hevener,
North Cape May, NJ

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

—Tyler Hass, Walla Walla, WA

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



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

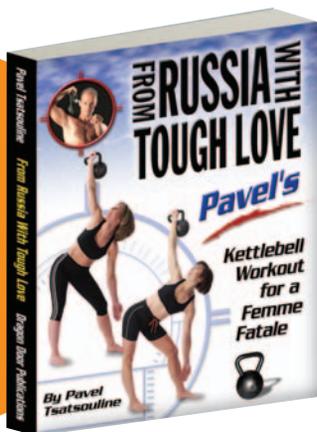
"Best Fitness Video I Have Ever Bought"

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

—*rkb beginner, Knoxville, TN*

"All Of Pavel Tsatsouline's Products Are Excellent"

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



From Russia with Tough Love

Pavel's Kettlebell Workout for a Femme Fatale

Book By Pavel Tsatsouline

Paperback 184 pages 8.5" x 11"

#B22 \$34.95

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

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

—*Comrade Giryagirl - Philadelphia, PA*

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

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

—*Craig - Fayetteville, AR*

"Video Is Outstanding For Everyone"

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

—*Mike Burgener, high school coach - Vista, CA*

"This is Fun!"

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

—*Christine Deane - Knoxville, TN*

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

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

—*jam1868, IL, USA*

"Great Bang For The Buck! Best Kettlebell Video"

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

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

—*Robert Cisek, New York, NY*

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

“I will show how to get much stronger with kettlebells and build a muscular physique as well. Even if you do not care about getting bigger, all of the techniques on the DVD will show you how to maximize strength with kettlebells. This DVD is made for people that love kettlebell training and want to take their training in the direction of strength and power.” —*Mike Mahler*

Discover Mahler’s Arsenal for Strength and Size:

Double Military Press

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

Double Bent Over Row

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

Double Front Squat

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

Double Swing

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

Double Snatch

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

Double Floor Press

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

Turkish Get-up

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

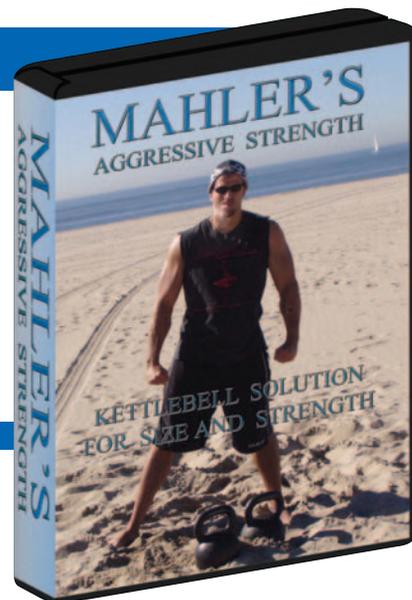
Double Windmill

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

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

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

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



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

Running time: 90 minutes

DVD #DV022 \$49.95

“Finally got a very easy 52# TGU after reviewing Mike’s new DVD. A short while ago I couldn’t budge the 44# bell. Thank you for the detailed instruction Mike.”

—*Siameeser from the Dragondoor Forum*

“I must say that your new DVD is just simply awesome. The way you handle the 270s make me want to just quit working out and take up something like painting or singing. Extremely well made and very well presented. You have cleared so many questions on MP. I have a new found respect for rows and floor press. In a week I feel I have hardened especially the entire back and am so happy about that.”

—*Rajiv Menon*

“Your finer points really helped me with my double kettlebell squats technique. I did not have the KB positioned as optimal as you demonstrated. Your finer points for the double military press and snatch will really help me in achieving higher reps and weight. It was an action packed 90 minutes.”

—*Billy Cook*

“This one is a must for any strength enthusiast. The technical details, clarity, and choice of exercises were excellent. I have been involved in the iron game back when Zottman, Jefferson, and Zercher lifts were popular. I picked up many pearls on form and technique from your DVD. I have always enjoyed the old time strongman lifts and your DVD brings back that primal mindset and passion for old fashioned, hard work strength exercises.” —*Steve Fink*

Party Members Share AMAZING SUCCESS STORIES Of Stunning FAT LOSS, Maximal STRENGTH GAINS And Huge Strides in Conditioning From Using—And Loving—Their Russian Kettlebells



Fantastic Fat Loss with Magical KB's

"I have been training with the KB's and DB's for about 2 months or so. To date, I have lost about 33 pounds of fat, and put on 5 pounds of muscle. Give it all you have comrade, the weight will fall off." From: ZenTrainer Date/Time 2001-06-20 13:06:13

I added forty pounds to my deadlift in one month

"About a month ago I suspended my Westside Barbell method powerlifting workout and went for a month of straight KB workout. I just did the max effort on reg. deadlift and get this folks. I just added forty pounds to my PR on 1RM. My 1RM deadlift went up from 325lb to 365lb. My deadlift technique got a lot more snap in it and more explosive. I noticed the same thing on my squat technique." From: Craig, Date/Time 2001-10-29 09:47:25

I lost 16 lbs in the last four weeks since I started the KB lifts

"I love KB's! I have lost 16 lbs in the last four weeks since I started the KB lifts." From: Gediminai, Date/Time 2001-10-05 16:58:42

Incredible gains in energy, strength, explosiveness, power, speed, overall coordination, balance, flexibility

"After 6 months, at age 68, I have experienced incredible gains in energy, strength, explosiveness, power, speed, overall coordination, balance, flexibility, joint mobility, restoration of all ranges of motion, ability to do difficult body weight exercises, dramatic increase in overall endurance, posture, correction of lower back weakness, completion of the repair of a very serious shoulder injury from 6 years ago and far better muscle definition than ever in my entire life." From: Andy68 Date/Time 2001-11-20 10:25:53

KB's improved my sparring

"I have been only doing the KB's for two weeks. Already, in my sparring class, I tapped out a guy who's been regularly kicking my butt in the year that I've been training at the dojo. I certainly didn't expect to get this far this fast!" From: Ari Date/Time 2001-06-02 20:48:10

KB's made me even stronger, after 20 years of Olympic lifting

"I've been an Olympic lifter for over twenty years...it has kept me strong, athletic and young! Now, I have been turned on to kettlebells, and I am having a ball with them. It has made my body even stronger after twenty years of OL. Do yourself a favor and get a kettlebell or two." From: Sbdasaint Date/Time 2001-06-09 05:20:23

In 3 weeks of KB's the changes in my wife's appearance are staggering

"My wife started on KB's three weeks ago along with my 12 year old sons, the changes in my wife's appearance are staggering to say the least. She has now dropped her gym membership and will be working out entirely with the KB's. Encourage your wife to try this form of exercise, it will deliver results the spandex and Lycra brigade could never hope to match." From: nickel Date/Time 2001-12-03 07:31:10

No more back pain

"Since I received my KB's, I have no lower back pain when I deadlift. My arthritis is also much more manageable. Power to the Party!!!!" From: Comrade Logan, Date/Time 2001-11-26 10:52:29

"She was at a weight she hadn't been at for 15 years"

"For almost 3 years I have done PT with a woman who has achieved average results. 2 months ago I started her on PT and worked in cycles of RKC last month. She was literally firming up and slimming down before my eyes. She called the other day bubbling and gushing over the phone that she was at a weight she hadn't been at for 15 years and wearing clothes she could only fit into before she had her teenage daughter!"

From: Jcannon Date/Time 2001-12-23 11:38:37

"Kettlebells are the best method of increasing strength, cardio and endurance"

"I have studied TKD/HKD (both art and sport versions) for over 15 years. Kettlebells are the best method of increasing strength, cardio and endurance." From: ichiban, Date/Time 2001-11-08 11:00:00

"I've lost an average of 1% body fat per week"

"I've lost an average of 1% body fat per week, from about 20 to about 16. Love handles gone." From: sebarnes Date/Time 2001-06-20 12:11:11

"My biceps grew faster and better

...from doing KB snatches than they ever did with curls. Just another of the MANY benefits of doing KB's." From: BigNate Date/Time 2001-11-16 14:20:11

Kettlebells Rule for Muay Thai Conditioning

"I am a Muay Thai boxer and have recently purchased my first kettlebell (3 wks ago). I've been using it every day for about half an hour. I can't get enough of it. Benefits so far have been 1. Extremely shortened recovery times for all types of martial art exercises (I'm talkin' amazingly short); 2. Impressive muscle growth, especially in the shoulders, back and legs (finally, functional strength!!)." From: mtaibrad Date/Time 2001-09-13 03:05:17

"I don't want anybody else knowing about KB's"

"I'd rather that no one else knows about KBs and Pavel's other programs except for those who already know. Why? I want that edge. I want to be the one who can outrun, outlift, outjump, and outlast everyone else. I want it to be my secret weapon!" From: WarpedMind Date/Time 2001-12-08 01:27:00

No more back pain...

"I've been doing KB's for about 1 1/2 months now. My back is finally pain free after about a year of on-and-off pain. I can't wait to see where my future training goes with the KB's." From: X-celsior Date/Time 2001-11-02 13:32:23

This is a small sample from the deluge of similar stories you will find posted on the www.dragondoor.com Discussion Site





How to stay informed of the latest advances in strength and conditioning...

VISIT [WWW.HARD-STYLE.COM](http://www.hard-style.com)

The screenshot shows the Dragon Door Forum website. The browser address bar displays "http://forum.dragondoor.com/training/". The forum header includes the "Dragon Door Fitness Forum" logo, a search bar, and navigation links for "Login", "Contract List", and "Search". A sidebar on the left lists various forum categories like "Articles", "Party-Speak", "Kettlebells", "Strength", "Flexibility", "Nutrition", "Qigong", "Forums", "Affiliates", "Newsletters", and "Order Catalog". The main content area displays a list of forum posts with details such as the number of replies, the author's name, and the time of the post. For example, the first post is "Anyone used Mike Mahler's HOC program?" by dkaler, posted today at 09:53 am. The forum also features a "Featured Product" section for "Resilient" and a "70 users logged on" notification.

Visit www.hard-style.com and sign up for Pavel Tsatsouline's free monthly e-newsletter, giving you late-breaking news and tips on how to stay ahead of the fitness pack.

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As an affiliate, you will have access to a variety of banners, buttons, and text links, including Dragondoor.com articles, checklists, and mini-sites. You'll get a link to your own Administration Area with all our linking methods once you're accepted as our affiliate.

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- Generous click-through tracking period of 180 days (six months)—Even if your visitor



doesn't buy from us for 6 months after that first click—you'll get paid!

- **Incentives paid for high volume producers** on a case-by-case basis

Associate with a Company you can trust

Customers want to buy products from a name they trust. Dragondoor.com is the industry leader in cutting-edge fitness and health. When you sell our products on your web site, your visitors will be buying from a company with over 10 years of experience in this industry. You can feel comfortable knowing that you linked your visitors to a reliable, first-class merchant.

HOW DO I JOIN?

**For more information and to instantly
become a Dragon Door Affiliate at no
charge, go to:
www.dragondoor.com/affiliate.html**

"If you are seriously interested in improving your strength, here's compelling evidence that Pavel's Russian Kettlebell Certification is the best strength training workshop available in the world, whatever your current level and background..."

Bud Jeffries, Author, Lakeland, FL

Athletic Achievements, training background or specialty:

Competitive Powerlifter, Strongman, Full Contact Fighter, Highland games competitor & kettlebell lifter. State, regional, national and world records in Powerlifting. Martial arts discipline, shootfighting, jujitsu & tae kwon do. Titles in powerlifting, strongman, highland games and kettlebells

"An intense learning period for exercise practice that you can't get anywhere else with people you probably couldn't find together in one group if you searched a lifetime. Excellent and thorough knowledge by all instructors, especially Pavel. Scope is probably the broadest I have ever dealt with. Practical use is excellent."

Mario Civalleri, Fitness Consultant, Cantu, Italy

Athletic Achievements, training background or specialty:

Former National Level bodybuilder, 1999 Powerlifting World Champ, Former Paratrooper.

"A really complete and well structured course: Theory, practice, review, marketing. Nothing is left! Top quality of information. Full control from instructors (never had it before). Time to go deep in each argument. Extra time to refine skills. Professional teachers & champions: The best source of information."

Pat Cuntrera, Teacher/Trainer, West Paterson, NJ

Athletic Achievements, training background or specialty:

NSCA - CPT, Bronze medal/world record Goodwill Games 1994.

"Deeper scope and range of material than anything I have attended before."

Thomas Phillips, Special Education Teacher/ Owner personal training studio, Tinton Falls, NJ

Athletic Achievements, training background or specialty:

2002 Body-for-Life Grand master Champion. Certified personal trainer, sport specific trainer, certified stretching coach. Motivational speaker for EAS transformation camps. Owner of personal training studio, featured in Muscle Media, 4 times. Outside magazine, various local TV networks, various newspapers. Former basketball, baseball, cross country, boxing and various other sports competitively.

"Since I am a gym owner, I have been to a lot of different workshops: this one is by far the best. The quality of instruction and level of attention is second to none. This is the highest quality of instruction I have ever had, and I have been to some excellent workshops. Pavel and the Senior

RKC instructors are top notch. There is tremendous depth and it is extremely practical for anyone in athletics or just looking to get in shape. This workshop accomplished everything and more that I was hoping for."

Bruce Kelly, Personal Trainer/Strength & Conditioning Coach, Swarthmore, PA

Athletic Achievements, training background or specialty:

Trained athletes & clients for over 14 yrs. Train primarily HS and college athletes. Have CSCS, NSCA-CPT, USAW Sports performance coach & USATF level II sprints/hurdles coach. Will have MS in exercise science in Dec 2004. Have coached and taught squash for last 4 yrs. Masters All-American Indoors - 60-meter dash. Play senior men's baseball.

"The instructors were as better than any other clinic I've been to and that is a lengthy list. I enjoyed the combination of no-nonsense approach with humor and camaraderie. In their various disciplines or exercises the instructors were at the top of the pyramid. They have a way of distilling complex concepts to their simple essence. Great course, ton of info, great instructors, great community of folks from all over the world (literally)."

Kirsten Cummings, Personal Trainer, San Diego, CA

Athletic Achievements, training background or specialty:

High school & College All American 1st team in Basketball. Professional Basketball player 14 years. 2003 2nd in US Women's National Championships in Sailing Masters degree in bio Mechanics

"RKC training has taken away my frustration with the traditional method of strength training, and has given me a direction of where to go. RKC has given me science, logic, invention, and creativity in strength training. Pavel's ability to guide a question in order to get an answer is amazing. There is no text book to memorize. Instead, he uses the power of thinking to materialize into understanding and productivity."

As a life long athlete, it was extremely hard to retire from professional basketball of 14years because I felt I lost my identity as an athlete. Kettlebells has brought back the athlete in me. Moreover, it has allowed me to go further than where I was. Today, at 41 years old, I'm strong and more flexible then I was at the height of my successful basketball career."

Luc Readinger, Physician, Minneapolis, MN

Athletic Achievements, training background or specialty:

Martial Arts

"The RKC was incredible. I learned a ton and it had taken my own personal strength and conditioning training to the next level. An awesome fund of knowledge & insight. They

are doing to kettlebells/strength and conditioning. What George Washington Carver did with the peanut."

Ryan Lee, Fitness Entrepreneur

Athletic Achievements, training background or specialty:

10 years as a trainer and coach (sports med and HS strength coach) Track and Field sprinter - state champion in college. Specialize in online training and consulting.

"Informative and overall a great experience. I think every trainer and coach should be required to take this course! Quality of instruction was top-notch. Sr. Instructors were always available and patient. By far the most challenging and in depth training course I have taken, (and I have taken a lot of courses.)"

Zar Horton, Firefighter/Paramedic Special Ops Training Coord. Albuquerque, NM

Athletic Achievements, training background or specialty:

Personal Trainer 10yrs. Competitive soccer (17yrs), track (10yrs), Youth girls soccer coach. DOE certified instructor of intermediate force and ground control for law enforcement. Co-developer of Albuquerque Fire Dept Health/Wellness Program

"These 3 days were packed full of essential information on technique, principles, and other components. It was presented in a sequence and method that yielded proficiency in a short period of time. From the beginning, each principle stacked on to the next. I feel I walk away from this with complete confidence I can train people immediately to a high degree of proficiency. It is amazing the level of knowledge that was present on these grounds this weekend!! But more impressively was the ability of the staff to dissect and present that knowledge in an immediately understandable and useable way."

Terrence Thomas, Health, Sports Conditioning, Rehab Consultant, Miami, FL

Athletic Achievements, training background or specialty:

I have been an athlete all my life. From a nationally ranked sprinter as a youth to HS wrestling and football, to martial arts.

"It was the best decision that I have made in many years in regards to advancing my personal fitness levels and career. The course was far beyond what I expected. All of the instructors are top shelf and exude what kettlebell and hard style strength training is all about. To use one word: Outstanding! I'm a strength coach and have studied with some brilliant people and the knowledge of the RKC Instructors are just as or even more knowledgeable as they are. I learned from each and every instructor. The information is practical, universal, and extremely effective. It has been life changing as far as I'm concerned."

Announcing:

The Power to the People! Team

The Raw Deadlift is What We Do AAU Nationals, October 14-15, 2005, Richmond VA

Party members are having a grand time deadlifting in their garages and 'courage corners'. Time to step up to the plate and compete! Enter the Power to the People! Team. Mutants and regular hard comrades alike are welcome to join. The minimum requirements:

Men under 198 pounds - a 2.5 bodyweight DL
Men over 198 pounds - a 500 pound DL
Women - a 1.5 bodyweight DL

You must qualify in the late spring/early summer, the details to be announced in Pavel's free newsletter. Subscribe on DragonDoor.com. To talk training go to www.DragonDoor.com/forum
Team Captain: Brett Jones. Team Advisor: Charles Stocking



AAU Single Lift Raw Deadlift American Records (lbs.)

Mens			Womens		
Weight	Class	Record	Weight	Class	Record
114		340	97		248
123		407	105		198
132		-	114		300
148		495	123		319
165		540	132		259
181		650	148		325
198		660	165		363
220		660	181		369
242		705	198		341
275		838	198+		391
319		700			
SHW		733			

Rewrite the record tables!

Power to us!

"In *Full KONTact Kettlebells Vol. 2* Steve Cotter reverse engineers the body language of an expert fighter through expert use of Russian kettlebells. Even if you are not a fighter, buy this DVD for three unique midsection drills and Cotter's trademark leg exercises applicable to many sports."

—Pavel Tsatsouline, Chief Instructor, Russian Kettlebell Challenge

FULL KONTACT KETTLEBELLS VOL. 2

APPLIED STRENGTH

THE MARTIAL ART OF STRENGTH TRAINING SERIES

Volume 2 of this powerful conditioning series, *Applied Strength*, brings kettlebell training to the pinnacle of functional strength training—fighting strength. Never before has the kettlebell been presented so clearly as a tool for developing fighting technique and power. National Kung Fu Champion, Steve Cotter shows you how to use utilize your kettlebells to strengthen specific Ranges of Motion that will improve your leverage for striking and throwing techniques.

Learn how the body mechanics needed to move heavy loads can be applied to moving opponents in the ring, on the field, or in your arena of choice. Steve Cotter shows you how combining strength training with precise movement and correct positioning gives you the advantage over your competition!

Steve Cotter is a world-renowned martial artist and strength & conditioning specialist. He has merged his experience as a US National Full Contact Kung Fu Champion, internal martial art instructor and cutting-edge trainer with his expertise as a Senior Russian Kettlebell Challenge instructor to develop innovative and comprehensive programs for martial artists and other combat specialists.

With his 25 years of experience as a world-class martial artist, athlete, and coach, he specializes in the design and supervision of perfectly balanced training programs for fighters and other individuals committed to serious conditioning and fitness. His unique approach bridges time-tested training methods of the internal martial arts and the latest research-based modalities for athletic training. The end results are maximal mind-body performance, deep strength, and unsurpassed athleticism.

One of the characteristics that separates Steve among trainers is his ability to apply simple concepts and techniques into a martial context. Every useful technique is either a martial technique in disguise, or a conditioning method to augment overall skill development. Considered by many to be the world authority on one leg squats and low basin strength training, Steve is uniquely qualified to help his students lay the foundation for power development in his or her chosen application

Full KONTact Kettlebells, Volume 2 gives you a whole new way of understanding strength training for martial arts. The lifts are taught from the perspective of practical application. For the first time, Steve Cotter shows you step-by-step how you can use kettlebell training in a way that will prepare your body most effectively for the specific demands of martial arts and impact sports.

CONTENTS

Qigong Preparation and Warm-Up:

- **Learn to release the tension** and enter your training with complete focus
- **Coordinate** your neuromuscular system through deep breathing and rhythmical movements
- **Massage** the internal organs for health and learn how to brace for heavy loads with diaphragmatic breathing

Kettlebell Techniques and Applications:

Kettlebell Techniques and Applications:

- **Conditioning** in positions of strength and positions of Extreme Compromise
- **Shuffling:** Learn distancing and controlled movement
- **Lateral Shuffling:** Evasion for counter-attacking
- **Weaving:** Slipping with follow-ups
- **Dragon Twisting:** assorted take-downs

amazing core and grip strengthener; grapplers will throw their opponents around with the strength developed here

Duck Squats and Walking: develop 'springy leg' endurance and freedom of motion in all ranges and directions

Duck Walk and Press: an amazing whole body coordination exercise, this makes all your lifts easy by comparison

Side to Side Creepdown and Press: this goes well beyond basic training and will open your hips like no other drill

Dynamic Flexibility:

Shoulder Dislocates and Figure 8: opens the chest and keeps the shoulders supple and pliable – very important for grapplers

Side-to-Side Creep Down/Cossacks stretch: fundamental for applying low stance applications such as grappling and take downs, blocking, tackling, etc

Rotations: strengthen the abdominal obliques while maintaining a tight guard; **Overhead rotations** are an advanced core strengthener; develop the muscles used in 'short-range' striking

Bagua Circular Stepping: precise footwork and base lay the foundation for positioning in all forms of movement. For martial arts, evasive footwork and continuous movement develops pinpoint accuracy and balance. As a form of exercise this pattern loosens every joint in the body. This takes your spatial awareness to another level!

Hook Swings: train the stance and torch the abs, grip and arms; develop rock-like stability in your movements

Lateral Swings with pivot step: centerline practice develops great body control while blasting the lats and obliques; simple and powerful as a self-defense maneuver

Rotations with Iron Wall: This kick defense trains every aspect of the abdominals through its tri-planar stabilization; try this and you'll never lie down to train your abs again!

Catch & Sweep: this devastating throw is a great way to train flexibility and build powerful thighs. Your legs will come alive!

Clean & Drop: strengthen and loosen the hips; shows how a powerful stance can repel would-be attackers

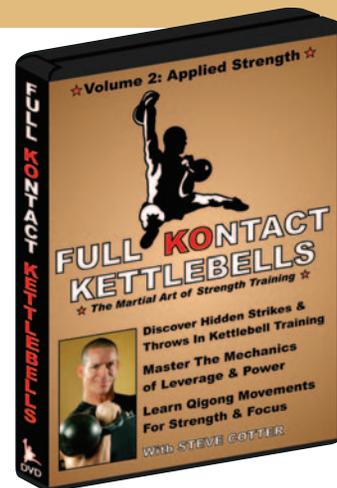
Alternating Snatch: a great metabolic conditioner; and a surprisingly effective tactic for self-defense

Screw Press: this old-time classic builds a thick, powerful waist, and lays the foundation for brutal hip and shoulder throws.

General Conditioning and Agility for Martial Arts and Impact Athletes:

Multi-Level Slipping: for pronounced hip strength and flexibility, this is a killer and will challenge everyone; drop sets for the hardcore!

Towel Swings: 5 levels different levels, from beginner through advanced, this is an



Full KONTact Kettlebells Volume 2: Applied Strength

The Martial Art of
Strength Training
With Steve Cotter

Running Time: 55 minutes
DVD #DV025 \$47.95

"As a Police Sergeant and a Defensive Tactics Trainer for the San Diego City Schools Police Department, I can honestly say that I credit much of my success in law enforcement to the training I received from Steve's company, Limit-Liability Corporation (LLC). Steve's new training methods have been embraced by local law enforcement and have influenced Defensive Tactics training throughout the County of San Diego. Steve's Full K.O.ntact Kettlebells training program is phenomenal."
—Sergeant Rueben Q. Littlejohn, San Diego City School Police Department

"I just wanted to congratulate you on your great work. The explanations are thorough, logical, and you've done a great job in explaining the martial arts carryover from KB training."
—Charles Staley, Staley Training Systems, Las Vegas, NV

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www.hard-style.com

HOW AN OLD-TIME STRONGMAN FEAT WILL MAKE YOU A BETTER WRESTLER OR GRAPPLER

BY STEVE COTTER, CSCS, RKC SR.

Throughout time there has been an important connection between strength training and the fighting arts. In the grappling arts, such as wrestling or judo, every slight movement can end in a devastating throw, or painful lock. As in all martial arts, the movements and strategies must all develop from a balanced position.

For this reason, a strong torso is fundamental to generating the type of leveraged forces needed to successfully grapple with an opponent. This area of the body controls the degree of force that can be transferred to the limbs.

One of the best strength training exercises for learning how to develop powerful leverage is the classical strongman lift, the Bent Press. In *Applied Strength*, the new *Volume 2* of the *Full KOnTact Kettlebells* DVD series, I use kettlebells to demonstrate the Bent Press, or what I like to call the Shoulder-and-Hip Press, and then show you how the strength developed in that lift can be used to throw an opponent with a bone-jarring shoulder or hip throw.

Because of the valuable lessons that your body learns while practicing the Bent Press, you will be able to more effectively integrate the acquired strength into your shoulder and hip throwing techniques. For example, a primary component of throwing is learning how to establish a stable base and how to use the hip as a wedge. By establishing a solid position and wedging the hip into the opponent's center of mass, a smaller person can quite easily lift a larger person off the ground, effectively breaking his root and thus connection to the ground. Both of these fundamental skills, creating a solid base with the feet and leveraging the hip, are accentuated by the Bent Press technique.

Further, the Bent Press requires a solid linkage between the arm and the body. The ability of the arm to remain stable within the shoulder socket,

while simultaneously applying rotational force from the torso, is another important element that is required in grappling, in order to transfer power and avoid injury. The Bent Press is a tremendous tool for teaching this arm-body connection, because you discover how to engage the lat muscles in order to reinforce the arm. The increased stability that comes from this arm-body connection will provide more impact when you seize your opponent, because he will not be able to escape by working against your arm. He will have to work against the linkage of your entire musculature, which is very difficult to do.

When applying the alignment principles found in the Bent Press to a grappling situation, you will find that you are able to place your feet more securely, wedge your hip deeper into your opponent's center, and link your arm to your body as you brace your opponent's arm, body, or clothing. More specifically, as it relates to martial art applications, the insertion of the hip under the KB, the positioning of the feet, and the degree of flexion in the torso all very closely mimic the ranges utilized in the execution of a shoulder or hip throw.

Developing strength and freedom throughout a complete range of motion means that you have more variables at your disposal, making your technique more versatile and effective. For example a flexible low back and strong hips allow for low basin techniques, in which you can drop down below the opponent to increase leverage, while maintaining mobility. As the Bent Press teaches, you will learn how to drop your stance and wedge your center below the point of counter, making your throws more difficult to defend against.

Practice this classical lift to develop the strength, balance, and coordination and learn how to apply this strength into more effective throwing techniques.



The Bent Press is a tremendous tool for teaching this arm-body connection, because you discover how to engage the lat muscles in order to reinforce the arm.



Steve Cotter is the creator of Full KOnTact Kettlebells™, the acclaimed strength and conditioning DVD series. A 2-time USA National Full Contact Kung Fu champion and a Senior Russian Kettlebell Challenge instructor, Steve is regarded as the world authority on single leg squatting and deep stance training. His unique approach bridges time-tested training methods of the internal martial arts and the latest research-based modalities for athletic training. The end results are maximal mind-body performance, deep strength, and unsurpassed athleticism. For information on Steve's Full KOnTact products and services, visit his website, www.fullkontakt.com.

FULL KONTACT KETTLEBELLS

THE MARTIAL ART OF STRENGTH TRAINING

- Hit **HARDER** and **FASTER**—for a quicker victory in any fight
- Have **ENDURANCE** to spare—outlast your exhausted opponent every time
- Develop explosive, short-range striking **POWER**—and hammer the most resilient fighter into a stunned heap
- Build **STRENGTH** at all angles—be impregnable where you used to be a sitting duck
- Get the dynamic **FLEXIBILITY** to escape any jam—for the winner's edge in every conflict
- Absorb all drills effortlessly—thanks to multiple camera angles and super-clear demos
- Master bodyweight exercises—then graduate to super-powerful, weighted drills
- Discover how to brace your body for heavy impact—and deny entry to the most dangerous strikes
- Identify and avoid the errors that can lead to career-threatening injuries
- Master the principles behind the techniques—to build an instinctive advantage in sudden, unexpected attacks

Steve Cotter became a Champion by discovering what works—and what doesn't—in the brutal world of Full Contact Martial Arts. And he holds nothing back when he shares his formerly closely-guarded training secrets in this power-packed program.

Now there is no excuse for fighters to train like bodybuilders! Full KONTact Kettlebells: The Martial Art of Strength Training will take your speed, power, flexibility and endurance to levels beyond what you ever dreamed possible. Hit harder than ever before and smile as your opponents bounce off of you. discover how to maximize your power in every movement by applying the best in resistance training with proven, no-nonsense martial arts principles.

Full KONTact Kettlebells: The Martial Art of Strength Training lays the foundation for power development by teaching and explaining how to create a strong connection to the ground via the legs.

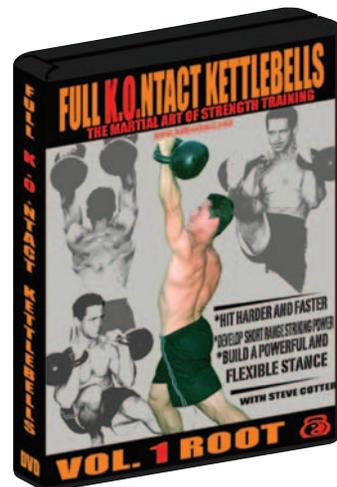
This DVD will not only show you HOW to condition for martial arts, but explain WHY, so that you will maximize your training time and gain immediate results in your performance!



Martial artists have long been admired for their speed, power, and body control. Watch your fighting ability skyrocket as a Full Contact Champion takes you step-by-step through the most important strength training secrets for martial artists. Never before has such a thorough strength training program been available for combat athletes.

Steve Cotter will teach you the martial art of strength training. Get ready for extraordinary results, whether you want to hit harder or lift heavier. Full contact titles or 140lb. one-legged squats, anyone?

—Pavel Tsatsouline, author of *The Russian Kettlebell Challenge* and *The Naked Warrior*



Full KONTact Kettlebells:
The Martial Art of Strength Training
With Steve Cotter

Running Time: 44 minutes
DVD #DV010 **\$44.95**

Partial Contents of The Martial Art of Strength Training:

Section 1: Basic Mobility Drills

How to stand—the importance of foot placement
Develop “root”—strengthening your connection to the ground via the legs to increase full body linkage
Transfer power through the legs
Horse Stance for rock solid stability
Learn bridging tactics—how to close distance to the opponent
Forward and Rear shuffling
Lateral shuffling
Lateral shuffling and weaving
How Kettlebell training complements and enhances Martial Art training

Section 2: Kettlebell Basics: Movement within Stillness

Review of KB basic techniques
2 hand swing—use this drill to teach the powerful hip snap necessary for martial arts application
1 hand swing—learn the proper wrist alignment for effective punching
Clean—the importance of the clean for combat athletes
The basic guard position
Proper application of tension and “bracing” for shock absorption
Learn to use the “issuing point” on the

palm for powerful striking
Double clean- develop an impenetrable “iron vest”

Section 3: Kettlebell Basics: Lateral Weaving and Shuffling

Learn the universal principles behind the techniques
Position of Strength—the ideal: contracted and ready for impact. Coiled and ready to strike
The reality of exchange—why we must train for the unexpected
Positions of “Extreme Compromise”—how and why it is important to train in both extremes.
Learn to be strong even in positions of extreme compromise
How to get back to a position of strength
KB Rack Position—learn how to brace for impact
Rack walk
Rack shuffles
Rack weaving
KB Jerk Position—be strong in a compromised position. Develop linkage by connecting the core with the stance
Jerk walks
Jerk shuffles
Jerk weaving

Section 4: Dragon Twisting—Low Basin Power

Develop explosive power by linking your entire body to your stance
How to be mobile while remaining stable
Root—the body is the tree, the legs are the root
Learn the coiling power of a serpent—the whole body moves as one unit
Build springy legs for bone crushing kicks and an immovable stance
Develop pinpoint footwork and balance—teach the body to be self-correcting so that you never lose balance

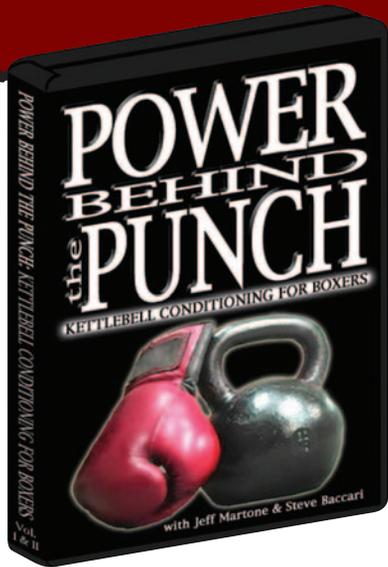
Section 5: Dynamic Balance

Specificity of Balance Training—Why martial artists need to train balance dynamically, rather than statically—external forces are always present
1 Leg Deadlift—“stop” the body on 4 sides for stability
Create a strong intent behind your movements
1 Leg DL with Kicks—stronger root = stronger kicks
Develop a powerful midsection for purposeful movement

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



Power Behind The Punch: Kettlebell Conditioning for Boxers

With Jeff Martone and Steve Baccari
Running Time: 90 Min

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

Two Volume Video Set #V113 \$59.95

NEWSFLASH!

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

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

— Pavel Tsatsouline



Proven, comprehensive strength and conditioning program:

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

Contents

Volume I

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

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

Strength Base: Deadlift, Military Press, Decompression Hang

Volume II

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

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

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

*includes dumbbell variations

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

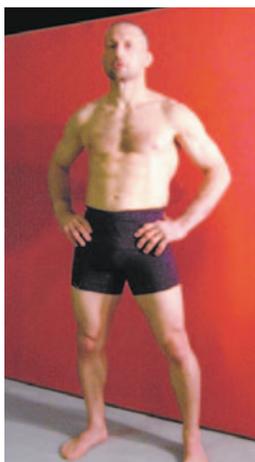
"How do I put *The Russian Kettlebell Challenge*, *H2H Kettlebells*, *Power to the People*, and *Bullet-Proof Abs* together into a powerful, brief, and fool-proof routine?" – The answer is *Power Behind the Punch!*

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

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

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

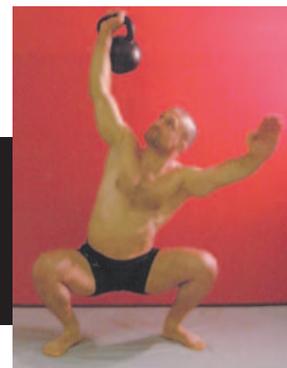
—Steve Maze, Boxing Coach, South Shore PAL, Quincy, MA



STEPHEN MAXWELL'S

Cruel and Unusual Kettlebell Exercises

FOR REAL MEN



NOW ON DVD!

Running Time: 35 minutes

Video #V109 \$39.95

DVD #DV020 \$39.95

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

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

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

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

Workout One

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

Workout Two

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

Workout Three

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

Special Bonus Workout

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



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

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

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

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

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

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

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

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



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

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1+1=3: HOW TO SUCCESSFULLY BLEND

TRAINING APPROACHES

BY BRETT JONES, CSCS, RKC SR.

One of the most common questions asked by people pursuing strength and conditioning is: "How do I combine the approach A and the approach B?" In reference to the Hard Style of training this usually means combining the *Power to the People!* style of strength training with the RKC style of kettlebell conditioning. While there are many ways to accomplish this, most trainees either seek to separate the two or do both and end up with too much on their training plate.

The hard truth of combining methodologies is that you have to be willing to walk the line between doing too little and just enough. Deadlifting places a great strain on the lower back musculature as maximum strength is built. Kettlebell ballistics place an additional strain on the lower back as strength-endurance is developed.

The answer to combining the two is to perform enough to force adaptation and treat the training as a way to produce results rather than a workout. This is an expansion on the idea of approaching training as 'practice' rather than a 'workout'. Doing just enough and not being fatigued and 'worked out' is a bitter pill to swallow for most trainees. Trusting that enough work has been done to produce results is a must.

So a sample routine combining PTP and RKC style training might look something like this:

1. Windmill - 1 set of 4 reps each side (light to moderate weight)
2. Barbell Side press - 2 sets of 5 reps
3. Weighted pull-ups - 2 sets of 3 reps
4. Deadlift - 7 singles @ 75% of 1RM

5. Pistol squats - 1 set of 5 reps each side
6. Kettlebell Snatch - 5 sets of 5 reps each side (moderate to heavy weight). Substitute swings for snatches if wanted.
7. Stretching

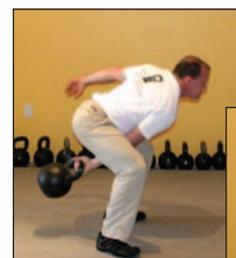
The above routine is a general training routine focused a bit more on strength than endurance. If endurance were the goal then you would cut the sets to one and increase the kettlebell work at the end. Performing a 5-minute Secret Service Snatch test at the end instead of the 5 sets of swing would do the trick. While the above routine could be implemented for a three day a week type of training, you could easily make it a daily routine either by dropping a set or decreasing the reps; another option is to reduce and cycle the resistance. Do the same thing all the time without doing the same thing all the time. Simply make the routine look different each time you perform it. 'Same but different.'

So there you have it, a simplified method of combining two training approaches that respects the fact that the whole is greater than the sum of the parts. In the world of training only the weights add up in a linear fashion. When you start blending methodologies 1+1 will equal 3 or more. So the art becomes adding enough of a specific approach to the mix so that it enhances the brew and doesn't turn it sour.

Brett Jones, RKC Sr., CSCS is the eleventh person in the world to bend Iron Mind's Red Nail™ and the author of the *Kettlebell Basics for Strength Coaches and Personal Trainers* DVD. A San Diego based strength and conditioning professional, Brett specializes in combining a variety of training tools and approaches, including grip training, to maximize athletic performance. E-mail Brett Jones at breakingstrength@yahoo.com to enquire about his consultation and training services.



Brett Jones mixes it up with Turkish get-ups and swings. Bending iron is next.



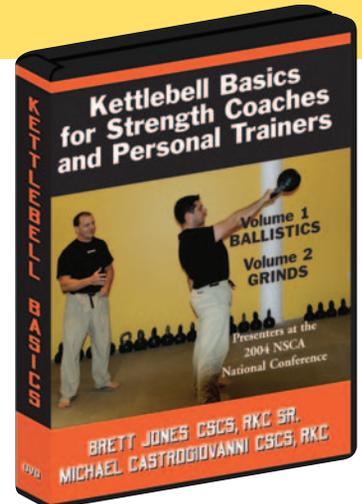
TRAINERS... COACHES... ANNOUNCING:

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

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

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

—Pavel Tsatsouline, Chief Instructor, Russian Kettlebell Challenge



HIGHLIGHTS OF VOLUME ONE

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

HIGHLIGHTS OF VOLUME TWO

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



Kettlebell Basics for Strength Coaches and Personal Trainers

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

Volume 1 – Ballistics
Volume 2 – Grinds

Running Time: approx two hours
DVD **#DV026 \$67.95**

ABOUT THE AUTHORS

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

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

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How to Develop a Powerful Grip, Solid Core and Agile, Explosive Strength



Jeff Martone demonstrates 30 innovative and progressively challenging H2H Kettlebell drills that will catapult your explosive strength, stamina, and hand to eye coordination to a whole new level.

The H2H drills will add a new dimension of variety, enjoyment, and intensity to your current high-repetition Kettlebell routines.

"Exceptional conditioning while having a great time - this is what Jeff Martone's video is all about. The H2H KB drills are addictive, you will not want to put your kettlebell down."
—Pavel Tsatsouline

"I highly recommend this video for anyone who has mastered the basic kettlebell drills and who wants to take

their grip, abdominal, and coordination training one step further."
—Rob Lawrence, PA

"The exercises are challenging, different, and fun! I have always enjoyed kettlebell lifting, but Jeff's unique approach has added a whole new dimension of possibilities to my training."
—Dave Finley, OH

Jeff Martone Stopped Arnold Dead in His Tracks With His Amazing Display of Hand-to-Hand Kettlebells, Columbus, Ohio, March 2, 2003

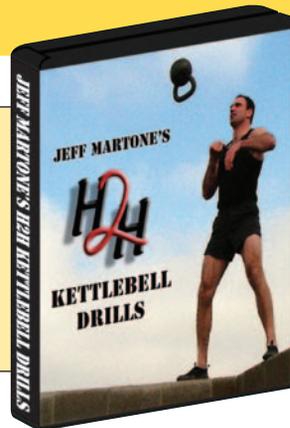
Arnold congratulated Jeff and told him how happy he was to see these great old strongman techniques being brought back into style. Arnold said he just loved to see that old-school power and grace back in action.



About Jeff Martone

Martone is a former senior instructor of the Agent Candidate Physical Training Program for the nuclear security teams of the US Department of Energy. When Martone took the position of the Physical Training and Combative Coordinator at the Direct Action Resource Center, the largest urban warfare training center in the US, Jeff started teaching his H2H kettlebell techniques to various federal, state, and local law enforcement agencies. They were an instant hit among the people who rely on their conditioning for their lives.

"If you liked the material on Jeff's first DVD, then you are going to absolutely, positively love the material on the second one. He's taken KB juggling, not to another level, but to another planet altogether. There is enough new material here to keep you busy non stop for weeks."
—Mike Krivka, RKC



Hand-to-Hand Kettlebell Drills: Explosive Strength & Stamina for the Combat Athlete

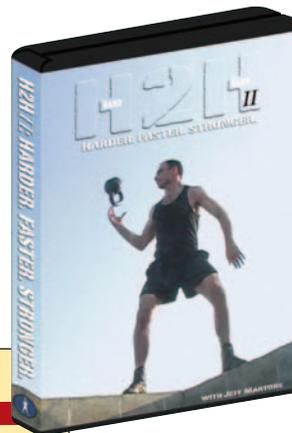
With Jeff Martone

Running time: 57 minutes

Video **#V112** **\$39.95**

DVD **#DV011** **\$39.95**

- **Dramatically increase** your explosive strength, stamina, and agility
- **Improve** your hand-to-eye coordination and hand speed
- **Up** your grip strength
- **Enhance** the shock absorbing qualities of your connective tissues
- **Strengthen** every fiber in your body
- **Maximize** your athletic performance



50 innovative drills that will take your H2H kettlebell training to an advanced level. This fast-paced sequel is not for beginners and will prove demanding for the most seasoned gireviks.

H2HII: Harder. Faster. Stronger.

With Jeff Martone

Running time: 54 minutes

DVD **#DV019** **\$49.95**

Benefits:

- **Dynamically strengthens** core muscles
- **Increases** balance and agility
- **Sharpens** reflexes
- **Enhances** functional joint strength
- **Relieves** the boredom of traditional training regimes

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

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



Praise for *Tactical Athlete Pull-Up System*

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

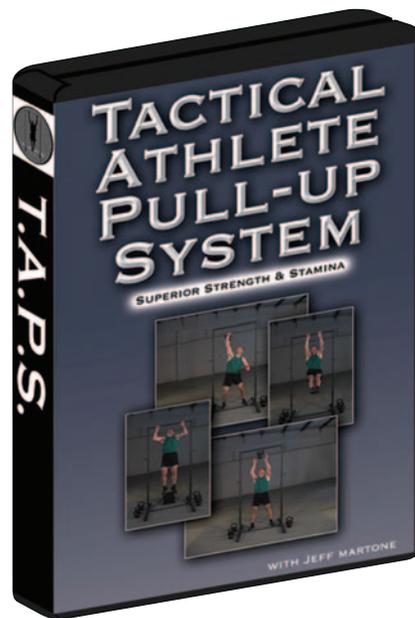
“Jeff’s TAPS DVD is a must have for anyone that is serious about strength and conditioning. To be honest, at first I was wondering what was going to be on the DVD. After all, there is only so much you can do with a chin-up bar right? Wrong! Jeff goes over some really cool ab exercises that I have never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

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

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

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

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



Tactical Athlete Pull-Up System

With Jeff Martone

Running time: 34 minutes

DVD #DV016 **\$39.95**

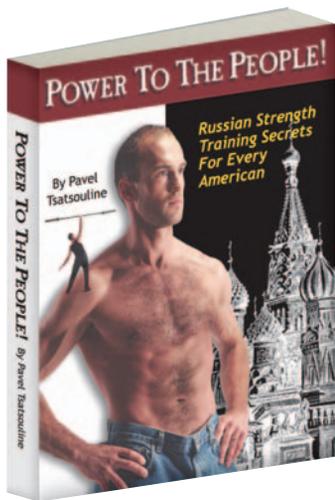
The 11 individual exercises plus 11 innovative total-body exercise circuits:

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

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

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

Power to the People!

Russian Strength Secrets for Every American Book By Pavel Tsatsouline

Paperback 124 pages 8.5" x 11"

#B10 \$34.95

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



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

—Dan McVicker, Boulder, CO



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

—Wyldman, Kansas City, KS



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

—Tyler Hass, Pullman, WA

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

—Ichiban, Columbus, OH



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

—David Cooke, Atlanta, GA



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

—Clarence Bass, author of *Ripped 1, 2 & 3*.



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

—John Quigley, Hazleton, PA



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

—Jonathan Lawson, *IronMan Magazine*



“I have been a training athlete for over 30 years. I played NCAA basketball in college, kick boxed as

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



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

—Lawrence J. Kochert



“Like *Beyond Stretching* and *Beyond Crunches*, his other books, this is great. I think that it is the best book on effective strength training that I have ever read. This is not a book just about theory and principles. But Tsatsouline provides a detailed and complete outline of an exact program to do and how to customize it for yourself. It is very different from anything you have probably every read about strength training. The things he teaches in the book though won't just get you strong, if you want more than that, but can make you look really good—lean, ripped, and/or real big muscled if you want it. It's a very good book; the best available English-language print matter on the topic of strength training.”—Dan Paltzik



“Using Pavel Tsatsouline's weight training methods from his book *Power to the People* gives you the feeling that you can take on the world after only a 20-30 minute workout! Tsatsouline's book is written with such cleverness, clarity, and detail that I couldn't put it down. I am thoroughly enthusiastic about weight training where my past indoor training consisted only of Yoga postures. I would recommend this book to anyone interested in enhancing their performance on the job, in weight training, and in other athletic pursuits. Pavel's genius is that he can take a complex subject like weight training and design a program that is enjoyable, efficient and gets fast results. He has done the same thing for abdominal development and stretching.”

—Cliff D.V., Honolulu, Hawaii

Decoding the “Russian Mystery”

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

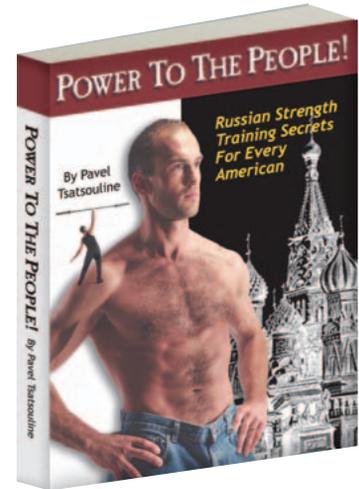


“You are not training if you are not training with Pavel!”

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

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

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



Power to the People!

**Russian Strength Secrets
for Every American**

By Pavel Tsatsouline

Paperback 124 pages 8.5" x 11"

#B10 \$34.95

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



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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

How to Develop a

"POWER PRESENCE"

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

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

Do you have a "power presence"?

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

You can't fake it!

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

The look comes from cultivated power

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

Start deadlifting!

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

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

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

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

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

Start side pressing!

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

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

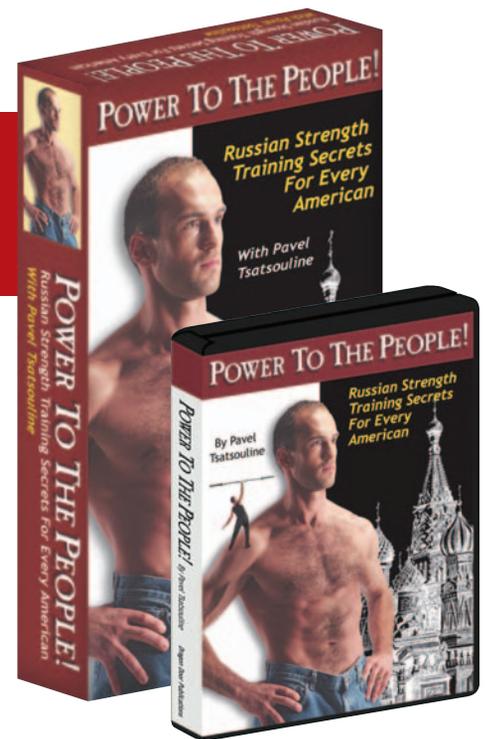
What else? – 'Instant strength techniques'

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

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

Now, you don't have to be an elite lifter with decades of experience to take advantage of these incredibly powerful ways of aligning your body for maximum power. Hit 'Play'!

Power to you!



Power to the People!

Russian Strength Secrets
for Every American DVD

With Pavel Tsatsouline

Running Time 47 Min

Video #V102 \$29.95

DVD #DV004 \$29.95



Whatever your current
workout program, just
download Pavel's strength
techniques for an immediate
improvement in your results.

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



www.hard-style.com

Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Power to the People!*:

Wired for power: superstrength without bulk

How to install a 'muscle software' upgrade into your nervous system and improve your strength and muscle tone...Why the fascination with bodybuilding has led to a decline in effective strength training... Futuristic techniques which enable you to squeeze more horsepower out of your body-engine.

Tension! What force is made of

How tension generates force...How to maximize muscular tension for traffic-stopping muscular definition...The five keys to high tension training...The inverse relationship between velocity and strength...Flexing to maximize tension...The function of the mechanoreceptors in regulating strength...Using Henneman's size principle to maximize muscular recruitment...Why high values of fatigue and tension are mutually exclusive.

Training to failure—or to success?

Why the strongest men and women in the world have never trained to failure...Why intensity is the single most important factor in strength training...The fallacy of 'pushing to the limit'...The only scientific definition of weight training intensity... Pushing the limits of weight/training, not reps/exhaustion...Why training to muscle failure is counterproductive... Greasing the neural groove using the Hebbian rule.

Don't water down your strength with reps and fatigue!

How to minimize various types of fatigue and get the most out of your strength training...How to ensure high energy after your workout...Why performing more than five reps per set hinders strength development...Why you need to increase the rest intervals between sets...Why it's best to do only two sets...Why you need to pause and relax between reps...How to build greater ligament strength by "locking and loading"...Surprising advice on how often to practice a lift for optimal gains.

More low rep advantages

Three reasons why heavy low rep training is the safest way to lift... Why the stabilizing muscles are prematurely fatigued during high-rep sets... Why most serious injuries occur during fatigued states...Why bodybuilders suffer from more pec tears than powerlifters...the significance of concentration for injury prevention...Low reps for a better quality of life...Why heavy low reps can have a tonic, energizing effect on the nervous system.

Rigor mortis, or why high reps failed to tone you up

Why going for the 'burn' doesn't work...What is 'real' muscle tone and how do you get it?...building muscular tension from neurological activity, not energy exhaustion...Increasing muscle tone through a more alert nervous system...Why strength and tone training is the same thing...why deadlifts work best for steel glutes...How to get maximum definition in your triceps...Why training heavy is the best way to get ripped.

"But I don't want to bulk up!"

Why lifting heavy doesn't have to translate into bulking up...What makes a biceps grow?... How to get stronger and harder without getting bigger...minimizing muscular tear-down and reconstruction... Increasing your muscles' packing density...Why a denser muscle is a harder muscle.

"Machines are the wusses' way out"

Why it's safer to use free weights than machines...And why using the strength built on an exercise machine is like shooting a cannon from a canoe...How machines create micro-trauma, pattern overload and eventual injury...Why the Soviet Olympic teams considered free weights their best chance for winning a Gold.

Isolation exercises, Frankenstein's choice

The dangers of isolation exercises...Paying attention to the kinetic chain for optimal performance...The importance of building inter-muscular coordination for functional strength...Why deadlifts can help you run faster and jump higher.

Irradiation: the science of getting strong and hard with only two exercises

The Sherrington Law of Irradiation...The neural 'turn on'...How a hard-working muscle can cheerlead its neighbors into amplifying their strength...Why compound exercises are more effective strength builders than isolation moves...Designing a superior efficiency

strength workout... Starting a chain reaction and bringing every muscle in your body into play...portrait of the deadlifter as supreme muscleman...Why the deadlift is THE exercise of choice for everyone, from computer geek to Olympic athlete...Why the deadlift is more effective than the squat... How the deadlift strengthens the lower back, traps, scapulae retractors, lats, forearms, and hamstrings... Why the deadlift may be the best abdominal exercise, bar none...How to develop your pressing prowess...How to correctly perform the side press.

How to emphasize your problem areas without adding exercises

How to shape your body with only two exercises...Why you cannot reshape an individual muscle...Why genetics makes a difference... Tweaking the basic drill to shift a lion's share of the load to your problem area...Specializing on your weakness while working the rest of your muscles adequately—without adding exercises.

How to become a bear: a Soviet commando's muscle building secret

If you want massive muscles and awesome strength...How a Russian trooper was able to sport sixteen inch arms-of-steel in just two months of training—and go on to lift 40-50 tons every workout...How compression of rest intervals promotes growth hormone production and maximizes testosterone.

Last three pieces of the big biceps puzzle

How to build huge muscles on a program of deadlifts and presses only...What, how and when to eat for maximum gains...The importance of rest...Why you need to reduce stress to protect your gains—and how to do it best.

Virtual masculinity, or "Can I get built up with a very light weight by pumping my muscles up?"

'Muscle spinning', 'fake' muscle growth and the Potemkin village phenomenon...The two types of muscle growth—which one maximizes strength and makes you rock hard.

On variety, soreness, and keeping things in focus

How the rebound phenomenon affects your strength program...Mastering the magic of effective exercise variation...The danger of switching routines...The importance of focused superhuman effort...How to remain relatively free of muscle soreness...The benefits of simplicity over complexity.

Cycling: the Russian breakthrough for continuous improvement (and an excuse to work hard part time)

The fallacy of the Milo myth...The pitfalls of over-prolonged training...Making improvements through reduction...Periodization or cycling—a revolutionary approach to strength training...How to make gains year after year...Why 'softening up' can reward you with new strength breakthroughs...The ultimate formula for strength...How to gain beyond your wildest dreams—with less chance of injury...How to avoid burnout...How to perform the Linear Cycle for new personal records... Wave cycling and dealing with gaps in your training...The Flexible Wave Cycle... The Structured Wave Cycle... The Step Cycle.

Hyperirradiation: how to boost your strength and safety at the same time

How to hack into nature's neural software to maximize strength training effectiveness and efficiency...The reflex arc for easier, safer deadlifts...How to milk irradiation for all its strength amplifying worth...Hyperirradiation—the high intensity, immediate gratification technique for massive strength gains...How to increase your bench press by ten pounds overnight... Three 'Anti-isolation' techniques for added strength and greater workout safety...How Japanese sanchin techniques can add power and stability to your training...The importance of full tension...How to avoid dissipating your strength...The three greatest benefits of hyperirradiation.

Hard abs + strong hands = powerful body

Stimulating the forearm musculature for enhanced lifting ability...The importance of grip strength... Avoiding ligament damage and carpal tunnel syndrome...Abs—the weak link limiting everyone's performance...How flexing the abs amplifies the power of your lift.

Power breathing: the karate secret of superstrength

How to elevate intra-abdominal and intra-thoracic pressure for additional power...The pneumo-muscular reflex...How to potentiate 'muscle excitability' for further strength gains...How to safely hold your breath for greater lifting power—and when the Valsalva maneuver may be contraindicated...Why you shouldn't wear a lifting belt...The best-ever ab exercise?...Avoiding back injuries and hernias...Increasing your overall strength with the pneumo-muscular reflex...Rectal sphincter contraction for amplifying strength... The eight most effective breathing habits for lifting weights.

Slow and steady wins the race

How to simultaneously maximize training effect, safety, and performance...The benefits of slowness...Why gymnasts have the most spectacular muscular definition...Why ballistic cheating is a loser's game...Straining and grinding for maximum lifts...How the firing rate burst can turn you into a lifting crash-and-burn victim...How gunning the weight can kill your lift...Super slow for massive go...Teaching your nervous system how not to give up.

Feed-forward tension—how to acquire the strength of the mentally deranged

Frantz's Third Commandment of Powerlifting...How to trick your feed-back loop and surge to new strength gains...Pulling the brake from under your gas pedal... Disinhibition training, the hottest new direction in strength training...Employing feed-forward tension to maximum advantage... How 'virtual lifting' builds strength...How to successfully ignore reality...Using internalization as a secret weapon in strength training.

Pre-tension for max power and safety

Maximal flexing of the muscles for greater strength and safety... The three types of contraction and which gives the highest values of tension...The secret that separates elite athletes from 'also-rans'. Successive induction: how to get a strong biceps by contracting your triceps Why antagonist pre-tensing, or successive induction, contributes lasting changes to your strength...Successive induction for superior joint stabilization and reduced joint stress.

On shoes, gloves and mirrors

Less strength, more injuries—why it's better not to wear shoes when you lift—and what to wear if you have to... Achieving a power boost with the positive support reaction...Sensitizing the extensor reflex receptors for heavier lifts...Why wearing gloves weakens your presses... Why mirror-gazing can be the difference between mediocrity and greatness...Blindfolded lifting for developing superior 'muscle-joint sense' and better body awareness.

Power stretching

Becoming super strong and living to tell about it...Speeding recovery and reducing injury with power stretching...Increasing muscle growth 334%—with progressively more intense stretching... 9.4% strength increases using Loaded Passive Stretches between sets...Why Eastern European sports scientists consider stretching a form of strength training...The importance of Shutdown Threshold Isometrics and Fascial Stretching.

The drills

Forging your body into an off-planet rock...The only equipment you need...Loading correctly...Performing a deadlift correctly...Grip, posture, breathing...How to lower the weight...The five keys to an impeccable deadlift... The Sumo Deadlift for steel glutes...The Modified Romanian Deadlift for stronger hamstrings and granite calves... The Duck Deadlift off a Platform for eye-popping quads... The Snatch Pull for rock hard lats and upper back... The Clean Pull for exceptional hand and forearm strength...The Deadlift Lockout for midsection, traps, and grip emphasis... The Side Press—seven reasons to make it the press of choice... The Floor Press for pec emphasis... The Curl Grip Floor Press for biceps and lateral triceps emphasis—and for fixing wrecked shoulders... The Barbell Curl—for those who insist.

The Power to the People! Manifesto

Getting back to the basics—the Holy Grail of true power and strength...Power to the People!, a 'simpler' approach to strength training...The no frills power formula for everyone...On brutally effective essentials—Bruce Lee's final word.



A RIPPED POWERHOUSE OF SIX-PACK MUSCLE IN JUST 5 REPS? – YOU GOT IT!

“Unique Ab Pavelizer™ II Smokes Your Abs More INTENSELY, More SAFELY, And More QUICKLY Than Any Abs Machine in the World – Guaranteed!”

And we are not talking about the wishy-washy, pretend abs sported by those lowly metrosexuals (they call their abs ‘toned’, we believe...Hah!) No, Comrade, we’re talking about the real thing: a wall of muscle ready to handle full contact punishment — or jack out powerlifting poundages at record amounts!

full year to take advantage of the Ab Pavelizer™ II’s ab-hardening benefits — and if you aren’t astounded by the change in your ab-strength, we will immediately refund you your full purchase price.

The Ab Pavelizer™ II

Item # P12

\$139.95

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

One of the secrets of elite martial artists’ and gymnasts’ shredded abs and awesome power is a subtle alignment of the core. Examine any photo of an expert fighter connecting with his unfortunate target — or an elite gymnast performing a difficult feat — and you can’t miss it. The stomach is never sucked in — this is no beauty pageant — but ‘walled’ into armored squares. The glutes are tensed like they are an extension of the abs. The whole works compress like a piston, instantaneously, as he delivers maximum force. The athlete whose body speaks this language always packs power... and a six-pack to match.

The Ab Pavelizer™ II literally pushes up against your calves (you’d almost swear it was a human partner) and forces you to recruit your glutes and hamstrings. But that is only the beginning. Pavel is a stickler for perfect technique and the moment you try to cheat, the Ab Pavelizer™ II will let you know, loud and clear! Tensing the glutes and hams is not enough; it must be done in a special pattern. Should you fail to do it just right, your feet will come up or the machine will be dragged towards you. The translation from Russian: “You are cheating, slacker!”

“My strength comes from the abdomen. It’s the center of gravity and source of real power...Without strong abs you have no business sparring or fighting.” – Bruce Lee

The feedback provided by the Ab Pavelizer™ II remarkably accelerates your ability to use your abs just right, in an ab workout, in the ring, or with a kettlebell in your hand.

Pavel has designed his Ab Pavelizer™ II to force you to fire your waist and hips in this powerful manner. This subtle alignment dramatically amplifies your power in any lift above the waist, any strike, and most extreme bodyweight exercises. And while you are building your power, your six-pack is getting rock hard!

It’s got to be Pavel’s sick sense of humor that is to blame for the innocent appearance of his cruel instrument. It is astonishingly hard to sit up all the way when the new Ab Pavelizer™ II is loaded with enough weight, 25-35 pounds for most comrades. The sticking point half way up seems impossible, and don’t you even dare to cheat through it! Grind, like you grind a max deadlift! No worries if you can’t, you can always start with negative only situps. Even more tension, even quicker gains with fewer reps.

Can you learn this powerful alignment without Pavel’s cruel machine? — Yes, after some years of a hard style martial art or gymnastics practice under an expert instructor. Or you can have the Ab Pavelizer™ II teach you this power skill in weeks.

But you won’t have to wait weeks for results! Your abdominals will start noticeably hardening up after the first workout. It’s a promise. It’s a guarantee... You have a



FREE BONUS:

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



High reps and crunches belong on the junk pile of history. Get your abs Pavelized!



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"Abs to Die For— SECRETS to Kill For."

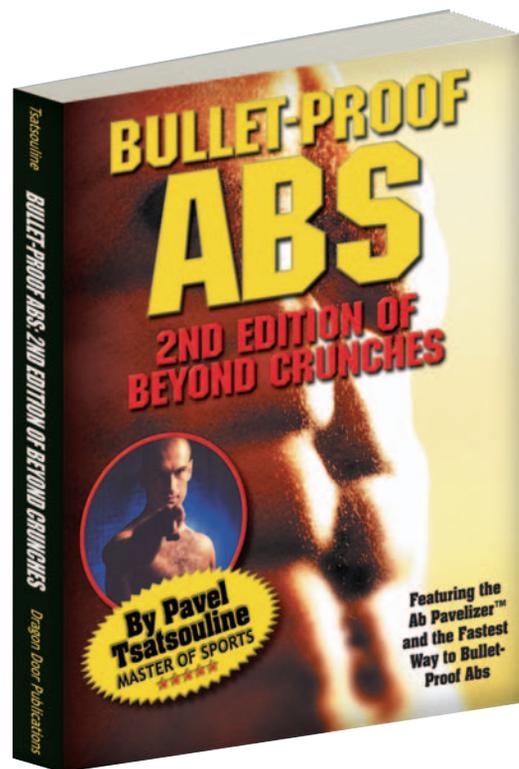
Gain a Ripped Powerhouse of Six-Pack Muscle In No Time at All—
with **Breakthrough Techniques**
That Blow the Roof Off
Traditional Ab Exercises

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

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

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

- **Protect your back and develop exceptional abdominal muscle tone, with a landmark exercise designed for the special needs of Russian ballet dancers and gymnasts.**
- **Employ the **secret ab weapon** of an old time strongman—famous for his exceptional strength and sinewy, wiry physique.**
- **This insider's secret from East German research radically empowers the traditional situp.**
- **Russian full contact fighters used this drill to pound their opponents with **full contact power**, while turning their own midsections into concrete. Unlike anything seen in the US!**



Bullet-Proof Abs 2nd Edition of Beyond Crunches

Book By Pavel Tsatsouline,
Paperback 128 pages

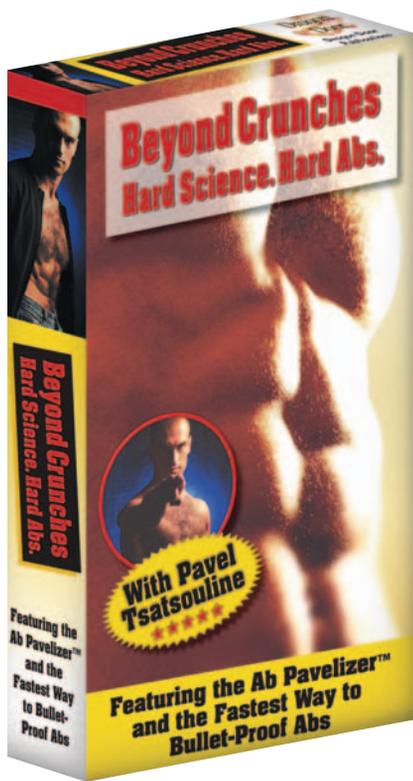
119 Photos and 112 Illustrations

#B11 \$34.95

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

—Louie Simmons, Powerlifting Coach,
Powerlifting USA

"An IRON CURTAIN Has Descended Across MY Abs"



Beyond Crunches Hard Science. Hard Abs. Video

With Pavel Tsatsouline

Running Time 37 Min

#V90 \$29.95

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



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

**SAVE
15%**
See Order
Insert

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

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

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

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

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



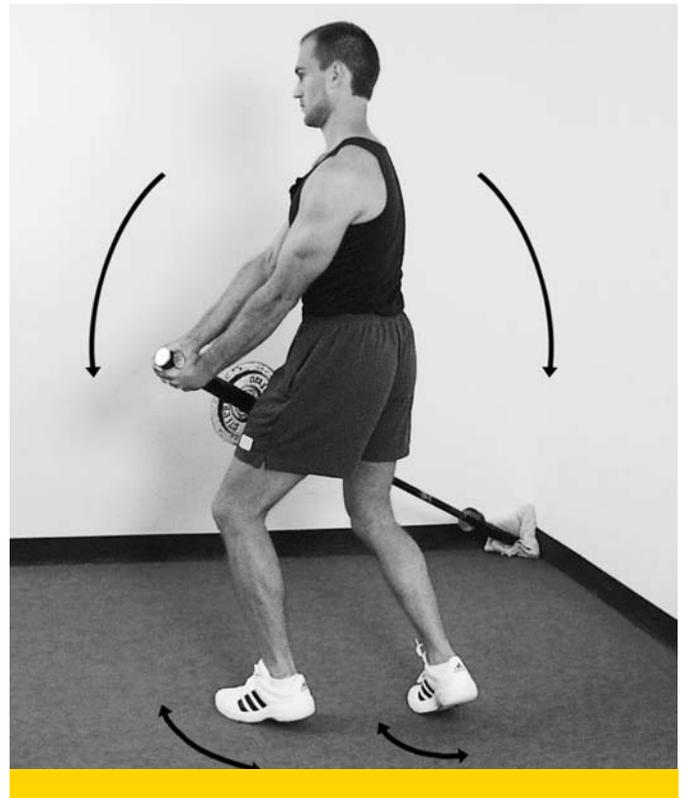
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YES, I WANT MY POWER-PACKED ABS NOW!—

I'm Done Wasting My Time with Slow Burns and Half- Baked Results

As a former Soviet Union Special Forces conditioning instructor, Pavel Tsatsouline already knew a thing or two about how to create bullet-stopping abs. Since then, he has combed the world to pry out this select group of primevally powerful ab exercises—guaranteed to yield the fastest, most effective results known to man. According to Pavel, “Crunches belong on the junk pile of history, next to Communism. ‘Feeling the burn’ with high reps is a waste of time!” Save yourself countless hours of unrewarding, if not useless—if not damaging—toil. Get with the program. Make fast gains and achieve blistering, rock-hard abs now.



Russian full contact fighters used this drill to pound their opponents with organ-rupturing power, while turning their own midsections into concrete.



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.



Fry your abs without the spine-wrecking, neck-jerking stress of traditional crunches—using this radical situp designed by the world's leading back and muscle function expert, Professor Janda, from Czechoslovakia.

“For those of you who are unfamiliar with the full contact twist, you are really missing out. I picked up this little gem in Pavel Tsatsouline's excellent ab training book, *Bullet-Proof Abs*. The FCT is one of the few exercises that I can honestly say revolutionized my training. No other exercise has improved my core strength and rotational power to that degree.”

—Steven Morris, *MILO: A Journal for Serious Strength Athletes*



When it came to wanting titanium abs yesterday, the Soviet Special Forces didn't believe in delayed gratification. Pavel gave them what they wanted. If you want abs that'll put you in the world's top 1 percent, this cruel and unusual drill does the trick.

PRAISE FOR PAVEL TSATSOULINE AND FOR THE FIRST EDITION OF BEYOND CRUNCHES

"Thank you for the great job you did in your presentation (on abdominal training) at the **Arnold Fitness EXPO Seminar**. We received uniformly favorable comments concerning the quality of your instruction and the content of your message. As you know the fitness enthusiasts we attract to our seminars are very knowledgeable individuals. Hence, their supportive feedback concerning you and your presentation is of special significance."

—James J. Lorimer, *Schwarzenegger/Lorimer Productions*

"The Pavelizer is the rage among the iron elite."

—Marty Gallagher, *World Masters Powerlifting Champion, WashingtonPost.com*

"I am writing on behalf of the entire Board of Directors of the Texas Tactical Police Officers Association to express our sincere gratitude to you for helping with our Conference 2000. We trained 536 officers from 129 agencies.

Your portion of the instruction was a huge success. All of the student critiques were very complimentary. As a team leader with the **Houston Police Department SWAT team**, I am constantly looking for new ways to improve my physical performance. According to the student comments, you have truly introduced a new and revolutionary fitness program to our members.

In particular, our members commented on your common sense, practical exercises that utilize a minimum amount of equipment to achieve the very goals that other instructors require thousands of dollars of equipment to achieve. These techniques will help each officer reach new levels of fitness and ultimately improve their ability to protect the communities they serve. It is our mission to provide the very best training available, anywhere. Your efforts helped make that possible."

—M.L. "Sandy" Wall, *Training Advisor, TTPOZ*

"Expect to find some of the most grueling stomach-busters that you have ever experienced—Tsatsouline advocates low-repetition intensity over high-repetition "burn" exercises, and introduces us to the Ab Pavelizer, a machine of his own invention that allows for perfect sit-ups. *Beyond Crunches* has many new and challenging drills, making this a great manual for anyone who needs some variety in their workout routine. Included is the Flag, Bruce Lee's favorite abdominal exercise."

—Brendan J. LaSalle, *Amazon.com*

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

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

"I learned a lot from Pavel's books and video, and plan to use many of his ideas in my own workouts, especially the nontraditional ab exercises described in *Beyond Crunches*."—Clarence Bass, *Most Muscular Man, Mr. U.S.A., Past 40, author of Ripped 1, 2 & 3 and Lean for Life*

"Congratulations on your book *Beyond Crunches*. I found several of the insights and expressions to be very interesting and thought provoking (The Ab Pavelizer is just one). I will be implementing some of them into my own abdominal workout schedules."

—Dennis B. Weiss, *author of Mass!, Raw Muscle & Anabolic Muscle Mass*

"As someone who has been crippled twice by injuries to my spine and had to rebuild my body from scratch twice, I have two things to say: 1) serious abdominal conditioning is "mandatory" for anyone with back pain and anyone who intends to push their body in sport or martial arts and 2) Pavel's book is, by far, the best book I've seen on this vitally important and neglected subject."

—Ken McCarthy, *New York*

"This book took me from having a back that everyone told me was too weak to ever do heavy lifting and that was in almost constant pain to no back pain and new PR's in the deadlift and Squat. Pavel's ab exercises are the stuff champions are made of. Clear, concise directions and radical new ideas make this book well worth the money spent. And it's for every trainee with a desire to succeed. I've heard that you must already be very advanced to begin the exercises in this book, but I recently began training my 50 year old father-in-law using these techniques and after about a month he was doing Janda situps with the best of them. Not to mention he no longer complains of back pain and has better posture. Get this book and throw out all of your others on abs!"

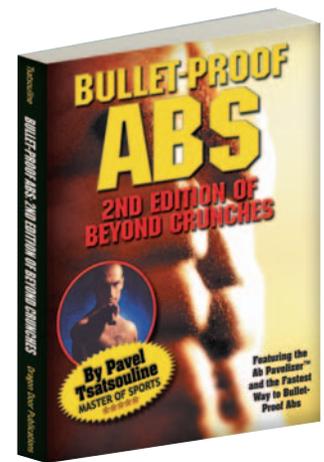
—Chris Dudzik, *Hollister, CA.*

"Pavel delivers once again! This book details the mechanics of abdominal and oblique development in an easy to understand, user-friendly format. Learn to either build up your midsection, tone it up, get a prominent six-pack, and/or increase your punching and throwing power by learning to integrate your powerful midsection! There is one particular exercise that I found to be super productive in adding to punching power, and this is the only book that has it... It is extremely simple and easy to understand. Pavel explains how to protect your spine and perform the "perfect" situp. All in all a great book by a great author, definitely a must-have for any fighter and lifter. My punching power and deadlifting strength went up very quickly on this program and I am very pleased."

—Sean Williams, *Long Beach, NY*

"I've bought the TV advertised training devices and a bundle of ab books—tried them all. But, doing the routines Pavel Tsatsouline presents in this book is the way I have achieved solid abs! Pavel offers a great deal of knowledge in an easy to digest manner. His writing, while colloquial, is founded in research and deep understanding of physiology and kinesthetics. I highly recommend this book."

—Linda Crawford, *Minnesota State Masters Powerlifting Champion and Record Holder, Minneapolis, MN*



Bullet-Proof Abs 2nd Edition of Beyond Crunches

Book By Pavel Tsatsouline,
Paperback 128 pages

119 Photos and 112 Illustrations

#B11 \$34.95

"I have seen
many abdominal
routines in the
last 25 years and
the **Beyond
Crunches**
program is the
best yet."

—Steve Maxwell,
M.Sc., Senior
World Brazilian
Jujitsu Champion



See the
Ab Pavelizer™ II
on page 35

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Pavel Tsatsouline

Here's just some of what you'll discover, when you possess your own copy of Pavel Tsatsouline's **BULLET-PROOF ABS:**

Part I - How to TRULY ISOLATE Your Abs—for Faster, More EFFECTIVE RESULTS

The three essentials of a perfect abs exercise....why crunches can't and don't work....why the current ab machines fail to deliver on their promise.... the *Law of Irradiation*.... Professor Janda's breakthrough discovery....how the Janda situp strengthens and tones your abs in the quickest, most efficient manner.... the *Law of Reciprocal Inhibition*....how the Ab Pavelizer minimizes irradiation and maximizes abdominal strength....how to optimize your results with a graduated program and achieve the abs of a world class athlete.

Part II - Integration: How to Turn Your Abs into Team Players—and SKYROCKET Your ATHLETIC POTENTIAL

A two-step program: from training the muscles to training the movement....the Russian Ballet Leg Thrust for a stable spine and corrugated abs....the right way to do situps....how to test if you are ready to do situps.... the dangers of adaptive shortening....Laputin's highly effective variation of the straight-legged situp.... Scissor Situps—using a martial arts secret for an extra edge in abs strength....how the Swiss Ball Crunch uses extreme stretching to transform the worthless crunch into a thing of pure evil....a brutal love handle muscle workout....hell-on-a-wheel with the jackknife pushup.... Yananis and the killer Spetsnaz special—a one arm-one leg jackknife.... abdominal pushups for core strength and back stability....Bruce Lee's Dragon Flag.

Part III - How to BRUTALIZE the Obliques and SAVE Your Spine

The four crucial functions of the obliques.... the Full Contact Twist—for a tight waist and massive punching power.... the Saxon Side Bend—for sinewy, wiry obliques.... the Suitcase Style One-Arm Deadlift—know what it means to lose to a semi.... power rack deadlifts and neurological carryover.

Part IV - How to Boost Yourself from Wannabe to CHAMPION with POWER BREATHING

The vital difference between passive and active exhalation.... the pneumo-muscular reflex.... how to pick the optimal breathing pattern.... maximizing intra-abdominal pressure....a simple way to boost your strength by 12.2%.... Vladimir Zatsiorsky's first choice for armoured abs... Bending the Fire—1,500 year old martial art secret meets Russian science....turbocharge your breath with the Chi Kung secret of the anal lock....get yet another competitive advantage with the Second Focus....and then beyond—extreme intensity contractions with the Elbow Strike Second Focus....and welcome to the Gulag—with the Second Focus/Ab Pavelizer™ Negative Sequence.... clean up the intercostals with the Yogic Vacuum.

Part V - Questions & Answers

The truth about burning, building and toning....how best to counter the Law of Accommodation....why negatives generate up to 1.3 times more muscular tension than positives.... the force-velocity curve....incorporating isometrics into your abs program....varying exercise tempo for extra strength gains.... canning your concrete abs—for those who want the six-pack look....how often to train your abs....why you shouldn't warm up before abs exercises....debunking the strange myth of 'upper' and 'lower' abs....the benefits of relaxing between reps.

Discover New Keys to Superior Athletic Achievement

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

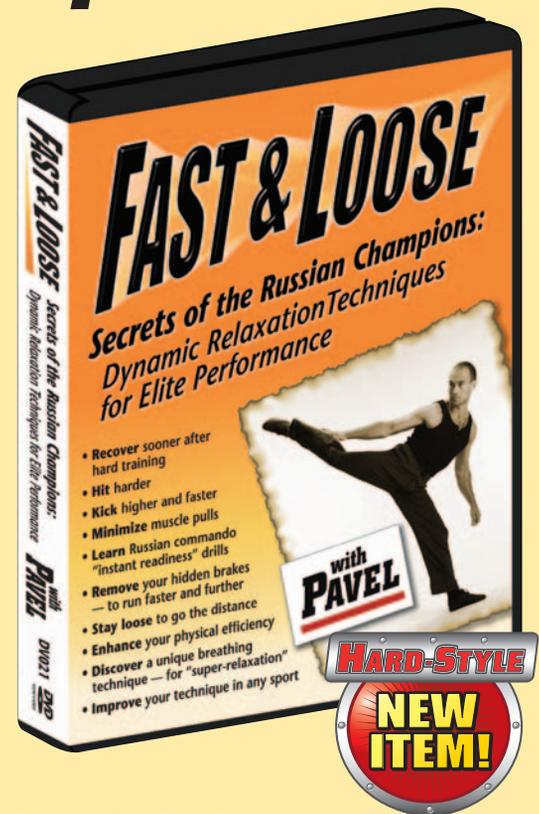
Mastery of relaxation is the hallmark of an elite athlete. Soviet scientists discovered that the higher the athlete's level, the quicker he can relax his muscles. The Soviets observed an 800% difference between novices and Olympians. Their conclusion: total control of tension = elite performance.

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

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

Regular practice of these skills can help remove the false brakes within your body and open you up to a new freedom of movement and vitality. Enjoy the pride and pleasure of being on top of your game, day in, day out when you're *Fast & Loose!*

- **Recover** sooner after hard training
- **Kick** higher and faster
- **Hit** harder
- **Minimize** muscle pulls
- **Stay loose** to go the distance
- **Improve** your technique in any sport
- **Enhance** your physical efficiency
- **Remove** your hidden brakes — to run faster and further
- **Learn** Russian commando "instant readiness" drills
- **Discover** a unique breathing technique — for "super-relaxation"



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

with Pavel

#DV021 **\$29.95**

DVD Running time: 27 minutes

"What I really like about *Fast & Loose* is that it incorporates a lot of dynamic stretching into the routines, which was missing from *Relax into Stretch*... The relaxation techniques are very good and were unique to me... it's definitely worth owning, and combined with *Super Joints* and *Relax into Stretch* makes a great flexibility program. Definitely going to use the relaxation drills during and after kettlebell training."

—Jon Frost, dragondoor.com strength forum

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Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Relax Into Stretch*:

Stretching is NOT the best way to become flexible

Why Americans lose flexibility as they grow older • the dangers of physically stretching muscles and ligaments • *the role of antagonist passive insufficiency* • the nature and function of the *stretch reflex* • how to master muscular tension • how to inhibit the stretch reflex • intensive and extensive learning methods.

Waiting out the Tension—relaxed stretching as it should be

Just relax—when and when not to use the technique of *Waiting out the Tension* • Victor Popenko's key to mobility • the importance of visualization • why fear and anxiety reduce your flexibility • maximizing perceived safety in the stretch.

Proprioceptive Neuromuscular Facilitation

How Kabat's PNF fools your stretch reflex • the function of the *Renshaw cell* • why it works to pre-tense a stretched muscle.

Isometric stretching rules!

Why contract-relax stretching is 267% more effective than conventional relaxed stretching • what the 'frozen shoulder' has to teach us • the lifestyle problem of 'tight weakness', • why isometrics is more practical than weights.

Extreme flexibility through Contrast Breathing

How to breathe your way to greater flexibility • effective visualizations for the tension/release sequence • avoiding the dangers of hyperventilation.



Forced Relaxation—the Russian spirit of stretching

How to turn the contract-relax approach into a thermonuclear stretching weapon • determining correct duration • tips for the correct release of tension.

The final frontier: why Clasp Knife stretches will work when everything else fails

How to cancel out the *stretch reflex* • taking advantage of the *inverse stretch reflex* • the last line of defense against injuries • shutdown threshold isometrics • mastering the Golgi tendon reflex.

Why you should not stretch your ligaments—and how you can tell if you are

Yoga postures and stretches to avoid at all costs • the function and limitations of your ligaments.

Stretching when injured

Rest, Ice, Compression and Elevation • what happens when a muscle gets injured • contracting and releasing the injury • why stretching won't help a bad back and what to do instead.



The demographics of stretching

Why your age and sex should determine your stretches • the best—and worst—stretches for young girls, boys and adolescents • a warning for pregnant women • what's best for older folks.

The details, the schedule

Isometric stretches—when to do them and how often • how to know if you are doing too much • Bill 'Superfoot' Wallace's hardcore stretching schedule • correct order and choice of stretch • why isometric stretching should be the last exercise you do in your day.

The Relax into Stretch drills—

1. The Souped Up Toe TouchPage 49
2. The Spine Decompression HangPage 51
3. The Improved CobraPage 54
4. The Side BendPage 57
5. The Spine RotationPage 60
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 - a) standingPage 75
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20. The Karate Stance Hip Flexor Stretch Page 82
21. The Karate Stance Groin StretchPage 84
22. The Seated Groin StretchPage 86
23. The Calf StretchPage 89
24. The Shin and Instep StretchPage 91

How much flexibility do you really need?

Why excessive flexibility can be detrimental to athletic performance • why old school strongmen instinctively avoided stretching • what stretches powerlifters and weightlifters do and don't need • warning examples from sprinting, boxing and kickboxing.

When flexibility is hard to come by, build strength

Plateau-busting strategies for the chronically inflexible • *high total time under tension*.

Two more plateau busting strategies from the iron world

Popenko's flexibility data • the reminiscence effect • the dynamic stereotype • How to exceed your old limits with the stepwise progression.

Advanced Russian Drills for Extreme Flexibility

25. The Side StretchPage 100
26. The CossackPage 102
27. The Reverse CossackPage 104
28. The Hip and Side StretchPage 106
29. The Crawling LizardPage 108
30. Hamstring StretchesPage 109
31. Hip Flexor/Quad StretchesPage 114
32. The Lower Calf StretchPage 117
33. The Front SplitPage 118
34. The Bent Press StretchPage 123
35. The Modified Reverse TrianglePage 126
36. The Roadkill SplitPage 128
37. The Side SplitPage 131

Relax into Stretch delivers instant flexibility!



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

"I can't say I've read many books on flexibility with the wit and clearheaded wisdom I found in Pavel Tsatsouline's *Relax Into Stretch*. Tsatsouline delivers the how-and-why of progressive techniques for achieving suppleness, from simple yoga stretching to advance neuromuscular facilitation, without burying the reader in hocus-pocus or scientific jargon. Tsatsouline's *Relax Into Stretch* provides an alternative: straightforward and practical techniques that don't require a lifetime to master".

—*Fernando Pages Ruiz, Contributing Editor Yoga Journal*

"I tell you truly that *Relax Into Stretch* is superb. Stretching has always been associated with any serious fitness effort and Tsatsouline's approach to this old discipline is fresh and unique and thought provoking. Best of all, this book combines philosophic insight with in-your-face reality as Pavel shares with the reader 'drills' that turn you into what this former Russian Spetznaz instructor calls 'a flexibility mutant'. This book supplies both the road map and the methodology. Don't ask to borrow my copy."

—*Marty Gallagher, Columnist, WashingtonPost.com*

"Pavel Tsatsouline's *Relax Into Stretch: Instant Flexibility Through Mastering Muscle Tension* is a superbly illustrated, step-by-step guide to achieve physical flexibility of muscle groups and sinews. *Relax Into Stretch* is very effective and very highly recommended reading for men and women of all ages and physical conditions seeking to enhance their mobility and flexibility as part of an overall exercise regimen."

—*Midwest Book Review*

- Own an illustrated guide to the thirty-six most effective techniques for super-flexibility
- How the secret of mastering your emotions can add immediate inches to your stretch
- How to wait out your tension—the surprising key to greater mobility and a better stretch
- How to fool your reflexes into giving you all the stretch you want
- Why contract-relax stretching is 267% more effective than conventional relaxed stretching
- How to breathe your way to greater flexibility
- Using the Russian technique of *Forced Relaxation* as your ultimate stretching weapon
- How to stretch when injured—faster, safer ways to heal
- Young, old, male, female—learn what stretches are best for you and what stretches to avoid
- Why excessive flexibility can be detrimental to athletic performance—and how to determine your real flexibility needs
- Plateau-busting strategies for the chronically inflexible.

Relax into Stretch Instant Flexibility Through Mastering Muscle Tension By Pavel Tsatsouline

Running time: 37 minutes

Video #V104 \$29.95

DVD #DV006 \$29.95

Forced Relaxation Advanced Russian Drills for Extreme Flexibility

By Pavel Tsatsouline

Running time: 21 minutes

Video #V105 \$24.95

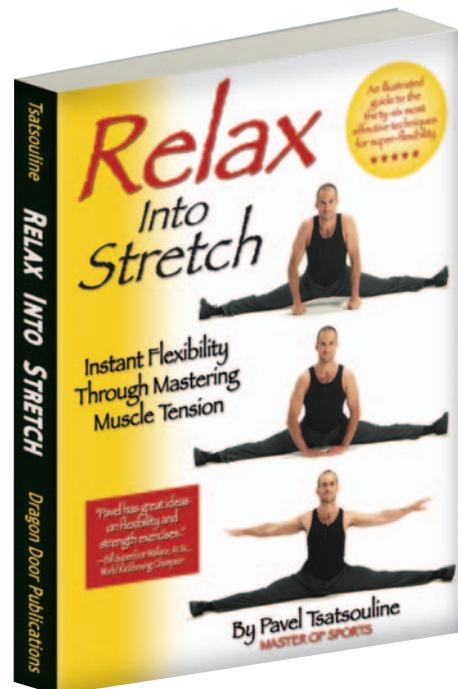
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Video set #VS7 \$49.95

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Relax Book and Video Set: Relax into Stretch book and Relax into Stretch/ Forced Relaxation videos #VBS1 \$79.95



Relax into Stretch Instant Flexibility Through Mastering Muscle Tension

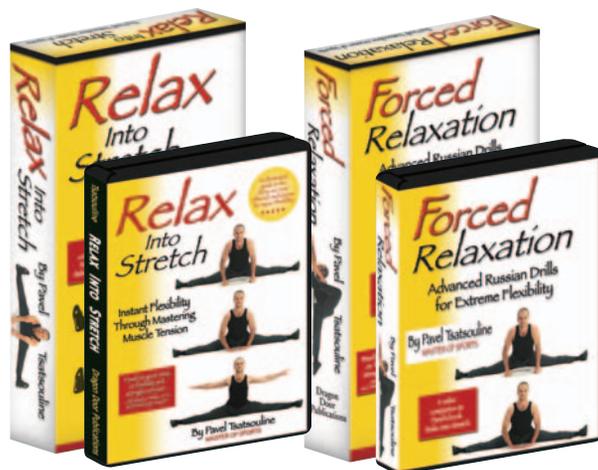
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Paperback 150 pages 8.5" x 11"

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give you dynamic
detail on how to exactly
master every
technique in Pavel's
Relax book



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“Injuries Flee the Scene of the Crime, Rehab Miracles Become Norm—Using *Super Joints* Fast Response, Rescue-Your-Own-Body, Super-Relief Program”

“Three days after I initially fractured my elbow I started doing *Super Joints* and within two weeks I had full mobility back in my right arm. I was supposed to attend Occupational Therapy, but when I got there they were so shocked and amazed at my progress that they sent me home. I guess they’ve never seen someone regain their mobility so fast.”—*Tonya Ehlebracht, US Army*

“*Super Joints* is excellent. It is also saving me a good deal of money. I’ve had to lay off of heavy squatting and deadlifting because of a back injury. My active release therapist/chiro is amazed at how quickly I am making progress—my alignment doesn’t return to crap after an adjustment. I credit the progress mainly to *Super Joints*.” From: *chris m., 2003-05-18*

“I am 58 and need to keep my joints oiled. I have had very good results with *Super Joints*. My knees and elbows don’t ache anymore.” From: *seeahill, 2002-11-07*

“I already feel “younger.” I’m also noticing an ability to better withstand rolling in Jiu Jitsu class—I don’t have to tap quite as often, even in bad positions. *Super Joints* is a fantastic, fantastic book. I think that everyone should do *Super Joints*.” From: *Dan McVicker, RKC, 2003-05-18*

“As the owner of a sixty-four year old body and as the practitioner of a sedentary job, I have lost some range of motion. The movements in this book have helped me in several ways: 1) Improved the range of rotation of my head. 2) Improved the movement and reduced the pain in the right shoulder injured several years ago. 3) Helped alleviate tension in the neck and traps where I tend to carry stress. 4) Improved my posture helping me look less like a wizened old man.”—*Comrade Floyd, Amazon.com*

“*Super Joints* = Super ROM. Get the book and you’ll realize what you’ve been missing by just stretching. It’s more about maintaining the youthful fluidity of the joints which is lost through age and or abuse.” From: *Larry Dibble, 2002-05-09*

Look at all you get to live longer and feel better with *SUPER JOINTS*:

Foreword

Who needs *Super Joints*?...the needs-based survey for super-healthy joint owners...decreasing the odds of injuries...how to develop the right blend of strength and flexibility and improve your survival odds...for better performance...*active flexibility* versus *passive flexibility*...restoring youthful mobility...flexibility development for young athletes...improving posture...kicking-range...improving passive flexibility.

Part One: Joint Health and Mobility

How to keep your one hundred joints running smooth...how *Mobility Drills* can save your joints and prevent or reduce arthritis...the *theory of limit loads*...Amosov’s daily complex of joint mobility exercises...Lying Behind-the-Head Leg Raises...Standing Toe-Touch...Arm Circles... Side bends... Shoulder Blade Reach...Torso Turn...Knee Raises...Pushups...Roman Chair Situps...how to make the Roman chair situp safer...*paradoxical breathing*...squats... the secrets of safer back bending... Amosov’s vital tip for creating a surge in your fountain-of-youth calisthenics.

The distinct difference between *joint mobility* and *muscle flexibility* training...Amosov’s “three stages of joint health”...appropriate maintenance/prevention strategies for the three stages...how to get started and how to ramp up...the correct tempos for best results—Amosov’s way and Pavel’s way...when best to perform your mobility drills...shakin’ up your proprioceptors—the one-stop care-shop for your inner Tin Man...how to give your nervous system a tune up, your joints a lube-job and your energy a recharge.

From cruise control to full throttle: *The One Thousand Moves Morning Recharge*—Academician Amosov’s “bigger bang” calisthenics complex—how to add more cardio and more strengthening to your joint mobility program...adding One Legged Jumps, Stomach Sucks and *The Birch Tree*—how to achieve heaven-on-earth in 25–40 minutes.

Checking yourself...are your joints mobile enough?—F. L. Dolenko’s battery of joint mobility tests...four tests for the cervical spine...two for the thoracic and lumbar spine...four for the shoulder girdle...two for the elbows...three for the wrists...three for the hips...and two for the knee joints.

The Drills: Joint Mobility

Illustrated descriptions and special tips:

Three plane neck movements—deceptively simple but great for bad necks...*Shoulder circles*...*Fast exercise*...*Wrist rotations*...*Elbow circles*...how to avoid contracture or age-related shortening...*The Egyptian*—an awesome shoulder loosener popular with Russian martial artists... *Russian Pool*—for super-cranking your shoulders...*Arm circles*—for all the ROM your shoulders need...*Ankle circles*...*Knee circles*...*Squats*...finding the sweet spot...why deep squats are essential and how to avoid injury with correct performance...*Hula hoop*—a favorite of Russian Phys. Ed. Teachers, good for your lower back and hips...*Belly dance*—a must for martial artists...*The Cossack*—a great drill for the hip

joints and your quest for splits...what *never* to do with your knees...*Split switches*—an excellent adjunct to your *Relax into Stretch* split training and simply dandy for your hips...*Spine flexion/extension*...why spine decompression is vital to spine health and mobility...*Spine rotation*...mobility drills for your spine as a top priority for rejuvenation.

Part Two: Strength-Flexibility Plus More Joint Mobility

How to make your body feel better than you can remember...*active flexibility* for sporting prowess and fewer injuries...*agonists* and *antagonists*...basic active flexibility training...how long to hold an active stretch...how to “Reach the Mark” —using the *ideomotor effect* to successfully extend your stretch... how strength coach Bill Starr develops active and passive flexibility.

How to perform the ‘*Pink Panther*’ technique...taking advantage of the *Ukhtomsky reflex*...how one physical therapist used the Pink Panther to add a couple of feet to her hamstring stretch in one set...the partner hamstring stretch.

Is active isolated stretching any good?—the bottom line on AIS...the demographics of stretching...how and why your age and sex should dictate your choice of stretching exercises...the best techniques for young girls and boys—and what to avoid...a special warning for pregnant women...what adults should do...the elderly...and adolescents.

Stretching to help slumped shoulders...*stretch weakness* and *tight weakness*...how to address the weakness of the overstretched muscles and the tightness of their antagonists...two respected Russian regimens for better posture...understanding the vital difference between a tight and a toned muscle...the *Davis Law*...functional and dysfunctional tension.

The Drills: Strength-Flexibility Plus More Joint Mobility

Illustrated descriptions and special tips:

Windmill—for effectively improving the spine’s rotation...*Pink Panther straight-legged situp*—the drill that can add a palm’s length to your toe touch in minutes...*Bridge*—awesome for opening up the chest and improving spine extension...some warnings for those with back and wrists problems...how to dramatically improve your bridges with the *Relax into Stretch* hip flexor stretches.

‘*Bathtub push*’—opens up the chest, great for posture and a must for a big bench press...how to develop an actively flexible spine with minimal disc loading—three tips from Russian experts...‘*Ghost Pulling Knife*’—great for correcting “computer hunch”... *Shoulder dislocate with a bungee cord*—the Olympic weightlifter favorite for mutant shoulder flexibility...*Shoulder blade spread*—a popular stretch among old time strong men...*Side wall reach*...*Pink Panther knee chambers and kicks*—to dramatically improve the height and precision of your kicks...a S.W.A.T. team favorite... a unique stretching technique for high kicks from the Russian army’s top hand-to-hand combat instructor...Pink Panther arabesque...add more height and power to your kicks with the ‘*Scissors maneuver*’.

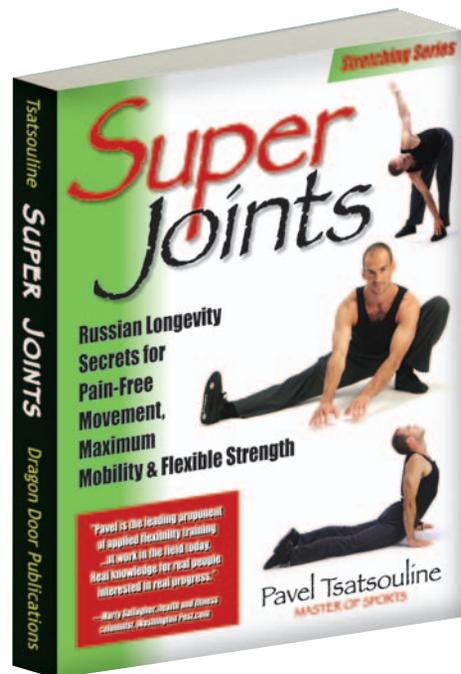
"The Do-It-Now, Fast-Start, Get-Up-and-Go, Jump-into-Action Bible for HIGH PERFORMANCE and LONGER LIFE"

You have a choice in life. You can sputter and stumble and creak your way along in a process of painful, slow decline—or you can take charge of your health and become a human dynamo.

And there is no better way to insure a long, pain-free life than performing the right daily combination of joint mobility and strength-flexibility exercises.

In *Super Joints*, Russian fitness expert Pavel Tsatsouline shows you exactly how to quickly achieve and maintain peak joint health—and then use it to improve every aspect of your physical performance.

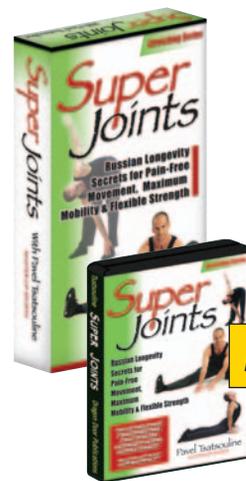
Only the foolish would deliberately ignore the life-saving and life-enhancing advice Pavel offers in *Super Joints*. Why would anyone willingly subject themselves to a life of increasing pain, degeneration and decrepitude? But for an athlete, a dancer, a martial artist or any serious performer, *Super Joints* could spell the difference between greatness and mediocrity.



Super Joints Russian Longevity Secrets for Pain-Free Movement, Maximum Mobility & Flexible Strength

Book By Pavel Tsatsouline
Paperback 130 pages 8.5" x 11"
Over 100 photos and illustrations
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**COMPANION
VIDEO AND DVD**
give you dynamic detail on how to
exactly master every technique in
Pavel's *Super Joints* book



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With Pavel Tsatsouline
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DVD **#DV003 \$24.95**

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Discover:

- The twenty-eight most valuable drills for youthful joints and a stronger stretch
- How to save your joints and prevent or reduce arthritis
- The one-stop care-shop for your inner Tin Man—how to give your nervous system a tune up, your joints a lube-job and your energy a recharge
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Get RAW, Get POTENT, Get POWERFUL—

WHEN YOU UNLEASH THE POWER OF INSTINCTUAL EATING

Eat like an emperor—and have a gladiator's body

Are you still confused about what, how and when to eat? Despite the diet books you have read and the programs you have tried, do you still find yourself lacking in energy, carrying excess body fat, and feeling physically run-down? Sexually, do you feel a shadow of your former self?

The problem, according to Ori Hofmekler, is that we have lost touch with the natural wisdom of our instinctual drives. We have become the slaves of our own creature comforts—scavenger/victims rather than predator/victors. When it comes to informed-choice, we lack any real sense of personal freedom. The result: ill-advised eating and lifestyle habits that leave us vulnerable to all manner of disease—not to mention obesity and sub-par performance.

The Warrior Diet presents a brilliant and far-reaching solution to our nutritional woes, based on a return to the primal power of our natural instincts.

The first step is to break the chains of our current eating habits. Drawing on a combination of ancient history and modern science, *The Warrior Diet* proves that humans are at their energetic, physical, mental and passionate best when they “undereat” during the day and “overeat” at night. Once you master this essential eating cycle, a new life of explosive vigor and vitality will be yours for the taking.

Unlike so many dietary gurus, Ori Hofmekler has personally followed his diet for over twenty-five years and is a perfect model of *the Warrior Diet's* success—the man is a human dynamo.

Not just a diet, but a whole way of life, *the Warrior Diet* encourages us to seize back the pleasures of being alive—from the most refined to the wild and raw. *The Warrior Diet* is practical, tested, and based in commonsense. Expect results!

The Warrior Diet covers all the bases. As an added bonus, discover delicious Warrior Recipes, a special Warrior Workout, and a line of Warrior Supplements—designed to give you every advantage in the transformation of your life from average to exceptional.

About Ori Hofmekler

Ori Hofmekler is a modern Renaissance man whose life has been driven by two passions: art and sports. Hofmekler's formative experience as a young man with the Israeli Special Forces, prompted a lifetime's interest in diets and fitness regimes that would optimize his physical and mental performance.

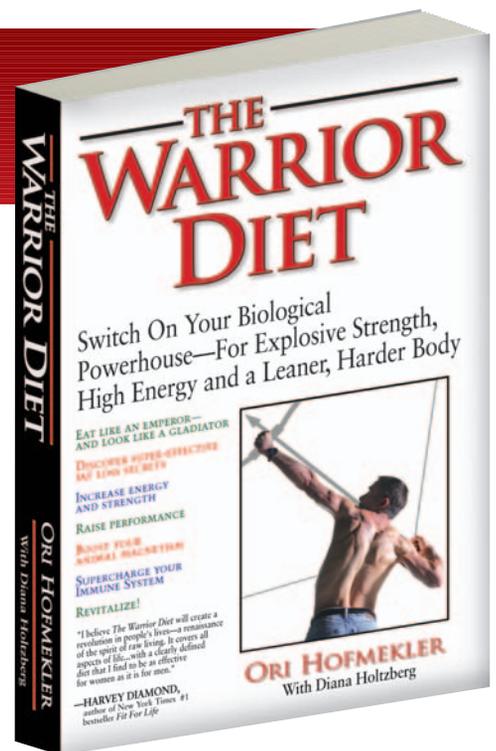
After the army, Ori attended the Bezalel Academy of Art and the Hebrew University, where he studied art and philosophy and received a degree in Human Sciences.

A world-renowned painter, best known for his controversial political satire, Ori's work has been featured in magazines worldwide, including *Time*, *Newsweek*, *Rolling Stone*, *People*, *The New Republic* as well as *Penthouse* where he was a monthly columnist for 17 years and Health Editor from 1998–2000. Ori has published two books of political art, *Hofmekler's People*, and *Hofmekler's Gallery*.

As founder, Editor-In-Chief, and Publisher of *Mind & Muscle Power*, a national men's health and fitness magazine, Ori introduced his Warrior Diet to the public in a monthly column—to immediate acclaim from readers and professionals in the health industry alike.



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The Warrior Diet Switch On Your Biological Powerhouse—For Explosive Strength, High Energy and a Leaner, Harder Body

By Ori Hofmekler With Diana Holtzberg

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Hardcover 420 pages 5 3/8" x 8 3/8"

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"I believe *The Warrior Diet* will create a revolution in people's lives—a renaissance of the spirit of raw living. It covers all aspects of life... with a clearly defined diet that I find to be as effective for women as it is for men."

—Harvey Diamond, author of world bestseller *Fit For Life*

"Rare in books about foods, there is wisdom in the pages of *The Warrior Diet* ...Ori knows the techniques, but he shows you a possibility—a platform for living your life as well...*The Warrior Diet* is a book that talks to all of you—the whole person hidden inside."

—Udo Erasmus, author of *Fats That Heal, Fats That Kill*

The Graduate Course In Instant Strength Gains

TO READ MORE ABOUT
THE NAKED WARRIOR
GO TO PAGES 62 & 63

"I went from 5 to 10 pullups in one week."

*"Last night I did 15 one-arm pushups with each arm.
Two months ago I couldn't do one complete rep."*

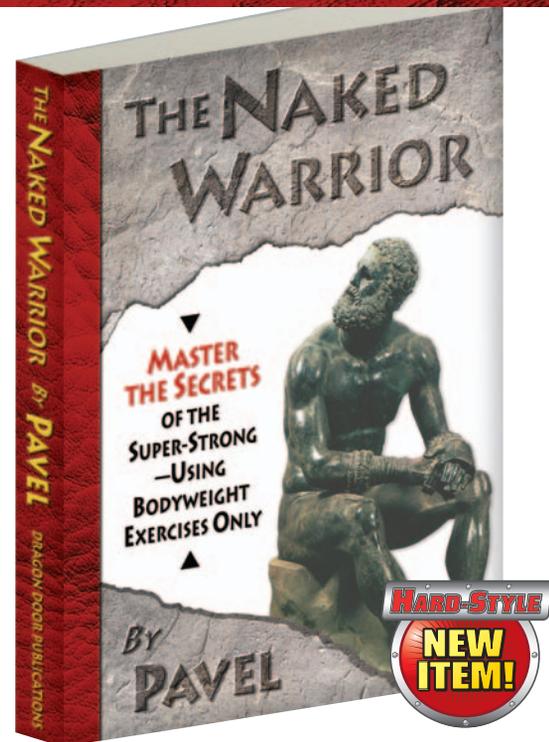
*"I could do one wobbly one-legged squat...
[Two weeks later] I did 5 clean, butt-to-ground pistols."*

Have you noticed—the greater a man's skill, the more he achieves with less? And the skill of strength is no exception. From the ancient days of Greek wrestling, to the jealously guarded secrets of Chinese Kung Fu masters, to the hard men of modern spec ops, warriors and allied strongmen have developed an amazing array of skills for generating inhuman strength.

But these skills have been scattered far and wide, held closely secret, or communicated in a piecemeal fashion that has left most of us frustrated and far from reaching our true strength potential.

Now, for the first time, Russian strength expert and former *Spetsnaz* instructor Pavel has gathered many of these devastating techniques into one highly teachable skill set. In *The Naked Warrior* Pavel reveals exactly what it takes to be super-strong in minimum time—when your body is your only tool.

- **Gain more brute strength in days than you did in years of bodybuilding or calisthenics**
- **Discover the martial secrets of instant power generation—for rapid surges in applied strength**
- **Discover how to get a world-class powerlifter's quality workout—using your body only**
- **Get a harder, firmer, functionally-fitter body—and be as resilient as hell whatever you face**
- **Master the one-arm/one-leg pushup for crushing upper body force**
- **Forge super-piston, never-quit legs with the Spetsnaz favorite "Pistol"**
- **Discover the magic of "GTG"—guaranteed the world's most effective strength routine**
- **Be tow-truck strong—yet possess the rugged looks of a stripped-down racer**
- **No gym, no weights, no problem—get a dynamite strength workout at a moment's notice—wherever you are**



The Naked Warrior Master the Secrets of the Super-Strong—Using Bodyweight Exercises Only

By Pavel

#B28 **\$39.95**

Paperback 218 pages 8.5" x 11"

Over 190 black & white photos plus several illustrations

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

"The Naked Warrior DVD is worth its weight in gold! I just completed several honest one arm pushups after viewing the NW DVD. Despite reading the book and practicing, I just couldn't make it happen. I watched the DVD and finally understood that I was letting my shoulder drift. Tightened up and several honest square-to-the-floor one arm pushups were mine!!"—siameeser, dragondoor.com forum, 5/13/04

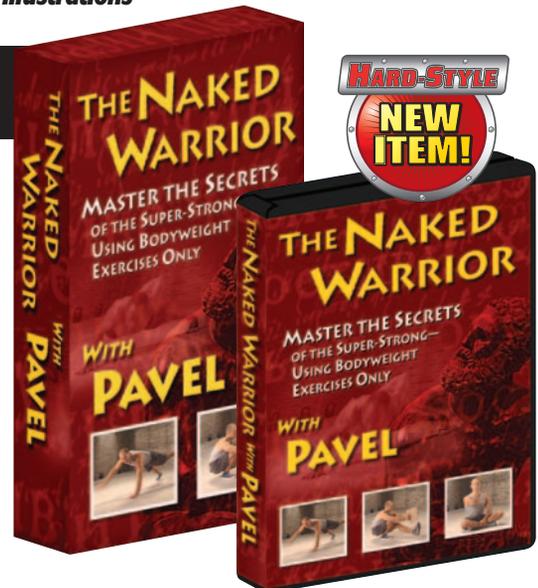
"NW DVD is fantastic! I had the book & have been working toward full range pistols and OAPUs for a while. A HUGE help to see Pavel doing the movements. Results: Before watching DVD - I could do 2 OAPUs on a good day with so-so form. First workout after watching DVD: 1 set of 3 and 2 sets of 2 with good form. For pistols (at about a foot off the floor). Before I watched the DVD - 2 reps with shaky form. First workout after watching DVD - 2 sets of 5 and one set of 4 solid. Very impressed with DVD - thanks Com. Pavel."—dkaler, dragondoor.com forum, 5/17/04

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Highlights Of What You Get With Pavel's *The Naked Warrior*

Chapter 1 The Naked Warrior Rules of Engagement

'The Naked Warrior', or why strength train with bodyweight? The definition of strength...strength classifications...examples of the three types of strength...the only way to build strength...high resistance and mental focus on contraction...tension generation skill...a powerful instant-strength mix...The Naked Warrior Principles...the six keys to greater strength...How do lifters really train?...'best practice' secrets of powerlifters and Olympic weightlifters...How do gymnasts get a good workout with the same weight?...five strategies for making 5-rep exercises harder...how gymnasts achieve super strength...how to customize the resistance without changing the weight.

Chapter 2 The Naked Warrior Workout

"Grease the groove," or how to get superstrong without a routine...the secret success formula...Some GTG testimonials from the dragondoor.com forum...how does the GTG system work?...turning your nerves into superconductors...avoiding muscle failure...strength as a skill—the magic formula..."The Pistol": the Russian Spec Ops' leg strengthener of choice...how to do it—the basics...The one-arm/one-leg pushup: "an exercise in total body tension"...what gymnastics has to teach us...another advantage of the one-arm pushup...GTG, the ultimate specialization program.

Chapter 3 High-Tension Techniques for Instant Strength

Tension. What force is made of...the relationship between tension and force...high-tension techniques...'Raw strength' versus 'technique'...the power of mental focus...Low gear for brute force...speed and tension...putting explosiveness in context..."Doesn't dynamic tension act like a brake?"...a dirty little secret of bodybuilding...the dangers of mindless lifting...The power of a fist...the principle of irradiation...Accidental discharge of strength: a tip from firearms instructors...interlimb response and your muscle software...Power abs = a power body...the relationship between abs tension and body strength...he 'back-pressure crunch'...the source of real striking power...A gymnast instantly gains 40 pounds of strength on his iron cross with the three techniques you have just learned...The "static stomp": using ground pressure to maximize power...a secret of top karatekas and bench pressers...how the secret of armpit power translates into paydirt for one-arm pushups, punches, and bench presses..."The corkscrew":

Another secret of the karate punch...the power of rotation and spiral...the invisible force...Bracing: boost your strength up to 20% with an armwrestling tactic...when to brace...the advantage of dead-start exercises...'Body hardening'—tough love for teaching tension...the quick and hard way to greater tension control...Beyond bracing: "zipping up"...taking your pretensing skills to a new level...Wind up for power...the art of storing elastic energy for greater power...the reverse squat.

Chapter 4 Power Breathing: The Martial Arts Masters' Secret for Superstrength

Bruce Lee called it "breath strength"...cranking up your breath strength...your body as a first-class sound system—how to make it happen...definition of true power breathing...Power inhalation...the mystery breathing muscle that's vital to your strength...amping up the compression...when and why to hold your breath...Reverse power breathing: evolution of the Iron Shirt technique...the pelvic diaphragm lock...two crucial rules for maximal power breathing...Power up from the core, or the 'pneumatics of Chi'...two important principles of power generation...how to avoid a power leakage...the "balloon" technique for greater power.

Chapter 5 Driving GTG Home

Driving GTG home: focused...skill-building—why "fewer is better"...the law of the jungle...Driving GTG home: flawless...how to achieve perfection—the real key...the five conditions for generating high tension...the significance of low rep work...Driving GTG home: frequent...the one great secret of press success...Driving GTG home: fresh...the many aspects of staying fresh for optimal strength gains...staying away from failure...the balancing act between frequency and freshness...Driving GTG home: fluctuating...how to avoid training plateaus..."same yet different" strategies...'waviness of load'...countering fatigue...training guidelines for a PR...backing off and overtraining.

Chapter 6 Field-Stripping the Pistol

Box Pistol...how to go from zero to hero...the box squat—a champions' favorite for multi-muscle strength gains...making a quantum leap in your squats...various options from easier to eviler...the rocking pistol...how to recruit your hip flexors...how to avoid cramping...One-Legged Squat, Paul Anderson style...Airborne Lunge...Pistol Classic...mastering the real deal...Negative-Free Pistol...the three advantages

of concentric-only training...Renegade Pistol...Fire-in-the-Hole Pistol...Cossack Pistol...Dynamic Isometric Pistol...combining dynamic exercise with high-tension stops...multiple stops for greater pain...taking advantage of your sticking points...easier variations...three reasons why adding isos to dynamic lifting can increase effectiveness by up to 15%...protecting yourself against injury...Isometric Pistol...holding tension over time...the art of "powered-down" high-tension techniques...Weighted Pistol...working the spinal erectors.

Chapter 7 Field-Stripping the One-Arm Pushup

The One-Arm Pushup, floor and elevated...how to shine at high-intensity exertion...change-ups for easy and difficult...the authorized technique...developing a controlled descent...Isometric One-Arm Pushup...The One-Arm Dive Bomber Pushup...The One-Arm Pump...The One-Arm Half Bomber Pushup...Four more drills to work up to the One-Arm Dive Bomber...The One-Arm/One-Leg Pushup...the Tsar of the one-arm pushups.

Chapter 8 Naked Warrior Q&A

Are bodyweight exercises superior to exercises with weights?...the advantage of calcs...what calcs enforce...the biggest disadvantage of bodyweight exercising...the advantage of barbells...the advantages and disadvantages of dumbbells...the advantages of kettlebells...Why is there such an intense argument in the martial arts community as to whether bodyweight exercises are superior to exercises with weights?...confusions explained...what a fighter needs...Can I get very strong using only bodyweight exercises?...Should I mix different strength-training tools in my training?...How can I incorporate bodyweight exercises with kettlebell and barbell training?...Can the high-tension techniques and GTG system be applied to weights?...Can the high-tension techniques and GTG system be applied to strength endurance training?...I can't help overtraining. What should I do?...Can I follow the Naked Warrior program on an ongoing basis?...Can I add more exercises to the Naked Warrior program?...Will my development be unbalanced from doing only two exercises?...Is there a way to work the lats with a pulling exercise when no weights or pullup bars are accessible?...door pullups...door rows...Where can I learn more about bodyweight-only strength training?...Low reps and no failure? This training is too easy!...Will I forget all the strength techniques in some sort of emergency?...Isn't dedicating most of the book to technique too much?...why technique is crucial...moving from ordinary to extraordinary.

Praise for Pavel's *The Naked Warrior*

"As a diehard weightlifting competitor throughout the past 40 years, I at first viewed the bodyweight-only approach of *The Naked Warrior* with some trepidation. Imagine my surprise when discovering Pavel Tsatsouline's latest work stresses real STRENGTH TRAINING, employment of a limited amount of key major muscle group movements, and a high intensity, low rep format! Indeed, by deriving the best features of proven power building programs from all weightlifting disciplines, gymnastics, martial arts, and other "heavy" exercise modes, Mr. Tsatsouline has redefined strength-conditioning for the 21st century!

Recently retired from 32 years in public education, I used to agonize over the archaic athletic training which was witnessed on a daily basis; coaches simply led their charges through hours of mind-numbing, ineffective calisthenics, "tradition" since centuries before. Now, Pavel's research can yield a much more condensed, result-producing package. *The Naked Warrior* routine has the potential to save teams huge blocks of much needed time, will not drain their athletes' energy, and saves from any strain on the usual tight budget—no new equipment, definitely no assembly required!!!"

—John McKean, six time All-Round Weightlifting World Champion

"Pavel... your sections on tension and breathing de-mystify the concept of 'centering'. Many practitioners of Oriental arts emphasize the mental path to power generation. The majority of Westerners cannot relate to that. You have made it a physical skill and described it in such a way that anyone can practice it and readily improve... This book, as with *The Russian Kettlebell Challenge*... will catch like fire in the tactical community."

—Name withheld, Instructor, Counter Assault Team, US Secret Service

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

—Arthur Drechsler, author "The Weightlifting Encyclopedia"

The Naked Warrior Master the Secrets of the Super-Strong—Using Bodyweight Exercises Only By Pavel Tsatsouline

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"This book has caused me to completely re-evaluate the way I look at calisthenics... Education is a wonderful thing and in this book you have most certainly educated me, as you will educate thousands... The great detail you include works, as I often receive a great deal of e-mail asking for more detail. Even those of us who have cranked out hundreds of thousands of reps in various drills don't really know what we are doing at a micro level. The detail allows us to scrutinize our performance and make adjustments to improve performance.

As for the spec ops warrior, this is great! There are so many times when you are unable to bring weights with you and you have to rely on cals to get you through.

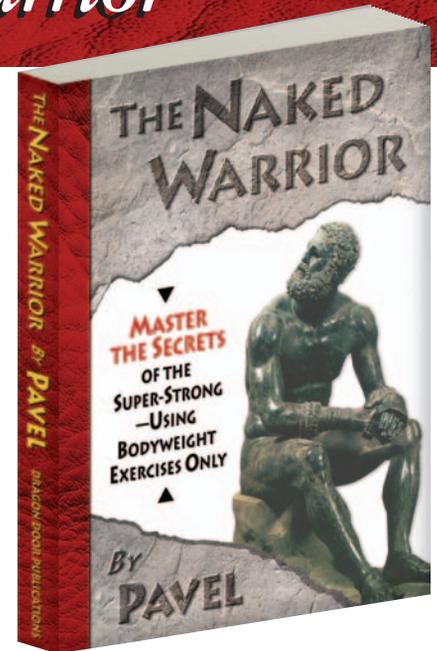
This new learning on cals allows us in the field to still train for great strength with only our bodies and that's like money in the bank! For example, I am going on a 10 day trip with no weights and I will most certainly do *The Naked Warrior* workout while I am gone! I can't wait to get started!

The Naked Warrior is a must for anyone who trains people with cals! While it's great for your own use, you can help others improve dramatically by knowing what to look for and what to suggest to improve their technique.

—SSgt. Nate Morrison, USAF, Pararescue Combatives Course Project Manager

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

—Mike Burgener, Sr international weightlifting coach



"*The Naked Warrior* is outstanding as a complement to Pavel's other books or standing alone. The 'Grease the Groove' section alone makes this book worth owning. For martial artists and practitioners of police defensive tactics the two featured exercises in *The Naked Warrior* will greatly enhance striking and kicking. The One-Arm Pushup and the One-Legged Squat (Pistol) are the closest thing to actually striking and kicking that strength training has to offer.

For martial artists who don't wish to weight train or just don't have the time *The Naked Warrior* program is the way to go to enhance strength. Those who do weight train will want to include the Naked Warrior program into their training as well since the benefit is great while time, cost and convenience are non-factors.

The 'byproduct' of the high tension concepts outlined in this book is the martial artist will learn more about the use of muscle tension in motion than he will during the majority of martial arts training. Tension, in it's proper degree and application is of paramount importance, it is not only a factor in strength, but in speed and endurance as well. The section on Power Breathing explains the relation between strength and breathing like most martial art instructors don't or cannot.

There is finally a scientific explanation on many of the breathing exercises and techniques that abound. As is stated in the book, 'strength is a technique.' You can practice martial skills without the information offered in *The Naked Warrior*, but you risk not operating at full potential."

—George Demetriou, Modern Warrior Defensive Tactics Institute, NYC

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

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

"I thoroughly enjoyed *Beyond Bodybuilding*. Every few pages, at least, your book reveals another clever kick-ass, air tight, super-intense training modality that I hadn't even considered in my own investigative research as a muscle writer. Talk about thinking many moves ahead of us other writers, training modality wise! *Beyond Bodybuilding* builds the physique page by page." —**Dennis B. Weis**, Author of *Mass!*, *Raw Muscle!* and *Anabolic Muscle Mass*, *MuscleMag Int'l* Columnist

“Thanks for you 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

"When I first received *Beyond Bodybuilding*, I blocked out an entire day so I'd have enough time and undivided attention to savor its contents... If you think you've already seen everything Pavel has to offer, this book will prove you wrong. Don't make me come over there — get over to dragondoor.com and get your copy today!" —**Charles Staley**, creator of the Escalating Density Training (EDT) system.

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

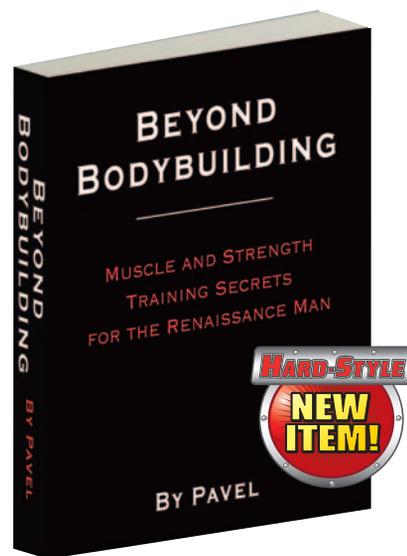
“I wholeheartedly recommend *Beyond Bodybuilding*: I view it as a summation of the accumulated knowledge Pavel Tsatsouline has gathered to this point in his career. Every body part is covered and a blueprint provided for how to build and strengthen every conceivable muscular target. The detail and description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

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

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