

## **BARELY keeping it together?**

Dear Fellow Fitness Fanatic:

Are you starting to feel:

- zapped of energy?
- stressed?
- unfulfilled?
- like you're struggling to find balance in your life?

## **Here's What's Causing You to Feel This Way**

With the crazy lifestyles we have, it's no wonder we often feel overwhelmed and off-balance. But what adds to this are all the annoying issues that come with aging, such as hypertension, enlarged prostate, erectile dysfunction and heart disease.

And, according to Dr. Ralph Esposito, one of the leading physicians in the field of testosterone optimization, men's testosterone levels decrease as they get older. A man's age, eating habits, exercise habits and lifestyle are all contributing factors to decreased levels of testosterone in a man's body.

Testosterone impacts mental health, and low levels result in:

- fatigue
- brain fog
- low mood
- low muscle mass, and
- decreased libido

To compound matters, we live with the constant fear of getting a heart attack or being diagnosed with cancer – the 2 leading causes of death in men over the age of 45 in the U.S.

## **How to Get Your Life Back on Track**

If you would love to:

- enjoy great health
- have peace of mind
- be happier
- have more energy to play with your kids and dedicate to your partner
- be more relaxed and 'have it together'
- be more focused and productive at work
- have fun while staying healthy
- have a lean, flexible, heart-healthy and super-fit body
- have a good mind, body and soul balance
- improve your basketball skills

Then, you need to have a look at what tons of basketball fitness fanatics are calling, '... a next level fitness program that allows you to take control of your life.', and, '...ingenious and allows you to have fun while keeping healthy.'

## **Introducing BASKETBALL YOGA BLAST**

BASKETBALL YOGA BLAST:

- is a unique DVD program that allows you to workout in the comfort of your home
- gives you a great, FUN work-out in less than 30 minutes a day
- is a one-of-a-kind, proven combination of basketball drills and yoga that will give you a lean, flexible, heart-healthy and super-fit body
- consists of classic basketball drills which:

- require hand-eye coordination, endurance, dexterity, rote repetition and discipline
  - have prepared new basketball players, such as school children, up to the world's greatest players, to excel at their game
  - get you to move quickly and keeps your heart pumping while using all the muscle groups, which is the perfect combination for fitness
  - help you to burn calories, build bone strength, boost your immune system, boost mental development, develop concentration and boost confidence
- consists of yoga which:
    - can be followed and enjoyed by anyone at any age
    - gives you flexibility and control
    - provides you with mental and spiritual aspects to your daily workout that keep you lean and limber while calming and focusing your mind
    - perfects your posture
    - prevents cartilage and joint breakdown
    - protects your spine
    - improves your bone health
    - increases your blood flow
    - drains your lymphs and boosts immunity
    - ups your heart rate - When you regularly get your heart rate into the aerobic range, you lower your risk of heart attack and can relieve depression
    - drops your blood pressure
    - regulates your adrenal glands
    - makes you happier, by increasing your serotonin levels and decreasing your levels of monoamine oxidase
    - lowers blood sugar
    - helps you focus
    - improves your balance
    - maintains your nervous system
    - helps you sleep deeper
    - prevents IBS and other digestive problems
    - keeps allergies and viruses at bay
    - supports your connective tissue

- was created by a team of experts and is co-founded by Kevin Love, a five-time All-Star NBA player and Carolyn Moss, former WNBA player who loves yoga and has developed a theory on how young athletes could benefit from the use of yoga and proper nutrition

## **What You Get with BASKETBALL YOGA BLAST**

- 6 DVDS WITH DIFFERENT WORKOUTS, FROM BEGINNER TO ADVANCED
  - No matter where you are in your fitness journey, there are DVDs for each phase, to suit every need
  - Get an AMAZING workout in less than 30 minutes a day
  - No more traveling back and forth to a gym – saving you time and money you can use to do more of the things you love
  - Enjoy your favorite sport and improve your basketball skills
  - Workout in the comfort of your home, with your family, to increase family-bonding time
  - Increase your energy levels and release endorphins which help diminish pain while triggering positive feelings
  - Promotes good heart-health
  - It's a GREAT way to de-stress
  - See it as your own personal trainer
- INSTRUCTION GUIDE ON HOW TO USE THE DVDS
  - User-friendly
  - Easy to follow
- HEALTHY MIND AND BODY TIPS RELATED TO BASKETBALL DRILLS AND YOGA
  - It includes tips on how to control your thoughts, which affect your emotions, which in turn affect your actions
  - Tips on how to develop a good mind, body and soul balance
  - Includes advice on proper nutrition
  - Tips on how to prevent injuries or minimize damage
  - Includes tips on promoting good heart-health

- Includes techniques on how to maintain great mind and body health throughout the day
- AN NBA-QUALITY BASKETBALL
  - Can be used on the courts when playing basketball with friends or family
  - It's great quality and durable. *It will last you a lifetime*
  - It's small enough to easily store and big enough to find
- A HIGH-QUALITY YOGA MAT
  - With just the right thickness. It's comfortable, yet light and easy to roll
  - It's a sticky PVC yoga mat
  - It's eco-friendly and made of natural materials
  - It's durable and will last several years
  - You can use it outdoors if you choose to do yoga on its own
  - It's easy to clean
- A HANDY CARRYING CASE
  - It conveniently keeps everything together, making it easy to store or to take with when you travel
  - It's durable
  - It's easy to wash

## **How BASKETBALL YOGA BLAST CAN CHANGE YOUR LIFE**

1. Each time you practice yoga, you take your joints through their full range of motion. This can help prevent damage caused by sports injuries by "squeezing and soaking" areas of cartilage that normally aren't used.

Joint cartilage is like a sponge. It only receives fresh nutrients when its fluid is squeezed out. Only then can a new supply be soaked up.

Without proper sustenance, neglected areas of cartilage can eventually wear out, exposing the underlying bone like worn-out brake pads.

2. It boosts levels of hemoglobin and red blood cells, which carry oxygen to the tissues. And it thins the blood by making platelets less sticky and by cutting the level of clot-promoting proteins in the blood. This can lead to a decrease in heart attacks and strokes since blood clots are often the cause of these killers.
3. It helps you to stay healthy and lose weight. Regular practice gets you moving and burns calories, and the spiritual and emotional dimensions of your practice may encourage you to address any eating and weight problems on a deeper level. It may also inspire you to become a more conscious eater.
4. It improves coordination, reaction time, memory, and even IQ scores. People who practice Transcendental Meditation demonstrate the ability to solve problems and acquire and recall information better, probably because they're less distracted by their thoughts, which can play over and over like a broken record.
5. It encourages you to relax, slow your breath, and focus on the present, shifting the balance from the sympathetic nervous system (or the fight-or-flight response) to the parasympathetic nervous system.

The latter is calming and restorative. It lowers breathing and heart rates, decreases blood pressure, and increases blood flow to the intestines and reproductive organs (known as the relaxation response).

6. Stimulation is good, but too much of it taxes the nervous system. BASKETBALL YOGA BLAST can provide relief from the hustle and bustle of modern life, because a turning inward of the senses provides downtime for the nervous system. Another by-product of regular use is better sleep, which means you'll be less tired and stressed and less likely to have mishaps.

7. It helps you to slow down the mental loops of frustration, regret, anger, fear, and desire that can cause stress. And since stress is implicated in so many health problems, from migraines and insomnia to lupus, multiple sclerosis, eczema, high blood pressure, and heart attacks, if you learn to quiet your mind, you'll be likely to live longer and healthier.
8. Many of us suffer from chronic low self-esteem. If you handle this negatively—take drugs, overeat, work too hard, sleep around—you may pay the price in poorer health physically, mentally, and spiritually.

If you take a positive approach and practice BASKETBALL YOGA BLAST regularly, you'll sense, initially in brief glimpses and later in more sustained views, that you're worthwhile or, as yogic philosophy teaches, that you are a manifestation of the Divine.

You can expect to experience feelings of gratitude, empathy, and forgiveness, as well as a sense that you're part of something bigger. While better health is not the goal of spirituality, it's often a by-product, as documented by repeated scientific studies.

9. It can help you make changes in your life. In fact, that might be its greatest strength. Tapas, the Sanskrit word for "heat" is the fire, the discipline that fuels yoga practice and that regular practice builds (the same self-discipline developed by playing basketball).

The tapas you develop can be extended to the rest of your life to overcome inertia and change dysfunctional habits. You may find that without making a particular effort to change things, you start to eat better, exercise more, or finally quit smoking after years of failed attempts.

10. It builds awareness. And the more aware you are, the easier it is to break free of destructive emotions like anger. Studies suggest that chronic anger and hostility are as strongly linked to heart attacks as are smoking, diabetes, and elevated cholesterol.

Yoga appears to reduce anger by increasing feelings of compassion and interconnection and by calming the nervous system and the mind. It also increases your ability to step back from the drama of your own life, to remain steady in the face of bad news or unsettling events.

You can still react quickly when you need to (and there's evidence that yoga speeds reaction time), but you can take that split second to choose a more thoughtful approach, reducing suffering for yourself and others.

11. It provides strength training that develops lean muscle. It can help develop your lower back, neck, deltoids, traps and core muscles. It also makes your legs stronger, and the movements like shooting and dribbling help strengthen your arms, hand muscles and wrist flexors.
12. It will give you more energy, make you more focused and you'll experience more joy. You'll have more control over your life with the mind, body and soul balance that it gives you AND your basketball skills will improve drastically.

## **But Don't Just Take My Word for It**

### **Here's feedback from some of our many satisfied customers:**

"As Head Coach of Amateur Basketball Clubs of America, I work with many players who have day jobs and busy lives, but also want to pursue their passion for the game of basketball. I do everything possible to help each club member achieve his or her "personal best."

People who stay involved in athletics are usually better disciplined, better focused and healthier overall. I use my training as a coach and mentor to help them apply their athletic skills to achieving their personal weight and fitness goals.

I believe that a daily workout routine is the most helpful in staying slim and agile. After trying Basketball Yoga Blast with my teams, the results have been amazing!" — J. Cunningham

"Being a single dad, I need to keep my energy level up to keep up with my 6 and 8 year old sons. It's not easy, I can tell you. I've found that your program helps me to maintain the fitness and stamina levels I

need to manage work, kids, and home. Even though I can't wait to pick up my sons from school, I've already put in a full day's work. I'm an associate at a busy law firm.

To keep my take-home work to a manageable amount, if I'm not with a client, I usually work right through lunch. By the time I get home, the boys are ready to have some fun with their dad! And I made a promise to myself that I would never let my work interfere with those few hours between the time we get home and the time they go to bed.

For all of us, the best time of the day is when we're all together, doing Basketball Yoga Blast. It really is ingenious and allows you to have fun while keeping healthy. After they go to bed, I can put in another 3 hours on my computer. I feel a definite difference when I'm consistent about following your program. My kids love it too. It's all good." — T. Young

"I have a demanding career life. I'm not complaining. I love it. Sadly, I've seen many up-and comers burn out before they made it even halfway up the corporate ladder. Though I seem to thrive on the constant excitement, most people can't take the pace. For those with families, I think it's the long hours that create the most stress.

I'm not going to let stress and long hours take its toll on me and my family. Therefore every evening when I get home, I fire up your program. I enjoy 30 minutes of a fun workout that involves one of my favorite past times — basketball. My husband can't believe I found a yoga-basketball workout! He's even joining me in my Basketball Yoga Blast workouts, so we both have a new appreciation for both pursuits.

Even better, doing these workouts together has energized us for ... um... other pursuits. It truly is a next level fitness program that allows you to take control of your life. Thanks for creating a basketball fan's fan-tastic workout that helps us perform better on all levels." — H. Walters

### **And, here's what the experts have to say:**

"After getting my players to try Basketball Yoga Blast, I noticed a remarkable improvement in their agility, balance and endurance. I would highly recommend it to any basketball player who is serious about improving his game and achieving long-term results." — John Beilein, head coach of the Cleveland Cavaliers of the NBA.

"Your head is like a bowling ball—big, round, and heavy. When it's balanced directly over an erect spine, it takes much less work for your neck and back muscles to support it. Basketball Yoga Blast not only strengthens these muscles, it also improves your posture greatly, which reduces fatigue, prevents achy muscles and strain on your spine." — Jasper Sidhu (BSC, DC), Chiropractor.

"I've tried Basketball Yoga Blast myself, and found the results to be immediate. It made me feel great, improved my body composition and toned muscles I didn't know I had. I would definitely say it

promotes flexibility, balance and inner wellness, which is so important to me.” – Rachel Brathen (Yoga Girl – A Swedish yogi with 2.1 million Instagram followers).

“Basketball Yoga Blast is a strong, intense and physically challenging workout with accessible postures that challenge the body in new ways. It increases performance and capability in basketball players and reduces the possibility of injury or painful impingement. I have been treating fewer and fewer players that have been following this program” – Jennifer Abbiss-Somerville, R.Kin. B.A.H.Sc (AT), B.H.Sc, CAT (C), DOMP (candidate), Sports Medicine Expert.

“In just 8 weeks you will have a new toned body that is more flexible and mobile. You’ll have more strength and stamina than you can imagine. It is the only fitness program to have helped me in preventing my ongoing injuries. To be honest, my teammates were skeptical when they found out I started incorporating yoga into my workouts.

But when they saw the results of what it helped me achieve, they all started trying it! Basketball Yoga Blast is the **ONLY** fitness program that gives you a great mind, body and soul balance **WHILE ALSO** improving your basketball skills. Believe me when I say, **Basketball Yoga Blast will CHANGE-YOUR-LIFE.**” – LeBron James, one of basketball’s best players.

## **You’re Probably Wondering How to Get Hold of This Now**

And I’ll tell you in just one moment. But before I do, I’d like to share with you what Kent Katich (yoga instructor and former basketball player) has to say about the benefits of yoga in basketball:

- ‘Yoga can help you play better’
- ‘It helps you to be lighter on your feet’
- ‘It makes you less susceptible to injury’
- ‘It helps you control your emotions’, and
- ‘It can make you taller’

**BASKETBALL YOGA BLAST** not only achieves this, but has achieved what no other workout on the market can provide: A great mind, body and soul balance **WHILE ALSO** improving your basketball skills.

BASKETBALL YOGA BLAST is listed as the **#1** workout celebrities do, by *Men’s Health* Magazine.

## **So Here It Is**

Right now, for a limited time, I'm making a special promotional offer. I want to get this program out to the public, so people can see for themselves the remarkable results of BASKETBALL YOGA BLAST.

Specialized programs of this nature, produced in limited quantities, usually sell for \$360 to \$390. But you're not going to pay \$390 for BASKETBALL YOGA BLAST. In fact, you won't even pay \$360 for this unique and powerful program.

If you act within the next 3 days, you can take advantage of my limited-time, introductory offer and get this revolutionary fitness program BASKETBALL YOGA BLAST for only \$179.99! So, if you act quickly, you can save an amazing 50% off the regular price.

Call: 1 800 807 – 7087 or, mail the enclosed reply form today. Our Customer Service Staff are available for orders and product information 9 AM to 6 PM EST, Monday through Friday.

And try BASKETBALL YOGA BLAST with this guarantee: If, after using our fitness program you do not agree that it gives you a great mind, body and soul balance, while improving your basketball skills, you'll receive a prompt refund of 100% of your money.

Simply send it back within 90 days of the purchase date, and in good condition, to receive a full refund, no questions asked. And, as a thank you for giving our fitness program a try, you get to keep the NBA-quality basketball.

Sincerely,

Peter Smith

Manager, Networking Marketing

P.S. If you act TODAY, you will receive the NBA-quality basketball with Kevin Love's autograph on it, ABSOLUTELY FREE. We've ordered enough FREE BASKETBALLS – we think – to meet the anticipated response. But they're likely to go fast, so why risk waiting months while we re-order? Since your basketball will be shipped as soon as you pay for the program, why not get it immediately by calling or enclosing payment now?

- **Yes!** I want to have a more balanced life, an athletic body and improve my basketball skills from spending 30 minutes a day on Basketball Yoga Blast! I will receive 6 DVDs, an NBA-quality basketball, a comfortable PVC yoga mat, an instruction guide, mind and body tips, and a carrying case, all for \$179.99. And if I am not happy with the program, then I can return it within 90 days of the purchase date, so long as it is in good condition, with no questions asked. And I will get to keep the basketball no matter what!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Please specify the payment method below:

Enclosed is my check/money order for \_\_\_\_\_

OR

Credit/Debit Card Information:

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P.S.: Kevin Love will only be signing a limited number of autographs before he leaves for his upcoming book tour. So order now for your chance to receive your basketball with his personal signature on it!