

WOULD YOU TRADE 30 MINUTES FOR THE MIND AND BODY YOU'VE ALWAYS WANTED?

Dear Health Fan,

You know what yoga is. You know that it can elevate your mood, increase your flexibility, and help reduce stress.

But what if a new kind of yoga could **completely** change your life...in **every** way?

I'm not just talking about getting fit – I'm talking about improving your mind, body, and your confidence.

Just imagine: pounds effortlessly drop off while the muscle in your arms, abs, and legs tightens and tones, revealing a healthy, sexy physique. Energy you never knew you had suddenly rises to the surface, making you more productive during the day and more ready to party at night. Diabetes, heart disease, menopause, depression...reduced or delayed for years to come.

Your body doesn't control you or how you feel – it's now the other way around. Your day can now be whatever you want it to be. You feel your best, and your life can't help but reflect that fact.

The best part?

It's Unlike Anything You've Tried Before – And The Results Show It

For 30 minutes, you'll do something exciting. Something fun. You'll become more coordinated, stronger, and healthier. Walk or run longer than you ever could before, and tasks around the home become effortless...and more enjoyable. You'll feel the difference in yourself – and in your body – with everything you do. You'll feel lighter when walking and more alert when you're sitting. Your lungs will strengthen, which relieves pressure from your heart and cardiovascular system, making *them* stronger and healthier.

With just 30 minutes...

- You can burn up to 300 calories (100 more than half an hour of sex)
- Your legs, abs, and arms will dramatically increase in muscle and tone
- Physical and emotional stress vanishes
- Increase your energy level (power up, not down!)
- Levels of the neurotransmitter GABA rise by 13.5%, elevating your mood

Are you interested?

A Star Basketball Player's Secret to Unrivaled Excellence

Did you know that the average length of a basketball player's professional career is only 4.8 years? Basketball is an intense sport; it can wear players out pretty quickly. There is one player, though, whose career has lasted 20 years – easily 4 times longer than usual – and he's still going strong. His name is Kareem Abdul-Jabbar, and he's got a secret to success that he's willing to share with you.

Kareem is a pretty big guy. He's 7'2", which, in basketball, can be as big of a risk as it is a blessing. Taller players tend to break down faster, since the stress on their joints is that much greater. However, Kareem has never had a muscle injury. He is still not retired, even after a 20-year career. He is well-known as one of the greatest players in basketball history, and is the NBA's All-Time Leading Scorer with 38,387 points. While he isn't on the court these days, Kareem has established himself as a New York Times best-selling author, award-winning filmmaker, and a regularly contributing columnist for ESPN.com and Huffington Post.

Oh, I forgot to mention. Kareem is 62 years old.

Most basketball players at that age can barely walk.

When Kareem was in high school, he stumbled on a book about a 6,000 year old discipline with an emphasis on flexibility, concentration, and breathing. He began using these techniques – yoga techniques – in his practice and playing, making them a routine part of his training program in 1978. He continues to use yoga to this day. "There is no way," he says, "I could have played as long as I did without yoga."

The unique combination of yoga and basketball drills unlocked a workout with astonishing results. Kareem teamed up with Yoga expert Max Strom to develop a program that anyone could follow whether on with a team, at the gym, or in the comfort of your own living room.

The Name of the Game: Basketball Yoga Blast

Over the past two years, Kareem and Max have developed a set of six different workouts, ranging in difficulty from beginner to advanced, that integrate the different benefits of yoga and basketball drills.

When basketball and yoga are combined, the resulting workout does incredible things for the human body:

- Releases endorphins, which help you feel better, sleep better, and feel more rested and alert.
- Increases flexibility, which will let you move more easily and places less stress on your joints.

- Heightens awareness of your own body, which you can use to better monitor your health and hunger levels.
- Improves coordination, allowing you to accomplish more through your day and outperform people younger than you are.
- Tones the entire body in one go (arms, waist, and legs included) rather than wasting a chunk of time on one body area.

The Basketball Yoga Blast Workout Kit comes with 6 DVDs, featuring step-by-step workouts for every skill level. Normally, we offer this set, used by professional athlete trainers across the world, for \$199.95.

As a special promotion, the price we're offering you today is \$169.95 – an extra \$30 savings for an all-inclusive workout program that eliminates the need for any other exercise equipment. No more gym fees, no more diet pills, no more tossing and turning at night.

What Do Real Customers Have To Say About It?

“People who stay involved in athletics are usually better disciplined, better focused, and healthier overall. I believe that a daily workout routine is the most helpful to staying slim and agile. After trying Basketball Yoga Blast with my teams, the results have been amazing!”

J. Cunningham

Head Coach, Amateur Basketball Clubs of America

“I’ve found that your program helps me to maintain the fitness and stamina levels I need to manage work, kids, and home. I feel a definite difference when I’m consistent about following your program. My kids love it too. It’s all good.”

T. Young

Single Dad

“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. Thanks for creating a basketball fan’s fan-tastic workout that helps us perform better on all levels.”

H. Walters

Very Satisfied Customer

Special HALF-PRICE Offer – This Month Only!

Basketball Yoga Blast is a tremendous program, and we want to make sure that our customers use it to their fullest potential. So, as a special premium offer, we’re throwing in all the equipment you’ll need for the workout, along with the educational materials:

- 6 Step-by-Step workout DVDs
- Instruction guide on how to use your DVDs

- Healthy mind and body tips related to basketball drills and yoga
- High-quality yoga mat
 - 3mm thick, cushiony, non-slip material
 - Embossed with the official Basketball Yoga Blast logo
 - Non-stick underside to safely attach to the smoothest floors
 - Easy to clean
- An official NBA-quality Spalding basketball.
 - 29.5” circumference
 - 22 oz
 - Inflated to 8 lbs/inch
- Handy carrying case
 - Durable canvas construction
 - Special compartment for basketball
 - Side snaps to secure yoga mat
 - Ample room for a change of clothing
 - Machine washable

All of this is included in the Premium Basketball Yoga Blast Workout Kit. A \$269.95 value – yours for \$100 less at only **\$169.95**. You can order online, over the telephone, or by mail. But don't wait too long! We only have 4,000 in stock...and they sell fast.

100% Money-Back Satisfaction Guarantee

After you receive your Basketball Yoga Blast Workout Kit, you'll have a full three months to try it out. If you decide it's not for you, call us and let us know. You can return all undamaged materials to us before the end of the third month and we'll refund every cent you paid.

To order, follow the instructions on the attached mailing card. Fill it out, and return it to us in the prepaid postage envelope. Your Basketball Yoga Blast Workout Kit will be on its way to you in no time at all...and then you too can experience the life-changing effects of this proven fitness revolution.

Sincerely,

J. Mackleburg
Assistant Manager, FitR Inc.

P.S.

You can look for more information on Basketball Yoga Blast in the media – we've been endorsed and used by members of the Brooklyn Nets, Toronto Raptors, Utah Jazz, and Minnesota Timberwolves!

Lift Note

Hello there,

I'm Kareem Abdul-Jabbar. If you follow basketball at all, my name might sound familiar. I'm ranked one of the 50 Greatest Players in NBA History and named the greatest player in college basketball history by ESPN.

Now, most players my age (I'll be turning 67 next year) tend to be in rough shape. Joints wear out faster; it's just a fact of life if you're a player, especially one carrying as much weight as us tall guys. I have an advantage, though, that most don't. It's a leg up that saw my career last four times longer than average, and saved me from suffering *any* muscle injuries for all 1560 games I played.

Early on in my career, before I ever set foot on a court, I began practicing yoga. Now, most people ask something like this: how and why would a basketball player ever waste time on something like yoga? Isn't it just new-age mind-and-body-harmony stuff?

My response is and has always been that, quite simply, I would never have gotten as far in my career as I did if it hadn't been for yoga.

Don't misunderstand; I love basketball. Always have. Just doing the drills helps wake you up and get your brain running on full power for the day. I couldn't do without them as a part of my routine. But power isn't everything. Coordination, drive, focus – these are the things that make the difference between a regular player and someone who truly owns the court. And when you combine the two...there's no telling what records you'll set.

I've been encouraging my teammates to try this out for years, and I've taught them some of my favorite pre-game routines. However, I believe that everyone, not just athletes, can make their lives extraordinary through this fusion of basketball and yoga.

It's interesting, it's rewarding, and it'll keep your game going! I've been trying to convince my colleagues for years to learn more about it – I'd like to encourage you to do the same.

Regards,
Kareem Abdul-Jabbar