



"WHAT'S A KETTLEBELL?"

By itself, a kettlebell is a simple piece of athletic equipment: a cast iron ball with a handle.

When used properly in your regimen, a kettlebell and the philosophy of training that goes with it, will greatly transform your life by increasing your strength, power, flexibility, and conditioning while whittling away fat.

REASONS YOU NEED A **KETTLEBELL** IN YOUR LIFE

1. KETTLEBELL TRAINING BUILDS A STRONG CORE
Kettlebell training increases core strength by 70%, even people of all ages.

2. LOW IMPACT CARDIOVASCULAR WORKOUT
The same as running, fast, with no impact.

3. SWING YOUR WAY TO LESS LOWER BACK PAIN
Kettlebell training reduces pain in the neck, shoulders and lower back.

4. GET A FULL WORKOUT IN LESS TIME.
Kettlebell training increases core strength by 70%, even people of all ages.

5. LOSE CRAZY AMOUNTS OF FAT
Kettlebells allow you to combine your conditioning and strength in one session, which is a more efficient way to burn fat.