

# RCK

ROLLING CORE KINETICS™



## ABOUT THE ROCK 360



## THERE'S A NEW ERA IN THE WORLD OF FITNESS

People all over the country and of all shapes and sizes have fallen in love with the ROCK 360 developed by fitness professional, Tommy Saunders. They're immediately excited by the phone integrated app technology, 360-degree movement and how easy it is to get started. Consumers identify with the ROCK 360 because it is reminiscent of an old standard in exercise equipment, the ab wheel, yet its evolutionary enhancements provide a unique and entertaining exercise experience that everyone can benefit from. While its core centric utility allows users to drastically increase the effectiveness of other ab exercises, the never-before-seen, original total body exercises makes the ROCK 360 extremely versatile.

FEWDM FITNESS™

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[www.GetRock360.com](http://www.GetRock360.com)

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# ROCK

ROLLING CORE KINETICS™



## ABOUT THE ROCK 360



## ROCK 360 SYSTEM

The ROCK 360 program is one of a kind; there are no other abdominal training tools that can add as much value and versatility to a workout as the ROCK 360 can. It's exhilarating, effective and easy-to-follow. It achieves the perfect balance of a progressive core workout, full-body cardio, strength training, stress relieving, and energy-producing fitness experience.

And the best part about the ROCK 360 is the value that comes from the entire package. You would pay almost 50% more for traditional fitness equipment or a fitness DVD system. But Rock 360 combines both of these with a unique and comprehensive fitness app. This is truly a total abdominal system. The package includes the ROCK 360, a phone clip so you can attach your phone to the top of the product and download the FREE ROCK 360 app to have a personal trainer at your finger tips, a knee mat for added comfort, 10 DVDs each with a 20-minute workout including beginner, flexibility and total body; a nutrition guide, a 60-day challenge calendar and a workout poster.

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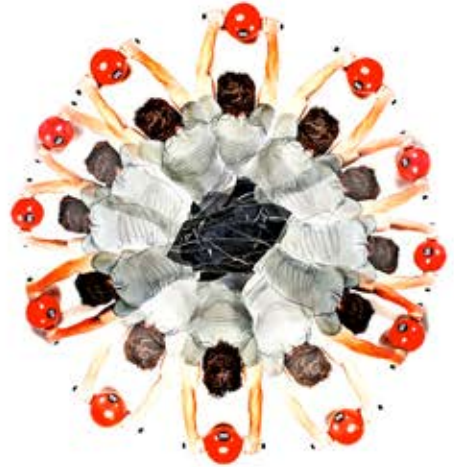
# ROCK 360™ DIFFERENTIATION

## BI-DIRECTIONAL MOVEMENT



Allows only back and forth range of motion.

## OMNI-DIRECTIONAL MOVEMENT



Allows limitless range of motion.

## RANGE OF MOTION



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## WAYS TO ROCK

### PLANKS



Rock your core by stabilizing your body! ROCK 360 Planks work your entire body by forcing it to stabilize itself while balancing on the ROCK 360. Strengthen your shoulders, biceps, triceps, abs, chest, hips, and quads in a totally NEW way, and to get your ROCK 360 unique physique!

### PUSH-UPS



Engage your upper body and core simultaneously for a strength building, ab shredding push up. Your abs, chest, arms, and back must work together to stabilize while performing ROLLING push-ups on the ROCK 360 resulting in increased strength, stability, and performance. Don't worry; we have modifications for every fitness level.

### MEDICINE BALL



Add weight to your workouts! The ROCK 360 weighs 8 pounds and makes a perfect medicine ball. These ROLLING and PASSING combinations will give you a workout like never before. Increase your coordination and abdominal strength as you pass and rotate with the ROCK 360.

### AB ROLLER



Take that pain off your lower back and stress off your shoulders! Take your core on a 360 degree ride at your own speed, pace, and ability. The 360 degrees allows for infinite movement! It allows you to use the ROCK 360 to write numbers, letters, or shapes! The ROCK 360 is so much more than an ab wheel, it's truly a Total Ab Gym that's going to take your abs to another level.

### NEVER-BEFORE-SEEN



The ROCK 360 allows you to do never before seen core exercises like 360 Degree Sit-ups, Twisting Planks, Rotating Obliques and countless more. These exercises are specifically designed to work all 29 muscles of your core! You will feel it working muscles you didn't even know you had! That sexy V shape you've always wanted can now become a reality.

### LOWER-BACK STRENGTHENING



When we say total core, we mean total core! Strengthen your lower back to prevent injury and increase your overall core development by Rolling Supermans, Obliques Supermans, and Rolling Birddogs. These exercises will build your whole core and help prevent injuries.

### TRADITIONAL ABS WITH TWIST



A NEW ROCKIN' twist to some old moves to reveal your new lean physique. Incorporate the ROCK 360 into any traditional Ab exercise. Use the ROCK 360 to enhance your favorite workouts and take your current fitness routine to the next level.

### FLEXIBILITY



Use the ROCK 360 as a tool to increase your flexibility. Roll into new stretching techniques that will put your whole body to work. The unique ROCK 360 flexibility workout has a yoga feel with a rolling twist. You will love these unique stretching techniques that will help prevent injury while gaining flexibility.



## EASY TO USE

The ROCK 360 was created as way to provide people at all levels of fitness with a workout challenge that's doable. Any exercise done with the ROCK 360, be it core or total body, can be done at a beginner level. Anyone can start using the ROCK 360 and as their strength increases still get a challenge from more complex movements and exercises. It's for everyone who's willing to work for the body they want. And it's fun too!



Child's Pose- The Child's Pose position allows the user to take stress off their lower back. It isolates your obliques as the users perform a side-to-side movement. Our beginners love this move because it is a familiar body position and they feel strong and confident performing exercises from there.



Laying Down- This position helps strengthen the lower back without putting pressure on your spine. It gives the user the ability to work their entire core with little stress on joints. From this position, you are isolating the obliques while strengthening "helper" muscles as well.



Sitting Down- This is a great position for beginners to start to feel their abs hard at work. With the stress and pressure they normally feel on joints and lower back alleviated, beginners can sit down and roll left, right and around their body while performing traditional exercises.

Standing Up- Users that have a hard time getting off the ground can perform a stand up series that includes easy to follow exercises that users can start right away. These exercises can be done on a table or wall and will build the necessary muscles needed to progress into the next level of exercises.



The benefit of the different positions is that users can begin the workouts where they feel comfortable, increase their range of motion from there and build confidence and progress in their ability immediately.

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## WHAT'S INCLUDED:

### Package



### ROCK 360 PHONE CLIP



This universal phone clip fits most smartphones and attaches directly to the ROCK 360. Remove the badge by pressing up on the arrow. This will release the badge and allow you to attach the phone clip. The phone clip slides in easy while adding the ability to attach your phone to it. Download the ROCK 360 app to put our ab shredding workouts right at your fingertips.

### KNEE MAT



For added comfort, use the 24-inch ROCK 360 knee, allows for a wider base for more the more advanced moves! The mat travels well by way of folding so you can ROCK on almost any flat surface.

### EXERCISE CHARTS



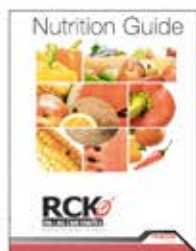
Includes 84 different designs ranging from beginner to pro. Our "Ah Shoot" workouts are for only those with an elite fitness level and will leave you saying "Ah Shoot". Also included is 32 sets of ab workouts that you can mix and match to create your own workout!

### CALENDAR



Take the 60-day DVD challenge while you track your progress with the calendar. Stay on top of the correct workout and the correct day. We challenge you to follow our plan to get you ripped! Do you accept?

### NUTRITION GUIDE



The 30-page nutrition guide will give you over 50 tips on how you can live a healthier life. Learn which foods you are missing and what you need to remove from your diet. There are specific sections for people targeting different goals for example; losing weight and gaining weight.

### MOBILE APP



The ROCK 360 app gives you a personal trainer at your fingertips. You never have to worry about coming up with exercises to do because with one click the app will generate a workout that ranges from 5 minutes to an hour.

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# 10 DVD Workouts



## DVD 1 - Rock Out

•Rock Out - Ready to ROCK? This workout is going to kick your abs with a rolling and twisting combination that will leave you with a sore core.



## DVD 2 - Rip & Roll

Ready to get ripped? ROCK your way to abs by rolling into new never-before-seen exercises like rolling oblique knee tucks... You've never seen combinations like these



## DVD 3 - Power Pass

Put your abdominal strength and coordination to the test as you stabilize your core while passing the ROCK 360 from one hand to the other. Performing exercises like 360-degree sit-ups will rock you to your core!



## DVD 4 - Oblique Burnout

Good bye love handles and hello six-pack! This Ab shredding workout will blast away those love handles. That sexy V shape that you dream can now become a reality through these specifically designed oblique exercises that fire your obliques like never before.



## DVD 5 - On the Edge

Push your core to the edge with bridges and planks using the ROCK 360. Your stabilizers have never worked so hard. You will feel your upper, middle, lower abs, getting lean as you push through this workout. Will go over the edge?



## DVD 6 - ROCKin' Rotations

Shred your core like never before with a new TWIST to some old exercises. These rotations will ROCK your entire core with every movement.



## DVD 7 - ROCKin' Revolution

It's time to create a new you. This workout emphasizes classic lower-body exercises and takes them to the next level. Get ready to squat, lunge, and push-up but with a new ROCKin' twist.



## DVD 8 - Body Burnout

Get ready to sculpt lean muscle and your upper body with rolling one-arm pushups that anybody can do. Test your strength with every rep. Your chest, shoulders and triceps will thank you later. When we say this workout is a body burnout, we mean it.



## DVD 9 - All-Out Roll Out

Shape your entire body the way you want! Combines rolling movements and traditional exercises that will challenge your strength with every rep. Target your whole body while still ripping your abs with every roll. These new combinations will push your body to the limit!



## DVD 10 - Off the Rock

Strength, balance and flexibility are combined in order to ROCK this workout. These exercises can't be found in any other program. So get ready to Rock and Roll your way to the body you desire.

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