



Media Kit

The Company

Leading the industry through their comprehensive approach, The 12 offers a multi-dimensional platform that was created specifically to help others achieve and maintain the healthy lifestyles they seek. In a world that is over saturated with one hit wonder diets and workouts du jour, The 12 offers a dynamic training, nutrition and supplement program that is custom tailored for each member. The flagship training location is situated in the heart of Orange County, and welcomes men and women of all shapes and sizes; in all phases of their life; who are ready to challenge themselves and start living the life they aspire to. Cultivating a community of support, driven by the need to serve others, the founders of The 12 are committed to changing the way physical fitness is approached.

Statistics show that 70% of America is overweight. A staggering 39% of Americans are considered obese with 1 in every 3 people diagnosed pre-diabetic. The time is now to revitalize the way society views physical fitness; and it starts with embracing the three core components to a healthy lifestyle: training, nutrition and supplements. Working out is only one critical component in the pursuit of optimum health. Proper nutrition and supplemental support are essential in aiding the body in balancing macro-nutrient levels, which plays a large role in the overall level of fitness one can achieve.

The Company | Continued

Where most fitness phenomenons fail consumers is their lack of attention to the nutritional necessities that are an integral part of achieving and maintaining a healthy lifestyle. By combining these principles with each member's unique motivating factors, The 12 is able to help guide and shape each person's journey; assisting in achieving their target fitness level, while also setting them up for success to ensure they can maintain their lifestyle for the future. The comprehensive, three-phase metabolic training platform utilized by The 12 targets alternating muscle groups each day, challenging participants to perform body part specific, multi-directional movements utilizing free weights, resistance and body weight. By strategically designing workouts based on the Afterburn method (EPOC), combined with nutritional guidance, clients experience unrivaled results.

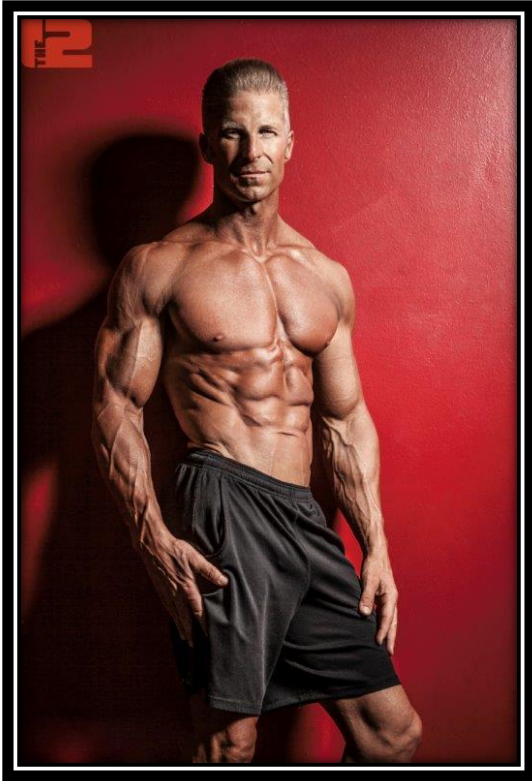
Join the Movement today...where disciples are made and lives are reborn.

Schedule your consultation with The 12 by calling: 949.222.9052 or emailing them at info@The12.com

"The 12 emphasizes results, while being accessible when people need support- not membership."

–Josh Boyd, CEO and Founding Partner of The 12

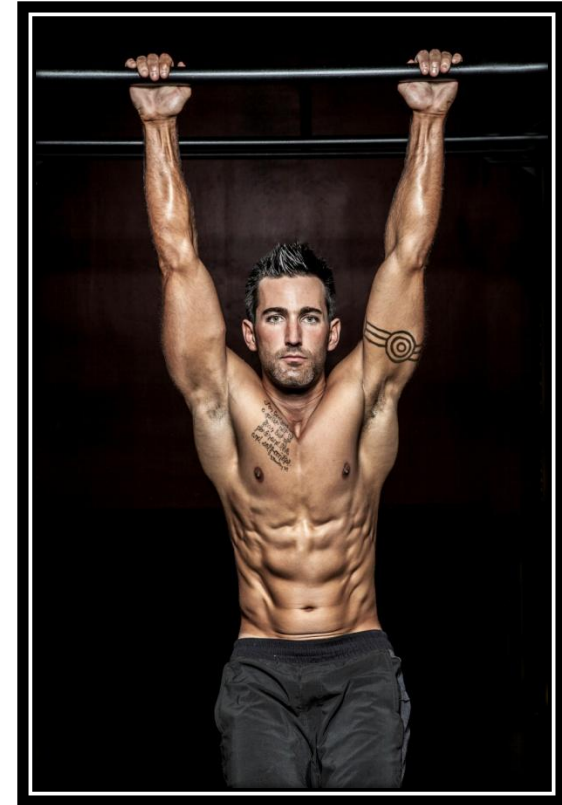
Team 12 | Founders



Derek Graham | CSO



Josh Boyd | CEO



Scott Perry | CTO

Team 12 | Trainers

Stevie Mersola



Keith Crews



Team 12 | Trainers

Stacey Hickman



Mary Beth Kurytila



Tricia Buck



The Vision

Bonded together by the beauty of overcoming their own unique struggles, Derek Graham, Josh Boyd and Scott Perry founded The 12 in 2013. The 12 originally began with The 12 Week Fitness Challenge, and started with a simple group of guys looking to achieve something they never had before...optimum overall fitness. Coming together for one last supper of indulgence, Derek and Josh embarked on a 12 week journey that included diet detox, dynamic muscle confusion based workouts, and nutritional makeovers. During those 12 weeks, a silent but steady transformation began in each of their lives. The results that they both experienced not only were evident in their physique, but also in their personal and professional lives. They had a whole new sense of confidence, clarity and soul that enhanced every area of their life. Together, they were each other's support, and held each other accountable from start to finish during their physical and emotional evolution. Sharing common values including community, faith and wellness, Derek and Josh recognized the growing need and glaring void in the fitness market for a comprehensive solution that could effectively address fitness from a multi-dimensional perspective.

Combining their vision with the talents of Master Trainer Scott Perry, Derek, Josh and Scott, collaborated to launch The 12, which offers a broad spectrum fitness platform based on The 12 Week Fitness Challenge principles. Today, progressive workout classes, nutritional counseling and supplement support, as well as the original 12 Week Fitness Challenge are available through The 12. In fact, more than 7,000 people to date have successfully completed the 12 Week Fitness Challenge.

The Vision | *Continued*

Leading the industry through their simple, systematic approach, The 12's philosophy has a proven track record of achieving long lasting, attainable results. Disciples of the brand cherish the solutions that are now available to address and correct seemingly complex, unhealthy lifestyle habits. By combining proper nutrition with personalized workouts and signature supplements, optimum overall health is able to be achieved seamlessly. During the process, members learn how to maintain their healthy lifestyle for many years to come, not just in the moment. Additionally, they experience the benefits of The 12 community, which is focused on supporting members during their journey...all the while identifying a renewed sense of value in each and every person.

Dedicated to connecting the health and wellness community, The 12 is focusing on targeted brand expansion in Southern California. Beginning with Orange County, their motivated team is ready to help the community achieve their physical fitness and healthy lifestyle goals. The 12...where disciples are made and lives are reborn.

Experience the phenomenon today!



Train

Experience the benefits of personal training within the dynamic energy of a group environment. Each class at The 12 is designed to engage clients at a variety of fitness levels through high-intensity, scientifically accurate workouts designed specifically to alter body composition. The 12's three-phase metabolic training platform targets alternating muscle groups each day, challenging participants to perform body part specific, multi-directional movements utilizing free weights, resistance bands and body weight. Deliberately formatted to prevent boredom while challenging isolated muscle groups, each class is tailored to keep the body guessing- making it resistant to the workout "slump".

Harnessing the power of the Afterburn effect, the regimen is "Plateau Proof"; providing a uniquely different emphasis or system response and heart rate training per workout class, so the body is unable to get accustomed to the ever changing format. Regular participants achieve undeniable results in minimal time, boasting 500-1000 calories burned in just 50 minutes. Innovative trainers collaborate to design workouts that are customizable and can be tailored to target individual client goals, while no two classes are ever the same. Through the guidance of each class's expert trainer, individual modifications can be made as necessary to enhance or physically accommodate each participant's experience. By incorporating energy driving, motivating music, participants jam through each workout with smiles, determination and strength.

Monday: Push | **Tuesday:** Compound Cardio Chaos | **Wednesday:** Pull | **Thursday:** Killer Kore | **Friday:** Power & Plyo

Saturday: Social Saturdays | **Sunday:** Sacred Sundays

Pricing: 10 Sessions, \$175 | 15 Sessions \$195 | 20 Sessions \$215 | Unlimited \$199 | VIP Unlimited \$250



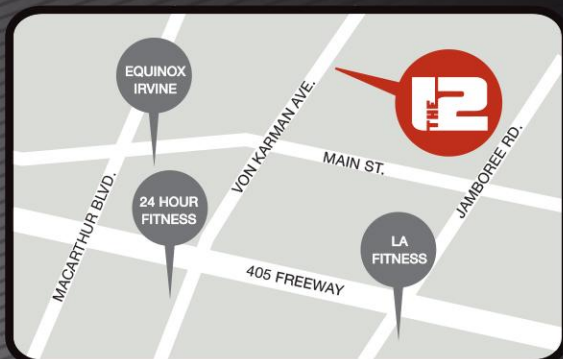
**REGISTER FOR YOUR
3 COMPLIMENTARY
AFTERBURN
SESSIONS**



TheI2Movement    

17532 Von Karman Ave. | Irvine, CA 92614 | (949) 222.9052 | www.TheI2.com

All New Clients Receive 3
Complimentary Afterburn Sessions



New clients only. Receive a 15% discount if package is purchased before 3rd session is used. Once all 3 sessions are used, regular package pricing applies. No exceptions. All 3 sessions must be used one week from first visit. No-shows cannot be rescheduled. Only 1 offer valid per person. Cannot be combined with other offers.

AFTERBURN CLASS SCHEDULE

MONDAY - FRIDAY

5:00 am 12:00 pm
 6:15 am 4:00 pm
 7:30 am 5:15 pm
 8:45 am 6:30 pm
 10:00 am * 7:45 pm

SATURDAY

7:30 am
 8:45 am
 10:00 am
 11:15 am

SUNDAY

7:30 am
 8:45 am
 10:00 am

* 7:45 pm class does not
 meet on Friday

YOGA I2

Mon: 6:25 pm Wed: 6:25 pm
 Tues: 7:35 am Fri: 7:35 am
 Sun: 9:00 am

17532 Von Karman Ave. | Irvine, CA 92614 | Info@TheI2.com | www.TheI2.com | TheI2Movement



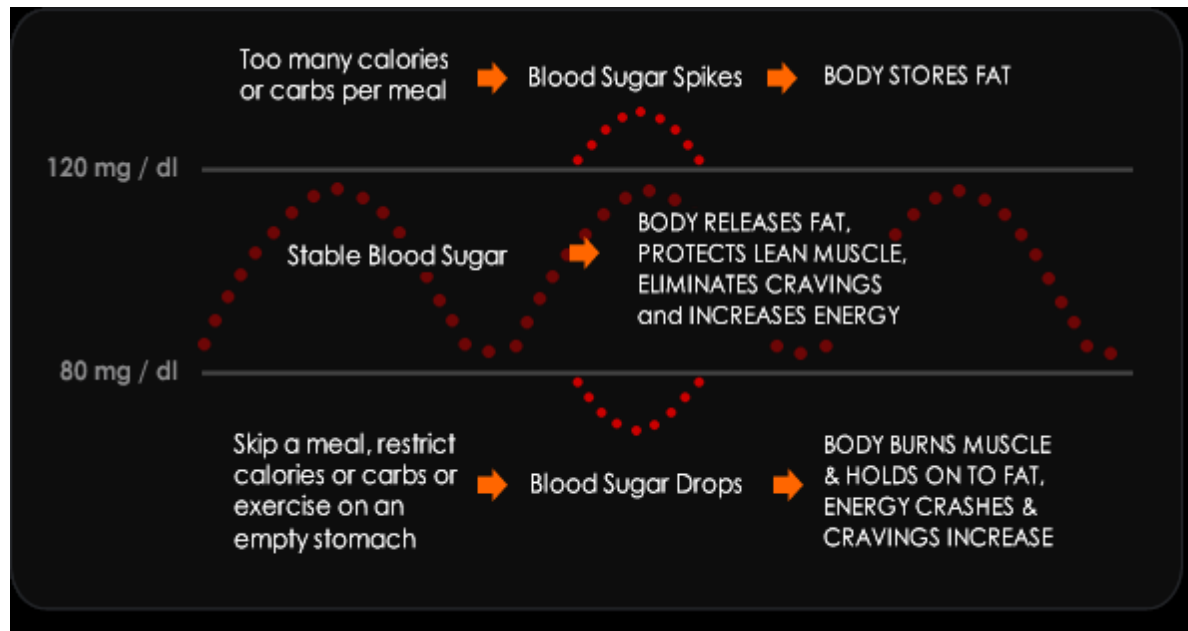
Nourish

Optimum health and fitness requires balanced, well proportioned, macro-nutrient food. In fact, proper nutrition is essential for both fueling the body and stabilizing blood sugar. By maintaining blood sugar levels, the body is able to burn excess body fat while protecting lean muscle mass. Any workout, and particularly dynamic workouts that are based on the Afterburn effect like those at The 12, require glucose (aka sugar) to fuel the body through these demanding routines. Without proper nutrition, which helps maintain blood sugar levels, the body may begin to break down its own lean muscle mass in place of body fat as an additional energy resource. This counterproductive reflex works directly against the pursuit of physical fitness. Nutritional counseling and guidance are a part of the overall comprehensive philosophy at The 12, which relies on the three pillars of training, nutrition and supplement support to build a solid foundation for total body wellness.

Nourish | Continued

FAQ:

- Every pound of body fat stores 3500 calories.
- Fat is burned primarily within muscle.
- More muscle = FASTER metabolism!



Supplement |

The final phase of proper nutrition requires nutrient support to maximize each person's unique needs.

Nutri12 offers over 6,000 premium grade products from industry leading manufacturers who have developed a reputation for quality. A comprehensive assortment of items are available for purchase 24 hours a day through their website www.Nutri12.com , while in-person orders may be placed directly through The 12.

Enhance your results and fuel your pursuit of total body wellness by incorporating supplements into your regimen. Contact us for complimentary recommendations!

www.Nutri12.com

12 Week Fitness Challenge |

Fusing together The 12's foundational pillars of training, nutrition and supplemental support, The 12 Week Fitness Challenge offers intensive program for committed participants to instantly immerse themselves into healthy lifestyle choices. Beginning with a 10 day detox and metabolic cleanse, each participant uses the body's natural detoxification in conjunction with a specific meal regimen to clear the metabolic slate. During this initial phase, all aspects of a person's lifestyle are addressed in order to effectively identify components that may affect weight loss, metabolism and the body's ability to benefit from exercise including:

Diet and nutrition – Simply exercising will not help without incorporating a healthy diet, keeping unhealthy fats and sugars in moderation.

Alcohol intake – Avoiding alcohol is always considered best, but this is often hard, so moderation is highly recommended.

Drinking water – Staying well hydrated by drinking plenty of water every day is one of the keys to losing weight. Water is always a better choice over sugary, caffeinated, or carbonated beverages.

One week prior to starting the program, each person is encouraged to eliminate unhealthy items from their diet in a systematic way to help prevent potential withdrawal symptoms, as well as jump-start the process to optimal health & wellness.

12 Week Fitness Challenge |

Phase 1: **Metabolic Phase**

- ▶ Pre-Week – End of Week 4
- ▶ Metabolic Cleanse
- ▶ Introduction to Proper Nutrition (Day 10)
- ▶ Weekly Body Fat Testing
- ▶ Food Tracking/Logging (Day 11-Day 28)
- ▶ Introduction to Movement Training at THE12
- ▶ Beginner Resistance/Afterburn Training

Following the 10 day detox and metabolic cleanse, each participant meets with a 12WFC coach to design a Macro Nutrient Specific nutrition plan and determine the right ratios of Protein, Carbohydrates, Fat, Sugar and Sodium based on each person's individual Body Type and goals. Each participant then will begin tracking their food for the entire Phase 1 process and your coach will give you daily feedback.

12 Week Fitness Challenge |

Phase 2: **Fat Burning Phase**

- ▶ Nutritional Shift #1
- ▶ Increased resistance/weight and days of training at THE12
- ▶ Food Tracking/Logging with self-accountability
- ▶ Intermediate resistance/circuit training. Increasing resistance and weight during training.

Kicking off Phase 2, a slight adjustment is made in eating patterns and combines a balanced mix of carbohydrates and protein with a lower amount of fat to achieve additional energy for performance. Next, Afterburn Training is introduced which is cardio performed at such an intense level that the body will spend the rest of the day expanding energy to recover from the training in a process commonly referred to as EPOC (excess post-exercise oxygen consumption). During this process each participant burns up to nine times the fat post workout than they would if they had spent an hour on the treadmill at a moderate rate. Throughout Phase 2, independent food tracking will take place and will be gauged by body fat testing weekly. This will allow each person to challenge themselves to independently maintain their nutrition without supervision.

12 Week Fitness Challenge |

Phase 3: **Endurance Phase**

- ▶ Final Nutritional Shift
- ▶ Increase in Resistance and Weight training through THE12's Movement Training classes.

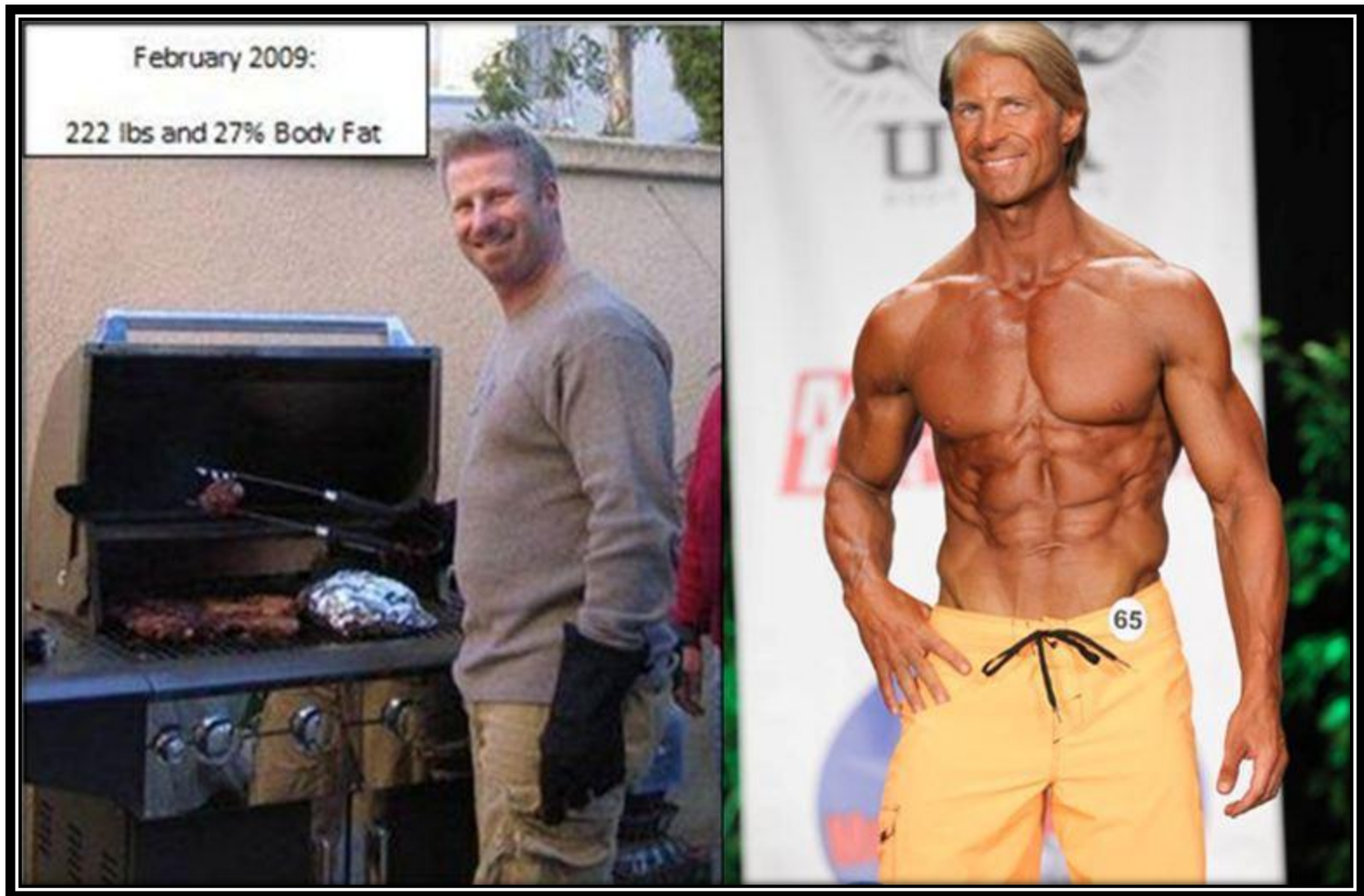
During this final phase, each participant's final nutritional shift occurs to incorporate an athletic diet of complex carbohydrates, lean proteins, and lower fat with the emphasis on more carbohydrates. This combination of foods is essential fuel to maximize the final weeks of each person's challenge.

Next, participants are taught how to sustain continuous weight training success through the principle of Muscle Confusion. The goal during each workout should always be to keep the body guessing. Never let it know what is coming next, never let it adapt, never let the valuable time spent working hard in the gym be anything but highly productive.

Finally, it is recommended that every four to eight weeks a new weight training routine should be implemented. This should be very different weight training routine from the previous one so that the body doesn't recognize it.



Josh Boyd | Founder



Derek Graham | Founder

Week1

Weight: 194.5 Lbs

Body Fat %: 20.17%



Week12

Weight: 172 Lbs

Body Fat%: 5.78%



Actual Member

Week1

Weight: 178 Lbs

Body Fat %: 27.80%



Week12

Weight: 155 Lbs

Body Fat %: 16.743%



Actual Member

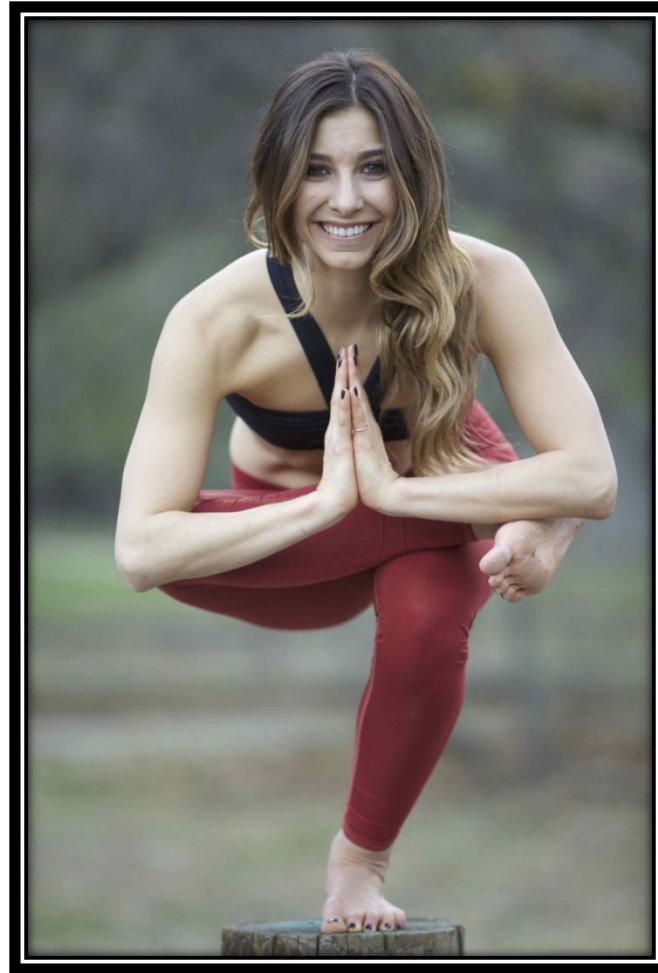
The 12 Yoga |

Designed specifically to compliment The 12 signature AFTERBURN training classes, Yoga12 was developed to offer members an advanced level of conditioning. Centered around restorative principles in conjunction with The 12 core philosophy, Yoga12 sessions will help lengthen, build and repair muscles. As an all levels Vinyasa style class, the basic format will link breath to movement through a sequence of Sun Salutations and postures including basic arm balances, introduction to inversions, core strengthening, back-bends, hip openers, and restorative poses. Through simple transitions and prop usage, postures are able to be modified according to each member ability, allowing everyone to be successful regardless of experience, ability, age, or fitness level. By enhancing flexibility, balance, strength, and stamina, active recovery post-workout becomes even more effective. Therefore, members will be able to train at a higher level, increasing their individual, overall results.

*Yoga12 was not created as workout alternative, but rather as a synergistic enhancement that can be taken as often as needed in addition to the core classes. ***Please note the room is mildly heated during each Yoga12 Class.*

Pricing: \$12 Drop-in, \$55 5Sessions, \$85 10 Sessions

The 12 Yoga |



Stevie Mersola | Yoga Instructor

Nutritional Coaching



- ▶ **Bronze Package** – \$500 • Initial Nutritional Consultation: • Initial In-Body 520 Bio-Impedance Body Fat Analysis Consultation • Initial meal plan analysis based on Body Fat Results and exercise schedule • MyFitnessPal Set-up and Training Session • Initial Shopping list created • Client Food Logs checked once a week with detailed feedback • Weekly body fat testing using In-Body 520 Bio-Impedance Analysis • *Client receives detailed Analysis and Feedback • Final nutritional consultation and review • Monday-Friday access to your Coach • 10% Discount on all Afterburn, Yoga & Supplements while enrolled One payment of \$500 or 2 easy payments of \$250
- ▶ **Silver Package** – \$750 • Initial Nutritional Consultation: • Initial In-Body 520 Bio-Impedance Body Fat Analysis Consultation • Initial meal plan analysis based on Body Fat Results and exercise schedule • MyFitnessPal Set-up and Training Session • Initial Shopping list created • Client Food Logs checked twice weekly with feedback and adjustments • Weekly body fat testing using In-Body 520 Bio-Impedance Analysis • *Client receives detailed Analysis and Feedback • Weekly meal plan adjustments based on body fat testing • Mid-month Nutritional Consultation (60 Minutes) • End of Month Nutritional Consultation (60 Minutes) • Monday-Friday access to your Coach • Daily nutritional and motivation emails • Travel Tips and Restaurant Guide to eating healthy on the road and at restaurants • 15% Discount on all Afterburn, Yoga & Supplements while enrolled One payment of \$750 or 2 easy payments of \$375
- ▶ **Gold Package** – \$1000 • Initial Nutritional Consultation: • Initial In-Body 520 Bio-Impedance Body Fat Analysis Consultation • Initial meal plan analysis based on Body Fat Results and exercise schedule • MyFitnessPal Set-up and Training Session • Initial Shopping list created • Client Food Logs checked daily with feedback and Meal Planning Advice/Adjustments • Weekly body fat testing using In-Body 520 Bio-Impedance Analysis • *Client receives detailed Analysis and Feedback • Weekly Nutritional Coaching Sessions (60 minutes) • *Weekly Meal Plans • *Weekly Shopping lists • Monday-Saturday access to your Coach • Daily nutritional & motivation emails • Travel Tips and Restaurant Guide to eating healthy on the road and at restaurants • Specific travel menus created when applicable • Pantry Make-Over session (Pantry Essentials) • 20% Discount on all Afterburn, Yoga & Supplements while enrolled

Nutritional Coaching




Nikki Boyd | Director of Nutrition

Events | Media Day + Grand Opening



EXPERIENCE THE 12
WHERE DISCIPLES ARE MADE AND LIVES ARE REBORN


AUGUST 22ND, 2013 | 11am - 3pm



- Exquisite Hors d'oeuvres
- Organic Coffee and Tea by The Lost Bean
- Private Tours with The 12 Founders
- Official Announcement: The \$10,000 Challenge

BOOK YOUR VIP RESERVATION with Paula Steurer:
949.836.4451 or Paula@SterlingPublicRelationsOC.com

MEDIA EXCLUSIVE

YOUR TRANSFORMATION STARTS HERE  **JOIN THE MOVEMENT**
17532 Von Karman Ave. • Irvine, CA 92614 www.The12.com

The12Movement    

JOIN THE MOVEMENT



SEPTEMBER 26TH 2013 5 - 8PM

INVITATION

**CELEBRATE THE OPENING OF
ORANGE COUNTY'S MOST INNOVATIVE
FITNESS FACILITY**

Enter to Win Unlimited Month of Training
COMPLIMENTARY Training Session for ALL Attendees
Herbal Cocktails + Refreshments by Seasons 52
Valet Parking Provided

Special Announcement:
**THE \$10,000
"12 WEEK FITNESS CHALLENGE"**

RSVP REQUIRED: RSVP@The12.com | (949) 222.9052
17532 Von Karman Ave. | Irvine, CA 92614 | www.The12.com



Events | The 12 Community Mixers

**GET YOUR FIX
INVITATION**

01.20.14 | 6 - 9 pm



**MIX AND MINGLE
WITH LIKE MINDED INDIVIDUALS**

- Lifestyle, Image and Dating Consulting with the Founders of JananElise Consulting
- Afterburn Training and Nutritional Guidance with the Founders of The 12
- Skinny Cocktails + Appetizers
- Exclusive Door Prize Package Valued at \$700

Business Casual Attire | Credit Card Only

RSVP REQUIRED: kristin.catanzaro@ourclub.com | 714.438.3854

CENTER CLUB | 650 Town Center Dr. | Costa Mesa, CA 92626



**GET YOUR FIX
VIP INVITATION**

04.14.14 | 6 - 9 PM | COCKTAIL ATTIRE



COMMUNITY MIXER
Hosted by THE 12 + JE CONSULTING

- \$20 Admission Includes: Valet Parking + Glass of Wine Upon Arrival + Gourmet Hors d'Oeuvres
- The Network | Creating lifestyle inspired events designed to provide distinctive experiences, tailor made for like-minded singles, professionals and couples.
- The 12 | Orange County's Premier Fitness Facility, Where Disciples are Made and Lives are Reborn.

RSVP REQUIRED: kristin.catanzaro@ourclub.com | 714.438.3854

CENTER CLUB | 650 Town Center Dr. | Costa Mesa, CA 92626



Events | 12WFC Champion's Dinner

12 WEEK FITNESS CHALLENGE



Champion's
DINNER

JOIN US AS WE REVEAL THE WINNERS!

April 28th | 2014 | 6-9pm
CENTER CLUB | 650 Town Center Dr. | Costa Mesa, CA 92626
\$45.00 per person | Includes Valet Parking + Dinner

**Tickets must be purchased with meal choice selected
by April 12th, 2014*

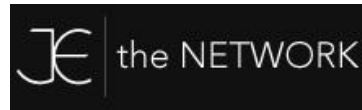


www.The12.com | The12Movement



The 12 | 12WFC | Nutri 12

Preferred Partners



Founders Janan Assaf and Elise Muhawi of JE Consulting offer lifestyle and relationship consulting with a personalized modern approach. As the visionaries behind OC's hottest social club, The Network, their brand unites an unparalleled community of quality, like-minded individuals through distinctive opportunities. Offering unprecedented access to events, dating, image, and relationship consulting, The Network has created a unique platform for both singles and couples to revitalize their social experiences. Members also enjoy exclusive offers from JE Consulting's discerning affiliate partners in Southern California. Learn more: www.JananElise.com



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Eric Torres aka DJ Trust has been a part of the LA/OC/Las Vegas club scene since 2000. With a very diverse taste in music, he can cover any genre of music and provide entertainment for any type of event.

For bookings and inquiries:

www.facebook.com/djtrustone | www.soundcloud.com/djtrust1

djtrust1@gmail.com

Connect

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