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What is the 2B Mindset®?

2B Mindset is a revolutionary video-based weight-loss program that will change your mindset about food, your body, and losing weight. Instead of diets that focus on what you can't eat, this simple and easy approach will have you focused on what you can eat so you feel full, satisfied, and in control without ever counting calories or points or measuring food. "You can lose weight happily," says co-creator Ilana Muhlstein, MS, RDN (Registered Dietitian Nutritionist), who lost 100 pounds herself—and kept it off—using the 2B Mindset principles. She's helped thousands of others lose weight through her private practice in Beverly Hills and a clinic at UCLA. She's going to share her favorite tips, tools, and strategies with your customers to help them achieve their weight-loss goals while still living their lives to the fullest. To keep your momentum going and the pounds off, you and your customers have the opportunity to join The Mindset Membership™ subscription, an ongoing way to stay connected to Ilana and her positive approach. Each month, she shares even more content, recipes, and access to her to keep you focused on priorities and avoid backsliding for lasting results. The first 30 days of The Mindset Membership† are included with the purchase of 2B Mindset. See below for more details.

What comes with the 2B Mindset?

2B MINDSET KIT:	WHAT'S THE BENEFIT?
Videos	
21 videos to teach you the basic principles of the program	Includes education on food groups, what to eat and when, plus real-life strategies for every eating situation (e.g., eating at restaurants, at parties, while on a trip, for vegans/vegetarians, etc.).
5+ videos to overcome common weight-loss struggles	Includes answers to common questions and advice on weight-loss challenges.
15 recipe videos	Ilana teaches you how to cook time-saving, delicious, easy, and satisfying meals in no time.

What comes with the 2B Mindset? (cont.)

2B MINDSET KIT:	WHAT'S THE BENEFIT?
Nutrition Tools	
Getting Started Guide	Provides step-by-step instructions to get your weight-loss journey underway. (printed + digital PDF)
My Go-To Guide	Accompanies the videos and highlights key takeaways, recaps the food lists, features grocery shopping lists, and more. (printed + digital PDF)
2B Mindset Recipes	Includes over 30 of Ilana's favorites! (printed + digital PDF)
My Tracker	90 days of meal and progress tracking, and other key indicators that play a role in helping you achieve your weight-loss goals. (printed + digital PDF)
Water Bottle	Soon you'll be saying "Water First!" just like Ilana. She wants people to drink lots of water throughout the day. So we've included an exclusive 2B Mindset 30 fl. oz./888 mL water bottle, with motivational reminders to keep you on-track all day.
Food Tracking	To track your weight, water, Shakeology, and nutritionals, you can download our app with your smartphone. To download, go to the Apple or Google Play app store and search for the name specified below: <ul style="list-style-type: none"> • iOS users: Beachbody Nutrition+ • Android users: Beachbody On Demand
ALSO INCLUDED! The first 30 days of The Mindset Membership subscription†	Stay connected to Ilana and on-track with your weight-loss goals with ongoing content and strategies to make 2B Mindset work for the long haul.

Why did we create the 2B Mindset?

Beachbody® is well-known for its iconic fitness programs and nutritional products like Shakeology®. And while our fitness programs have always come with an eating plan, Beachbody decided it was time to create a "nutrition-first" weight-loss program for those who can't—or aren't ready to—start with fitness right away. That's why we believe the formula for success is Nutrition + Fitness + Support, and for some people, starting with *nutrition first* is an easier and more realistic path forward.

What makes the 2B Mindset so unique and effective?

It's not a diet—it's a *mindset*. Most diets have an end date. But because your customers will be shifting the way they *think* about food, they can use the 2B Mindset principles for the rest of their lives. Also, most diets require deprivation. The 2B Mindset shows them how to get to, and maintain, their ideal weight, while eating foods they actually enjoy, so they always feel full and satisfied—and *happy*.

The 2B Mindset is also extremely easy to follow:

- No counting calories, no measuring food, and no using food containers
- No cutting out food groups
- No deprivation or feeling hungry
- Ability to follow the program even when you are at a restaurant, a party, or on vacation!

Additionally, Team Beachbody® Coaches have the opportunity to get certified in 2B Mindset, giving you the chance to broaden your knowledge and understanding of the program. Ilana shares her personal techniques that she's honed with her own clients and teaches you how and why the program works. You'll get exclusive training videos, a workbook, and all the tools you need to really dig deep into 2B Mindset. It's all covered in a 2B Mindset Certification Product Training Guide.

What is The Mindset Membership?†

With The Mindset Membership, you and your customers can stay in control of your eating and keep the pounds off FOR GOOD. This monthly program keeps you engaged with Ilana and 2B Mindset by giving you direct access and 24/7 support to conquer emotional obstacles—WHEN THEY'RE HAPPENING.

Your subscription will help get you results. Your customers' subscriptions earn you income. The best part is, the first month is included at no extra charge. With The Mindset Membership, you'll get ongoing strategies for dealing with stressful events like family get-togethers, swimsuit season, holidays, and more. Ilana even hosts exclusive "Office Hours" where she answers questions and offers insights—she's been there, knows how to beat the temptations, and can help you keep priorities in check and weight-loss on-track. Plus all this:

- Monthly content on Beachbody On Demand:
 - Monthly Focus from Ilana on relevant topics such as handling difficult situations, Mindset Shifts to help get you back in weight-loss mode, and more. Opportunity for members to join!
 - Monthly Tracker Analysis by Ilana, using a real-life case study to learn how to effectively track your food each day. Opportunity for members to be featured!
 - 8 NEW delicious recipes each month (video and PDF)
 - Goal Setting Worksheet (PDF)
- 24/7 access to The Mindset Membership Exclusive Community for support from other members, including certified 2B Mindset Mentors, and check-ins from Ilana
 - Live videos with Ilana twice per month—once to explain the monthly theme and help you set goals, second for Office Hours to answer your questions (recorded and posted on Beachbody On Demand)

The Mindset Membership gives you the opportunity to earn commissions and volume on each subscription. The first month of an ongoing subscription is included at no extra charge to anyone who purchases 2B Mindset.

Who is Ilana Muhlstein, MS, RDN? And why did she create the 2B Mindset?

Ilana Muhlstein is an MS, RDN—the highest standard in the field of nutrition—and she earned a Bachelor of Science degree in Nutrition and Dietetics from the University of Maryland. She completed her dietetic internship through Cal Poly Pomona and clinical rotations at City of Hope Medical Center. She received a Master of Science degree in Applied Nutrition from Northeastern University. She maintains a successful private practice in Beverly Hills and at UCLA. She's excited about creating the 2B Mindset weight-loss program with Beachbody, which continues her mission to help people lose weight happily—and learn how to keep it off.

Ilana loves food and likes to eat lots of it. She's a self-proclaimed volume-eater. She knew that the only way she could lose weight and keep it off would be to figure out how she could stay full and satisfied along the way. Since no such eating program really existed, she decided to create her own. Ultimately, not only did she personally lose 100 pounds using the 2B Mindset principles, she's now able to share her tips, tools, and strategies to help others reach their weight-loss goals—while continuing to live their lives, enjoying food without feeling deprived.



How is Shakeology integrated into the 2B Mindset?

Ilana is a huge fan of Shakeology! Because of its high-protein content (16–17 g), Shakeology can count as the protein for any 2B Mindset meal. One of Ilana's primary tips for weight loss is for people to have a consistent breakfast. And since Shakeology is easy and quick to make—and tastes great—she chooses it as part of her consistent breakfast every morning.

Since it's a protein, it can also work as part of your lunch, snack, or dinner so it integrates perfectly into every day, and the best news is you get to decide when! And she has so many great ways to enjoy it and make it even more satisfying.

Can the 2B Mindset be done along with exercise?

Absolutely. The 2B Mindset does not require exercise, but it's encouraged and it's considered "extra credit." Sure, the program focuses on nutrition and weight loss through the foods we eat. But once your customers lose weight, they'll want to start moving.

What are the 2B Mindset pack options?

There are 5 options for you to promote the program

2B Mindset Kit[†]

(target audience: existing customers and Coaches)

- Streaming access to all of the 2B Mindset videos
- 2B Mindset Getting Started Guide
- 2B Mindset Go-To Guide
- 2B Mindset Recipe Book
- 2B Mindset 90-Day Tracker
- 2B Mindset 30 fl. oz./888 mL Water Bottle
- Access to the videos and tracking via the Beachbody app
- Purchase includes your first 30 days of an ongoing subscription to The Mindset Membership



2B Mindset & Shakeology Challenge Pack[†]

(target audience: new customers and enrolling Coaches)

- Everything included in the 2B Mindset Kit, PLUS:
- First 30-day supply of Shakeology
- Shakeology Shaker Cup



2B Mindset & Beachbody On Demand & Shakeology Challenge Pack[†]

(target audience: new customers and enrolling Coaches)

- All of the above, PLUS:
- Streaming access to Beachbody On Demand when your customers are ready to start integrating exercise



2B Mindset & Performance Pack[†]

(target audience: new customers and enrolling Coaches)

- Everything included in the 2B Mindset Kit, PLUS:
- Beachbody Performance[®] Energize
- Beachbody Performance Recover
- Beachbody Performance Shaker Cup



2B Mindset & Beachbody On Demand & Performance Pack[†]

(target audience: new customers and enrolling Coaches)

- All of the above, PLUS:
- Streaming access to Beachbody On Demand when your customers are ready to start integrating exercise



Coach-Exclusive Products:

Learn more about these offers in the 2B Mindset Certification Product Training Guide

- 2B Mindset Certification
- 2B Mindset & Shakeology Challenge Pack with Certification
- 2B Mindset Kit with Certification

Where can my customers go to buy the 2B Mindset program?

To purchase, they should go to TeamBeachbody.com where they'll be able to buy any of the above pack options.

Please note: The 2B Mindset program is *premium* content that is not included as part of a Beachbody On Demand membership.

Where can my customers watch the 2B Mindset program?

After your customers purchase the 2B Mindset program on TeamBeachbody.com, they should go to the 2BMindset.com website to log in and watch the videos. Accessing the 2B Mindset requires a purchase separate from Beachbody On Demand.

They can also watch the videos by downloading the Beachbody app and logging in. To download, go to the Apple or Google Play app store and search for the name specified below:

- iOS users: Beachbody Nutrition+
- Android users: Beachbody On Demand



What’s the difference between 2B Mindset and Portion Fix®? And when should I recommend the 2B Mindset instead of Portion Fix to a prospective customer?

Ideally, you’ll introduce your prospects to both programs and let them make their own informed choices. However, here are a few general considerations.

Portion Fix focuses on providing people specific portion-control containers to measure out food for very simple guidance (“external control”). It teaches people what and how much to eat to achieve a healthy balanced diet in order to lose and maintain weight.

2B Mindset takes a less prescriptive approach. With simple and effective nutrition strategies, behavior patterns, plate-visualization methods, and acquired self-awareness tools (“internal control”), the 2B Mindset teaches people how to achieve a goal weight and maintain it. They’ll not only learn what to eat—but also why, when, and how to approach meals—in any eating situation, including restaurants, parties, and vacations where it’s not always practical to bring along containers.

PORTION FIX	2B MINDSET
External controls (containers) Structured Specific portion rules Portioned-eating Calorie-based	Internal controls (mindset) Flexible Plate-visualization method Volume-eating of certain foods Nutritional/behavioral guidelines

What are the key tactics to successfully promote the 2B Mindset program?

- Create interest in the program on social media by sharing why you’re excited about the program—without using the 2B Mindset name! Talk about what excites you most and what you’re experiencing (if you’ve already started), and then subtly let people know they can reach out to you if they want to know more.
- Strategically promote your success group (3 steps):
 1. Create anticipation by teasing on social media you’ve got a big announcement to make.
 2. Create a fun theme and name around the group, and promote the key things people can get from the group.
 3. Announce that there are limited spots available in the group, and share how people can get into the group. As people show interest, even if it isn’t a firm “yes,” give them a spot, then share that spots are filling up!

(Note: If you’re using Facebook, Instagram Stories, or Snapchat, do these three steps in three separate videos. If you’re using Facebook or Instagram posts, do step 1 in one post and then steps 2 and 3 in a second post.)
- As people like, comment, or view your social media posts/videos, strike up a conversation with them offline and try to connect with them. Use the videos and other tools for the program to share information with them and invite them to join you.

What tools are available to promote the program?

As a Coach, you should familiarize yourself with the following tools, available in the Coach Office, to help promote and sell the program:

- 2B Mindset sizzle video
- Suggested social media posts
- 2B Mindset Facebook page and Instagram page for even more post ideas:
 - <https://www.facebook.com/2bmindset/>
 - <https://www.instagram.com/2bmindset/>



What tools are available to help Coaches run 2B Mindset success groups?

- A detailed success group guide with tips from Ilana. It's like having Ilana in your back pocket! Includes videos from Ilana that you can post to the group.
- A Q&A document with frequently asked questions that Ilana has answered. Remember, you can answer questions that pop up in your success group with this document.
- 2B Mindset Certification for any Coach who wants to become a certified 2B Mindset Mentor. Learn the nutritional science underpinning the 2B Mindset principles and hear about the latest published research studies. Go to FAQ #1081 to learn more.



Who should I promote the 2B Mindset program to?

As a Coach, you will be promoting the program to your existing Coaches and customers, as well as to new Coaches and customers.

— RETAILING TIPS —	
Customer need:	Why 2B Mindset?
Wants to lose weight, but dislikes exercise	As they say, "Abs are made in the kitchen." To lose weight with the 2B Mindset, no exercise is needed. (It's extra credit.) Your customers simply have to learn and implement Ilana's eating principles to the fullest, to help the pounds start dropping right away.
Does exercise, but struggles with nutrition	Many people feel they're doing good work by exercising, but can't figure out why they're still unable to reach their weight-loss goals. The 2B Mindset is the perfect solution, teaching what you need to eat to reach your goals.
Cannot exercise due to injury/illness	For people who cannot exercise at all, the only way to stay healthy and manage weight is through the food they eat. The 2B Mindset methodology is designed to help anyone achieve these goals without exercise.
Loves food, loves to eat big portions, and wants to feel full	Ilana, the developer of the 2B Mindset, loves to eat big portions, too! Her system is specifically designed to allow your customers to eat a large volume of food so they can always feel full and satisfied. This is how the program helps people lose weight "happily."
Wants an easy-to-follow way to lose weight without strict rules	The 2B Mindset is perfect for this person, because the system is so simple to follow (no containers, no counting calories, no cutting out whole food groups). Plus, your customers will learn what works specifically for THEIR BODIES, rather than following some rigid system that treats everyone the same.
Wants to be free from emotional eating, obsessing about food, and feeling overwhelmed by food choices	Ilana wants them to feel FREE. She addresses how to deal with emotional eating. She breaks down exactly how to lose weight while continuing to eat foods they love. And she provides tasty, healthy recipes that are simple to implement. That's how she turns "obsessing" into "satisfaction."

Promoting the 2B Mindset to the existing Coaches on your team:

Because the 2B Mindset program is so different from the other nutrition solutions offered by Beachbody, it's important that every Coach go through the program as well so they gain the first-hand experience that will help them support their customers. See the buying options grid for information about how a Coach can purchase the program.

- Start with all of the active Coaches on your team. Let your team know you're going to do the 2B Mindset and you're going to create a group just for Coaches on the team who also want to go through the program with you. Share your excitement for the program and directly invite each of your active Coaches to join. To get into the group, require your Coaches to purchase the program to increase their commitment to it and give them the full customer experience, so they'll be better able to share it with others.
- Review all your Personally Sponsored Coaches from the Personally Sponsored Coaches report in your Coach Office and reach out to them. Invite them to become active again by getting involved with your Coach-only 2B Mindset group.

Other products Ilana recommends with the 2B Mindset:**

For adults: **Shakeology** is Ilana's favorite way to start a weight-loss day. "My days can get pretty busy," Ilana says. "So I drink Shakeology as part of my consistent breakfast every single morning. With 16 to 17 grams of protein per scoop, plus 6 grams of fiber, probiotics, and lots of great vitamins and minerals and superfoods from nature, it's the nutritional foundation I build my day on. It makes meal planning easy...especially when you're getting started on the program."

For kids (aged 4 and up): **Daily Sunshine**® is the "only kid-focused product I give to my daughter," Ilana says. "It tastes amazing. It's crazy easy and convenient. It's organic, non-GMO, and vegan, and it has plant-based protein that kids need for growth and development!"

For everyone: "The perfect bar should have more protein than sugar—and **BEACHBAR**® snack bars do," Ilana says. "They contain only 150 calories and you get 10 grams of protein. So they fit in perfectly with the 2B Mindset—especially as a snack."



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

†Challenge Packs, The Mindset Membership, and Beachbody On Demand memberships contain subscriptions and memberships which automatically renew. Please consult your country-specific price list in the Coach Office for full details.

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