



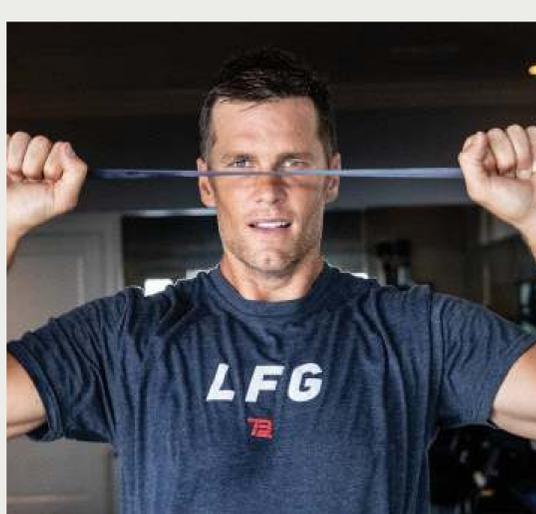
# THE TB12 METHOD EXPLAINED

The TB12 Method isn't just a training regimen — it's a holistic approach towards optimal performance, recovery, nutrition, and longevity both on and off the field. In this guide, we break down the core principles and values behind the TB12 Method to help you get started with the lifestyle and experience its benefits.

## 01

### WHAT IS THE TB12 METHOD?

TB12 is a holistic approach to health and wellness that utilizes muscle pliability, functional strength and conditioning, balanced nutrition, and a winning mindset to get you ready for your day, every day. It's not just a training regimen or diet — it is a balanced approach to living designed to help you do what you love, better and for longer.



## 02

### WHERE IT STARTED

Caught in a never-ending cycle of performance, injury, and rehab, Tom knew there had to be a better way. The solution? A new concept that came to be known as "muscle pliability," performed by an outside-the-box thinker named Alex Guerrero.

Since then, the pair have worked together to enhance Tom's recovery, improve his performance, and develop a method around hydration, nutrition, supplementation, and cognitive fitness.

Tom and Alex thought that if this method could work for Tom, why wouldn't it work for everyone? In September 2013, Tom and Alex opened the first TB12 Performance and Recovery Center in Foxboro, MA. They followed that up with the release of the first edition of the TB12 Method in the Fall of 2017.

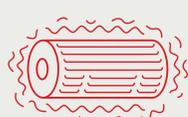
## 03

### WHO IT'S FOR?

TB12 serves people who want to stay active, energetic, youthful and performing at their personal best regardless of age, athleticism and location.

## 04

### 5 CORE PILLARS



#### Pliability:

Pliability is the foundation of performance and recovery. Pliability work before and after workouts activates your muscles for the task at hand.



#### Hydration:

Hydration is key. With the right amount of fluids and electrolytes, you can keep your mind and muscles working at their best all day long.



#### Nutrition:

Proper nutrition begins with natural, high-quality, and organic ingredients. We like to follow a mostly plant-based diet that limits pro-inflammatory foods.



#### Cognitive Fitness:

It's essential to make time for mindfulness and proper sleep to ensure attention and focus. It's also important to engage in activities that challenge your memory and attention.



#### Functional Strength & Conditioning:

Train with movements that mimic the demands that your activity or sport puts on your body.

## 05

### A WINNING MINDSET IS KEY

A winning mindset and attitude give us opportunities to do the best we can and to realize the potential that's in every one of us. Thoughts, emotions, and attitudes are critically important when working to achieve peak performance — especially when you're facing a challenge or adversity. There are four keys to achieving a winning mindset: (1) start each day with a positive outlook, (2) focus on giving your best effort, (3) choose to stay positive when something doesn't go your way, and (4) learn from your losses. Incorporating these habits — a winning mindset — into your training, recovery, and nutrition is essential to performing and feeling your best.



# PERFORMANCE & RECOVERY EXPLAINED

We believe that pliability and functional training are the key tenets of a healthy, active lifestyle centered on performance and recovery. Pliability is the crucial missing leg that will complete and complement your workouts. Pliability combined with training that revolves around targeting muscle groups with exercises that mirror your body's normal, functional movements are the keys to staying healthy over a long period of time.

## 01

### Pliability

What pliability is, how to achieve it, and what you'll need to get started.

## 02

### Training

Getting to know the TB12 training philosophy, priorities, and necessary equipment.

## 03

### Recovery

Learning the importance of recovery and its application in and out of sports.

### 01.1

## WHAT IS PLIABILITY?

#### Pliability Is:

The state in which your muscles are long, soft, and resilient, enabling them to absorb and disperse forces — in both sport and daily life — and operate efficiently. Unlike short and dense muscles, pliable muscles allow you to perform and train at your best while avoiding injury.

#### Key Point:

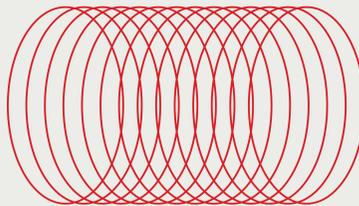
Pliability primes your muscles for efficient performance, so you can train better, recover faster, and prevent injury regardless of activity (sports, exercise, tasks around the house, etc).

### 01.2

## GETTING PLIABLE

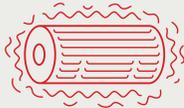
#### There Are Two Ways:

The first is deep-tissue manipulation (as in, you roll out your muscles pre-and post-workout). One of the best ways to experience deep-tissue manipulation is with a TB12 Body Coach whose process is modeled after Alex's work with Tom. If you don't have access to a Body Coach, the items in the list below can help facilitate your own pliability work. The second way to get pliable is to pursue a lifestyle that minimizes inflammation, provides adequate nutrition, and keeps you hydrated. The result of pliability is that you recover faster, play better, and spend less time on the sidelines.



### 01.3

## WHAT TO USE



#### Vibrating Pliability Roller:

Designed for large muscle groups like quads, hamstrings, and back.



#### Vibrating Pliability Sphere:

Perfect for mid-sized areas like shoulders, lower back, IT band, glutes, and calves.



#### Vibrating Pliability Mini Sphere:

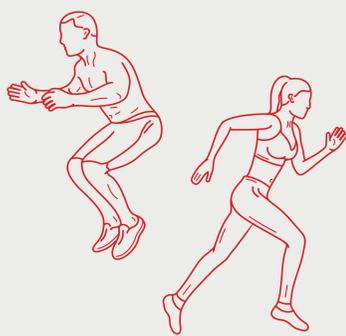
Perfect for pinpointing areas and allows the deepest force for feet, calves, back, and legs.

### 02.1

## TB12 TRAINING PHILOSOPHY

#### Train At The Speed Of Sport (Or Your Life):

It's crucial to train with movements that mimic the demands that your sport or activity puts on your body — both in what you're doing and how fast (or slow) you're doing it. Your workouts and training should prepare you for your sport or activity and allow you to train functionally in order to mimic the demands placed on your body.



### 02.2

## IT'S ALL ABOUT FORM

#### Form Is Critically Important:

When you're focused on proper form, you're only engaging the specific muscles you need for the movement you're doing. In contrast, improper form develops when you get tired during a workout and your brain enlists the help of other muscles to help accomplish the task. Develop good habits in your training and you'll keep your body healthy and continue to perform at your best.



### 02.3

## WHAT TO USE

#### No Gym Necessary:

We love training with resistance bands because they allow for a big, fluid range of motion. They help build strength and power while keeping your muscles more supple and less dense than they would be if you used heavy weights. By targeting accelerating and decelerating muscle groups at the same time without overload, bands can mirror your body's normal, everyday functional movements.





# TB12 NUTRITION EXPLAINED

We believe a healthy, balanced diet is essential for fueling a seamless mind-body connection and promoting an anti-inflammatory lifestyle. This kind of connection leads to better performance on the field, faster recovery after a workout, and the day-to-day energy you need to achieve your next goal.

## 01

### Guidelines

Our top 12 core nutrition values for nourishing your body to perform and feel its best.

## 02

### Key Nutrients

Understand the balance and benefits of protein, electrolytes, and supplements.

## 03

### Top Supplements

Key foundational supplements to ensure your body gets the nutrients it needs.

## 01.

### CORE NUTRITIONAL VALUES

#### Eat Real Food, First

The nutrients we need should come from real food, first. Pills and powders have their place, but shouldn't be relied on as a primary source of nourishment.

#### Plant-Based, Mostly

We're not vegans or vegetarians, we just like to give animal products a smaller portion on the plate. Higher intake of plant-based foods can help reduce inflammation and strengthen immunity.

#### Hydration Is key

Try to drink 1/2 your body weight in ounces daily. Muscles are 75% H2O, which means hydration is essential to pliable muscles and proper digestion, brain, and muscle function.

#### Include Essential Fats

The Average American consumes roughly fifteen times more Omega-6s than Omega-3s. Aim for a healthy ratio closer to one-to-one to help regulate inflammation, aid sore muscles, and support a healthy heart.

#### Portions Matter

It's good to leave the table feeling about 75% full - your body can more easily digest and absorb the food you've eaten. Aim for a portion of lean protein roughly the size of your palm and two palms of veggies.

#### Supplement Accordingly

Even if you eat fresh, organically grown food at every meal. The right supplements won't replace a proper nutritional regimen, but they can ensure you get what your body might be lacking.

#### Inflammatory Foods

Learn to manage your inflammatory response. Added sugars, refined carbs, processed meats, fried foods, and alcohol all drive inflammation. Try to eat them as infrequently as possible.

#### Be Smart With Caffeine

While high quantities can be dehydrating, there's nothing wrong with a little caffeine. Try to keep your daily intake around 180mg (around two cups), and have your last cup around noon to prevent sleep interference.

#### Dairy: Know Your Farmer

Assuming you can tolerate dairy, it can be a great source of protein, calcium, and other beneficial nutrients. However, to make the most of these nutrients, look for grass-fed, local, and organic dairy sources.

## 02.

### KEY NUTRIENTS



#### Protein

We recommend that you ingest protein within 20 minutes of finishing a workout to promote proper recovery and muscle-protein synthesis — the process that both restores and builds your muscles.

To maximize protein synthesis, shoot to meet or exceed a specific daily protein goal. With that goal in mind, distribute your protein intake across meals to improve your rate of absorption and utilization.



#### Electrolytes

Electrolytes help make the most of your water, which is the key to proper hydration. Proper hydration with electrolytes can have a significant impact on your ability to recover and regain balance.

Start your day by adding a squeeze of our TB12 Electrolytes to 8 ounces of water. Continue to hydrate throughout the day with the goal of drinking half of your body weight in ounces of water – adding electrolytes to your water as frequently as possible to maximize your hydration.



#### Supplements

Supplements should be just that: a supplement to your diet, not a replacement for it. Supplements should be taken by people likely to be low in a certain nutrient, or who could benefit from more of a certain nutrient.

At the same time, we believe in smart supplementation to help boost certain nutrients that can support performance and recovery. The list below includes supplements Tom takes daily to support performance and quality of life — specifically increase performance and enhance muscle recovery.

## 03.

### ESSENTIAL SUPPLEMENTS

While we're 100% real food first, it can be tricky to meet all your nutritional needs. The right supplements won't replace a proper dietary regimen, but they can ensure you get what your body might be lacking. The following list is made up of Tom's supplements daily for a strong nutritional foundation and optimal performance and recovery.

#### Probiotic

Digestion + Gut Health + Nutrient Absorption

#### Vitamin D

Strong Bones + Calcium Absorption

#### Omegas

Heart Health + Eye Health + Cognitive Help

#### Multivitamin

Energy + Antioxidants + Close Nutritional Gaps

#### Protect

Immune Strength + Immune Response

#### Perform

Energy + Focus + Mood + Stress Support

#### Recover

Muscle Recovery + Joint Mobility

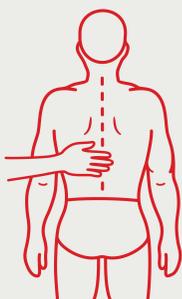
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### TB12 PERFORMANCE MEALS

Preparing a healthy, balanced meal can be challenging, especially on-the-go. We've partnered with The Good Kitchen to develop a line of nutrient-dense Performance Meals to make it easier. Our new Performance Meals offer an optimal balance of plant-based whole foods combined with a variety of clean protein options to ensure you get all the nutrients you need, and nothing you don't. Each meal is high in protein, contains nutrient-rich whole foods with anti-inflammatory properties, and is free of any processed ingredients.



# HOW TO GET STARTED WITH TB12



01

## IN-PERSON SERVICES

### Visit One Of Our TB12 Centers:

Your first TB12 Session begins with an assessment conducted by an expert TB12 Body Coach to identify any imbalances or pain points you may have. Your Body Coach will develop a comprehensive and personalized plan to help you feel and perform at your best, including key TB12 tenets like deep-force muscle work and functional training, nutrition, hydration, cognitive fitness, and recovery.

02

## VIRTUAL SERVICES

### Virtual Performance & Recovery Workout:

These one-on-one, personalized follow-up sessions will expand upon the experience from your first time workout, or from your experience at the TB12 Performance & Recovery Center. Sessions will include exercises inspired by Tom Brady's functional strength & conditioning routine, and also incorporate recommendations for achieving optimal hydration, nutrition, and cognitive fitness.



03

## TB12SPORTS.COM

### Innovative Products & Content:

From innovative performance and recovery products to the latest health and wellness content, our website is a great place to get started with the TB12 lifestyle. We've meticulously curated products and content inspired and used by Tom as well as our network of TB12 Body Coaches to help you perform, recover, and live your best.

