



TB12 EXPLAINED

At TB12, we transform lives through the TB12 Method –
empowering anyone to live pain-free and perform their best.

You don't have to be a pro athlete to want to feel like one. That's why Tom and Alex started this company in the first place: to empower anyone to live pain-free and perform their best. We believe our conditions should never define us, and that pain doesn't always have to end in surgery. Better health comes from paying better attention. To us, a life without pain or limitations isn't a lofty goal. It's a proven result.

The TB12 Method transforms lives.
Look at the Super Bowl rings.
Look at the scholarships.
Look at the back-in-shapes and back-in-the-games.

There's a method to this madness,
and every client story further drives home our point that none of this is
very crazy at all.
So to anyone with their eyes on a prize
and a relentless determination to never settle ...

WE SAY TB12 IS FOR YOU.

Tom Brady
12

TB12



TOM + ALEX

By his fourth season in the NFL, Tom Brady had been caught up in a continuous cycle of injury and rehab that threatened to end his career. However, it wasn't time for Tom to hang up the cleats just yet. In 2004, he was introduced to Alex Guerero, who had been working as the body coach for Patriots linebacker Willie McGinest. Alex provided a fresh perspective on how to break that cycle of pain and injury that so many athletes struggle with.

Together, they created the foundation of what they would later call "muscle pliability" – the missing leg of the traditional strength and conditioning model that allows the body to perform and recover at its peak.

Tom and Alex knew that if this approach could work for a pro football player, it could help anyone live pain-free and perform at their best. Together they opened the first of many TB12 Performance Recovery Centers in Foxborough, MA in 2013. The relationships established between TB12 Body Coaches and our clients at every TB12 Center are modeled after the partnership between Tom and Alex.

Through TB12, the pair have worked together to change the model for recovery and rehab, help more people achieve pain-free living, and set a new standard for performance – all built upon the pliability-driven regimen known as the TB12 Method.

THE TB12 METHOD: EXPLAINED

The TB12 Method is a holistic approach to health and wellness pioneered by Tom Brady and Alex Guerero. The Method isn't a training regimen or diet — it's a balanced lifestyle approach designed to help you live pain-free and perform your best.

The Method centers on the concept of **Pliability** – the state in which your muscles are long, resilient, and move without restriction, enabling them to absorb and dispense force. Pliable muscles operate more efficiently in sport and daily life, allowing you to train better, recover faster, and prevent pain or injury.

Supporting this core principle are four pillars that enhance pliability and promote full muscle function: **Hydration, Nutrition, Movement, and Mental Fitness**. These pillars, accompanied by daily active pliability work, are the foundation for an everyday routine that leads to a well-rounded healthy lifestyle.



ESSENTIALS OF THE METHOD



WHAT ARE BODY COACHES?

TB12 Body Coaches are expert recovery partners, helping clients eliminate pain and prevent injury through holistic and personalized plans. They are healthcare professionals – athletic trainers, physical therapists, acupuncturists, and more – making them the engine behind every client success story... including Tom.

The personalized programs they build integrate revolutionary concepts in deep-force muscle pliability work, hydration, nutrition, functional movement, and mental fitness.



WHAT IS PLIABILITY?

Pliability is the state in which your muscles are long, resilient, and moving without restriction, enabling them to properly absorb and dispense force. Pliable muscles operate more efficiently both in sport and in daily life, allowing you to train better, recover faster, and prevent pain or injury.

Pliability work is the practice of lengthening the muscles and increasing nutrient-rich blood flow through focused, deep-force muscle application. It is based on an in-depth understanding of biomechanics, and how to relieve tension to eliminate pain while promoting unrestricted movement. While it's best to work directly with a TB12 Body Coach, you can engage in pliability work at home with a foam roller, sphere, or other assisted pliability device. It is best done for a few minutes before and after other physical activity.

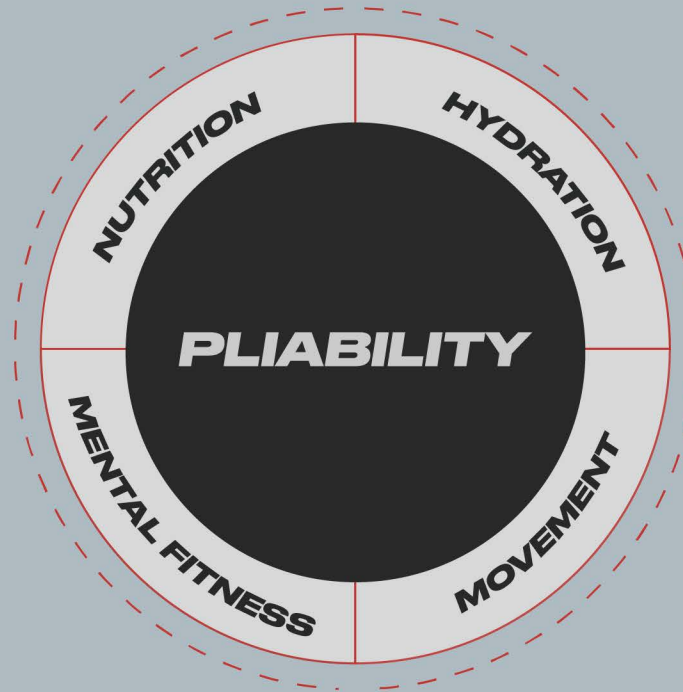
THE PILLARS OF THE TB12 METHOD

NUTRITION

What you put in your body determines what you get out of it. Providing your body with nutrient-dense and sustainably sourced nourishment helps reduce inflammation and improve recovery.

MENTAL FITNESS

Your mind is a muscle. Keeping it fit – by prioritizing cognitive health and recovery – enhances your ability to focus, learn, plan, remember, and adapt.



HYDRATION

Proper hydration, enhanced with electrolytes, is critical to support our body's daily activities and one of the easiest things you can do to reduce inflammation, while also aiding in muscle function.

MOVEMENT

A balanced approach to training and recovery means moving in a way that mimics the pace and demands of your sport or activity. Functional strength & conditioning, paired with pliability work, improves performance while reducing the risk of injury.

BALANCED NUTRITION

We believe a healthy, balanced diet is essential for fueling a seamless mind-body connection. Our TB12 plant-rich eating philosophy is built on the 80/20 rule: 80% of your plate should be plant-based food and 20% should be animal product. So while it is ok to occasionally indulge in a cut of steak or a piece of cake, it is best to do it in moderation. All of this helps ensure that you are reducing unnecessary inflammation, giving you the energy to perform better and recover faster.

● PROTEIN

Protein is a macronutrient required for the growth, maintenance, and recovery of muscle tissues, and is commonly found in animal-based foods, as well as whole grains, legumes, vegetables, seeds, and nuts. Whether you're looking to maintain proper nutrition or build muscle, protein provides your body with what it needs to get up, go, and keep going. We recommend consuming half your body weight in grams of protein per day, consumed throughout the day to maintain energy.

● 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.



NUTRITION PRINCIPLES



REAL FOOD, FIRST

The nutrients we need should come from real food, first. We skip heavily processed junk in favor of all-natural fruits, veggies, meats, and grains.



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.



ESSENTIAL FATS

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



SUPPLEMENT RIGHT

You should supplement 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 may be lacking.



POWER UP WITH PROTEIN

We recommend consuming half your body weight in grams of protein per day. With that goal in mind, distribute your protein intake across meals to improve your rate of absorption and utilization, and to maintain energy.



MANAGE INFLAMMATION

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.

NUTRITION ESSENTIALS

When it comes to what you put in your body, every choice is important – and the details matter. The right balance of food, water, and supplementation can help you reduce inflammation and improve your energy level. Here are a few things to get you started on the path to a balanced nutritional approach.



TB12 PLANT-BASED PROTEIN

A clean, sustainable, and complete plant protein that builds lean muscle.



TB12 WELLNESS BUNDLE

Foundational vitamins and minerals to help you function at your best.



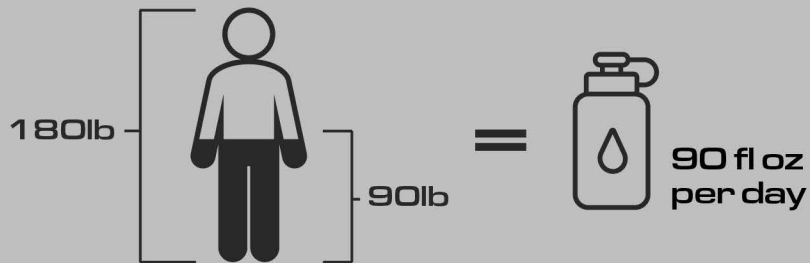
TB12 RECOVER

Daily fast-acting recovery for joints, muscles, and movement.

HYDRATION BASICS

Staying hydrated is one of the simplest things you can do to keep yourself pliable and accelerate muscle recovery. Despite this, most people are chronically dehydrated. If you want to maximize your ability to perform and recover, you need to make quality hydration a priority.

HYDRATION BASELINE



Start by drinking half of your body weight in fluid ounces of water every day. For example, a 180-pound person would drink 90 fluid ounces of water. We refer to this as an individual's **hydration baseline**.

Every day, your goal should be to reach your hydration baseline at minimum. However, if you're active throughout the day and lose fluids through sweat and exercise, you'll need to consume more water than your baseline in order to maintain adequate hydration.



HOW WE HYDRATE

Electrolytes are the cornerstone of our hydration strategy. By definition, electrolytes are minerals that carry a slight electrical charge. When consumed, they help maintain your body's water levels, pH balance, cell regulation, and more.

For optimum pliability, we emphasize minerals that are essential to your body's daily function, including:

72

Trace Minerals

Accelerates hydration throughout the body

1 25mg

Sodium

Supports muscle contractions

1 25mg

Potassium

Regulates fluid balance

40mg

Magnesium

Promotes exercise performance



HYDRATION ESSENTIALS

It's essential to hydrate using electrolytes, which amplify hydration by helping you fully absorb the water you drink. Optimize your hydration with these top picks:



TB12 ELECTROLYTES

Essential minerals to help you stay active and hydrated.



TB12 ELECTROLYTES

Four great flavors. One optimized hydration solution.

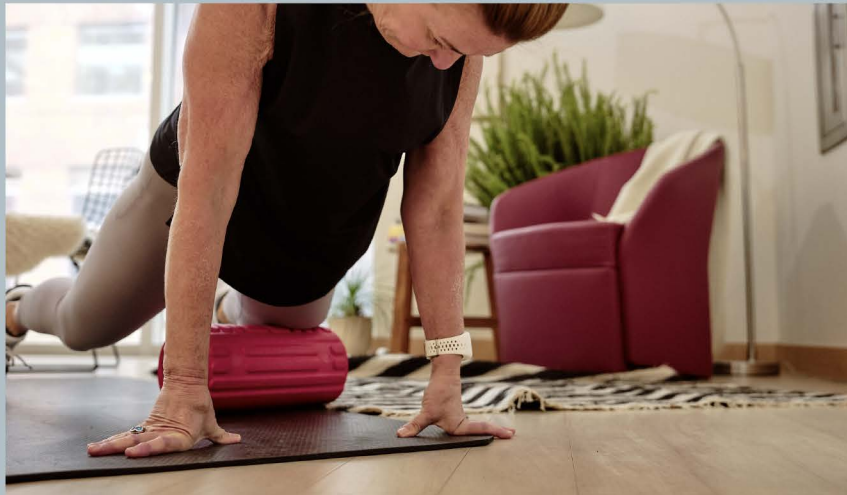


TB12 THE BIG TOM

A 64-ounce Klean Kanteen in a durable, stainless steel jug.

MOVEMENT

We know that marathon runners train differently than football players, and powerlifters train differently than casual gym-goers. That's why our philosophy is to mimic the movements of your sport and life, bookended with pliability work before and after each physical activity. Our TB12 Body Coaches help pinpoint your personalized training needs, while pliability-driven recovery prevents injury and helps you live pain-free.



TRAIN YOUR WAY

TB12 Body Coaches work collaboratively with our clients to develop customized programs that hone in on the techniques they need to perform. Rather than overloading muscles by simply training for max strength and speed, each program helps clients integrate recovery, pliability, nutrition, and functional strength & conditioning into their daily routine, optimizing their lifestyle for performance.



LIVE PAIN FREE

Helping anyone live a pain-free lifestyle is one of our core goals, and we see pliability as a means to that end. Training with resistance bands, balanced by pliability work with a roller or sphere, reduces the load on your muscles, tendons, and joints. It also teaches how to absorb and dispense forces appropriately for the specific activities you perform. This helps prevent pain and injury from the get-go, and gets you on the fastest road to recovery.

HOW WE GET PLIABLE

There's a reason everything we do ties back to pliability: It's an essential tenet for anyone who wants to live an active, pain-free lifestyle.

Pliability is the state in which your muscles are long, resilient and move without restriction, enabling them to absorb and dispense force with ease. This is not to be confused with flexibility, however. Flexibility, which focuses purely on stretching, leads to longer muscles but not resilient ones. In fact, stretching too much can make your ligaments too loose, leading to more tears and injury. By solely stretching, you don't get the healing and preventative effects of pliability.

At-home pliability work is crucial because it administers positive trauma to the tissues in your body, stimulating your neuromuscular system. That stimulation allows your body to adapt, lengthening your muscles and helping you reach 100% muscle pump function. **Here's how to hone in on pliability in your home gym using a Pliability Roller or other pliability device.**

1

RELAX YOUR MUSCLES

Before you start, scan your body and perform a self-check: Are you keeping yourself as relaxed as possible? To get the best results, make sure you're fully relaxing the muscles you want to target.

2

FIND TENDERNESS

Don't shy away from dense, tender areas – they're often the cause of muscle tightness. Be cautious of any bony structures though, as targeting these with equipment could cause more discomfort.

3

FEEL THE CHANGE

Once you feel a change in the targeted tissue, move on to the next area. Be sure not to overwork one single area while ignoring other crucial tissues.

4

KEEP AT IT

Repeat your at-home pliability work every morning and evening, even on days when you're not working out. Bonus: If you work out in the morning, it'll double as your pre-workout pliability exercise.

PLIABILITY DEVICES

While it's always best to have pliability work supported by a TB12 Body Coach, there are steps you can take to get pliable at home and establish a consistent recovery routine. Add these tools to your arsenal to improve overall pliability every day.



TB12 VIBRATING PLIABILITY SPHERE

Zeros in and targets trouble spots to relieve tension and avoid pain.



TB12 VIBRATING PLIABILITY MINI SPHERE

Pinpoints the smallest muscle groups and tightest spots for recovery.



TB12 VIBRATING PLIABILITY ROLLER

Merges vibration therapy with a contoured foam exterior for a full-body rolling routine.

MENTAL FITNESS

When it comes to recovery, striking a balance between physical and mental health is essential. Your brain is a muscle – and likely your hardest working one at that. So, it needs to recover like one. Prioritizing your mind boils down to three key tenants: overall cognitive health, your mindset, and adequate rest.



COGNITIVE HEALTH

Just as your body needs regular exercise to stay pliable and healthy, cognitive exercises can elevate your brain's overall health. From learning new skills, to meditation, to playing memory-enhancing games, prioritize activities that enhance your abilities to focus, learn, remember, and adapt.



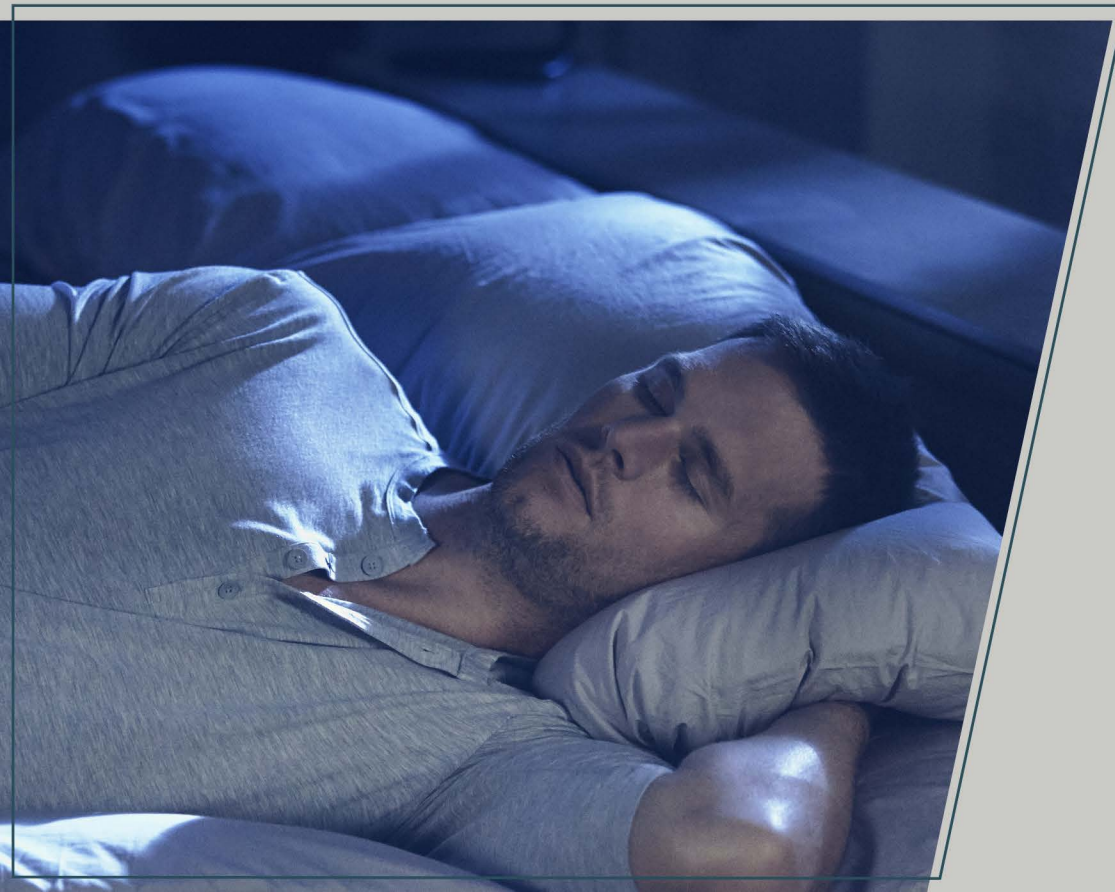
REST + RECOVERY

Resting your mind through sleep and meditation actually enhances your overall cognitive performance while reducing stress and inflammation. Allow your brain a chance to step back and recover through mindful resting practices, such as a consistent sleep schedule.



MINDSET

The moment that you tell yourself you can't do something is the moment you give in. A positive, results-oriented mindset holds you accountable to your goals and reinforces a persistent attitude in your daily life.



SLEEP BETTER. RECOVER FASTER.

Sleep not only helps us recover mentally, but it prompts our muscles, organs, and cells to repair, restore, and re-energize for the next day's activities. Sleep is also critical for consolidating and storing our memories, so getting rest is paramount for staying mentally sharp.

By holding yourself accountable to a consistent sleeping and waking schedule each day, you'll find that over time it becomes easier to both fall asleep and wake up.



TB12 SLEEP

A non-habit forming sleep supplement to help you fall asleep faster and promote your quality of rest before bed.



GETTING STARTED



START YOUR JOURNEY

Here are six easy ways to become more pliable with the TB12 Method today.

1

COMMIT TO PLIABILITY AT HOME

Use a roller or sphere to roll out key muscle groups for 5 minutes before and after each workout.

2

REACH YOUR HYDRATION BASELINE

Drink half your body weight in fluid ounces of water.

3

ADD ELECTROLYTES TO DRINKS

An easy way to replace lost nutrients.

4

SHIFT TO A MORE PLANT-BASED DIET

Make 80% of your plate plant-based, 20% animal product. And try to reduce your processed food intake.

5

START TRAINING FUNCTIONALLY

Try using resistance bands instead of simply training for max strength and speed.

6

TAKE CHARGE OF YOUR SLEEP ROUTINE

Put down your phone at least 30 minutes before bed.

Find more tools and helpful tips at [TB12Sports.com](https://www.tb12sports.com)



**FIND YOUR TB12 PERFORMANCE
& RECOVERY CENTER**

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