

**Finally, the Private Advisors  
Behind Some of the Best Looking  
Bodies in the World Today, Reveal  
the Closely-Guarded Secrets,  
Systems and Strategies That Could  
Change Your Shape, Your Energy  
and Your Life Forever!**

**You probably know very little about this couple...**

Yet their expertise and advice have helped many of the world's top **celebrities, society figures and powerful corporate heavyweights** supercharge their careers and transform their lives in ways that have to be experienced to be believed!

Now, **for the first time in nearly twenty years, they've finally agreed to reveal how anyone can lose weight, shape up and turn back the damaging effects of aging** with an amazing on-line challenge that will change your shape and quite literally change your life!

**Introducing Tim Bean and Anne Laing...  
World-leading experts at creating  
wonderful physiques.**

In recent years newspaper, magazine, radio and television journalists have been documenting the amazing results achieved by acclaimed international physique experts **Tim Bean and Anne Laing**.

You may not have met this couple, but you will have certainly seen the results of their work in the pages of national newspapers, on the television and on the front covers of glossy magazines.

To their few select clients they've **revealed the secrets** to unleashing unlimited energy and drive. They've **shared the strategies** to creating optimal health and longevity.

And they've **created the systems** that produce the most fantastic physiques in an unbelievably short time.

In their specialty area of physique transformations, Tim and Anne have developed an uncanny knack of pinpointing the root causes of fatigue, depressed mood, unexplained weight-gain, stress, lack of motivation, postural collapse and mental haziness so often seen in individuals exhibiting **symptoms of advanced aging well before their time!**

**In designing a system for conquering these commonly-experienced conditions they've created a complete Transformation Challenge Programme that encompasses everything you need to know!**

Through this programme they've been personally transforming the lives and lifestyles of their exclusive private clients utilising the **specialised insider knowledge** they've gained from nearly 20 years at the cutting edge of the health and fitness industry.

They **teach the habits that supercharge energy**, create great muscle tone and burn unbelievable amounts of fat off fast!

They show **easy and practical ways** of kicking the caffeine habit, avoiding the mid-afternoon munchies and effective exercising plans to maximise results.

They've even shown clients how to banish the dreaded **cellulite** - and eliminate embarrassing **man-boobs!**

*“Most people we meet are so familiar with many of these symptoms of advancing age - they tire you out, they weigh you down, and they rob you of your youth and your looks” says Anne.*

*Tim adds, “Our lives become a blur and we feel like we're losing control. We feel sicker, slower, older, sadder and fatter. And that affects our mood and self esteem! The worse we feel – the worse it gets, and there doesn't seem to be a way to reverse the process.”*

*But the **good** news is...it doesn't have to be that way!”*

Because of the unprecedented demand for their personally coached programmes, Tim and Anne are booked out many months in advance. **In fact they've been turning away so much business** they've decided, for the first time ever, to make their uniquely successful programme available **on-line as a complete 12-week Challenge** that anyone can do from their home or even from their office desk!

**How do you think it would feel to launch into every day with:**

- **Supercharged levels of energy**, enthusiasm and vitality?
- Increased agility, clarity and **creativity**?
- **Greater ability to cope with stress**, frustration and depressed mood?
- Better recovery, satisfaction **and enjoyment at home**?
- **Boosted confidence**, self-image and emotional power?
- The exhilaration that comes from **being in great physical shape**?

### ***Sound too good to be true? It isn't!***

Let those who have already experienced the outstanding benefits of this programme explain it in their own words:

“I started out thinking what a ridiculous amount to spend on a 12 week programme. I now think of it as a very clever investment. It was the only thing that could have worked for me.- I needed hand-holding and no mumbo-jumbo”. **Vassi Chamberlain- Tatler magazine**

“My beauty secret? Handing over the maintenance of my body to the team at the Institute of Physique Management. Nothing looks better than a person who looks healthy . . . .you glow” - **Leonie Frieda, Model, columnist and author.**

“Without bullying or nagging Tim Bean has changed my life. His approach has inspired self discipline. I juggle a heavy business schedule and family on a daily basis and without good health I couldn't do it”. - **Lady Cosima Somerset. Director, Concierge London**

“They will have you looking your sexiest ever for party season .. .a great fast track programme for getting you looking great”  
- **Health and Fitness Magazine**

“The best bit? Getting rid of that dreaded cellulite! But it was priceless to know I had the determination to achieve my goal and permanently change my eating habits” - **Zest Magazine.**

"I have gained excellent knowledge of nutrition, fitness training and motivation that will assist me to live a healthy and extended life. I personally have lost in excess of 77 lbs through this programme" - **Ken Smith, Company Director.**

“A truly life-changing program. Not only have I benefited, but the whole family is now leading a healthier lifestyle. We are eating better and exercising more efficiently. At the end of the day I can honestly say it was the best money I ever spent! Thanks for everything.” - **D.C. (44)**

“I am now a size ten in dresses and I am still making great progress. Thank you for all your help.” – **K.P. (New York)**

“First and foremost, a huge thank you for all you did to help me meet my challenge. Your enthusiasm, support and creativity ensured that I would succeed. And what I gained back at the end of the programme cannot be counted in pounds or pence--it's priceless! I now like what I see, and that renewed self-confidence has had a positive impact on the rest of what I do as well. For all of that, I am indebted to you. Thank you.”  
- **A.F., London**

“Wow! I've lost 2 stone on the scales – How happy am I? Have ordered a new suit to be made today ... Feeling very pleased with myself – couldn't have done it without you.” – **L.M., London**

“I am really pleased to have lost almost 3 stone in just under 4 months - you are my heroes”  
- **Janice, 43, Edinburgh.**

**So don't think this is just another pipe dream – this is something that ANYONE can experience who takes up “The 12-week on-line Challenge”.**

Every single day men and women all over the world are finding new self-confidence, unleashing unbelievable energy, and discovering the great physiques that are revealed through this unique and amazing programme...**will you be one of them?**

**You're only moments away from accessing all the information and tools you'll need to join in and take part in this exciting challenge, but first, let the people who designed this amazing programme tell you in their own words what inspired them to create an on-line version of their famous system.**

*From the Desk of Tim Bean and Anne Laing...*

**Hi there!**



For nearly twenty years we've been working with people struggling to survive in the hurly-burly of today's fast-paced world.

Time and time again we hear how **the daily grind** is wearing people down, stressing people out and generally making them feel and look old before their time!

The regular healthy eating habits and opportunities for exercise that used to keep us young and vital have been forced out of our lifestyles in the pressure to keep up with the hours and demands of work, travelling in and out of the office and trying to raise a family at the same time!

We know we should be making more of an effort to address this – *but where do you start?*

Every day we are bombarded in the newspapers, magazines and television with **outrageous claims** telling us that chocolate will make us lose weight, **weird diets** that promise to solve impotency and **strange exercise devices** that promise to have us looking like Olympic athletes “in less than 30 days!”

**“Often the problem isn’t having the wrong information, or even too little information – sometimes it’s having *too much...!*”**

Faced with this overwhelming overload of what in many cases is simply “**Myth-information**”™, it’s little wonder that most people throw their hands up in despair and simply go back to whatever it was they were doing before.

The problem is, things get worse instead of better, we become frustrated and stressed because **we seem to have no control over our own lives**, and we notice in the mirror that we look more worn-out, fatigued and older with every day that passes...

We’ve interviewed and analysed the responses of thousands of clients and have identified **the three biggest mistakes** that consistently block us from obtaining the energy, youth and shape we’d all like to have!

**The 1<sup>st</sup> Biggest Mistake - There’s no realistic plan to follow.**

How many times have you been on an impossible diet that seemed to have no end? Chances are it ended the second you gave up on the impractical recipes, complicated meal plans and overwhelming hunger for *real food* again!

Remember the last time you tried to get in shape and joined a gym? After hours and days of mindlessly following the same old routine and getting nowhere, you figured if the treadmill didn’t kill you, the sheer boredom would!

We know what it’s like – we’ve been there and we still see it happening every day in homes and gyms all over the world.

In order to successfully create a better state of health and happiness, **you need to have a plan**. A plan with clear guidelines and deep structure. A plan that fits into your lifestyle – **not one that rules it**. A plan that creates consistent habits and defined results.

The 12-week on-line Challenge incorporates all of these things - **A plan that works for life!**

**The 2<sup>nd</sup> Biggest Mistake - There’s no personal commitment.**

Every time we embark on a new regime **it's a bit like getting on a train or a bus**. No-one sees you, no-one knows you, and no-one cares when you get on or off. And it makes it so easy, doesn't it? Anytime you get bored, or tired or simply can't be bothered anymore you simply opt out and hop off. No-one sees, no-one knows and no-one cares. No harm done...

## ***Wrong!***

Anything we do in life of any importance needs to have both a result...**and a consequence**. Call it a motivator, an accountability, a "What-if". It's what drives us to get things done. Without it we have no reason to pursue anything, to complete anything or to achieve anything.

**What if you couldn't be bothered getting out of bed in time for work?** What if you didn't work on that project for your team and went and played golf for the afternoon instead? **What if you decided to watch the TV soaps instead of picking up your children from school?**

Any plan that even has a hope of working, has to have **a reason. A motivator. A consequence.**

**The 12-week on-line Challenge** has all of these things built into its framework. We help you create a "no-fail" environment to achieve the success that, up until now, you've always been denied. **But that's why it's called a challenge.** This is not something you aimlessly hop on and hop off. It is something you totally enter into. Something you embark upon. Something you embrace!

**The 3<sup>rd</sup> Biggest Mistake: There's no lasting effect.**

This is perhaps the worst thing about going on any regime – after it's over, it's...well, over.

It's all very well being told what you need to do, but the biggest failing we have observed in almost every "get-fitter", "get leaner" and "get younger" programme under the sun, is at the end of it all you have no idea how it was supposed to work, nor why.

## ***It's a bit like painting by numbers!***

You get told what colours to dab in which areas, but once it's complete you're left with a picture people might look at and say, "That's one of those paint-by-numbers things"...you can't really call yourself an artist - **as you still have no idea how to paint.**

No-one has taught you about light, about shading or about colour, depth and hue. No-one shared with you the theory behind mixing colours or why your brush strokes must flow in this way or that. No-one has taught you the science, the craft – the art! – behind creating a masterpiece that people can marvel at forever.

## **That's what makes The 12-week on-line Challenge completely different from anything else you may have tried before...**

**We've studied the science behind effective exercise and intelligent nutrition.** We've cut out all the useless and irrelevant myth-information you'll see splattered across the media.

**We've focussed purely on giving you the "need-to-know" nuggets** and little-known secrets of current research and practical experience, and formed them into a single, comprehensive and educational framework that's easy to understand, simple to follow and practical to apply for life - not just for 12 weeks!

### ***Here's how it works...***

**In just a second** we'll offer you the opportunity to enter the first stages of The 12-week on-line Challenge. If you choose to do so, and once your place on the Challenge is confirmed, we'll be asking you to tell us a little about yourself - your background, exercise history and medical history.

- You'll be sent via email your **Competitors Pack** of instructions, information and the first part of your **Plan to Success**.
- Here you'll be shown how to **easily record and monitor your measurements**, test your flexibility and strength, and **determine your true body composition**.
- **You'll learn when to weigh yourself and when not to**, how to accurately record your eating patterns, and how to **calculate a realistic set of personal goals and targets** for your Challenge.
- **A specially designed workout programme** will be sent to your inbox so you can get your exercise component under way without delay.
- Next you'll also receive **a comprehensive 2-week meal plan**, to complement and support your exercise programme.
- You'll also get a selection of our own favourite **15-minute recipes** (complete with shopping lists!)
- In addition you'll have the option of purchasing your own **complete assessment kit** at a preferential price to help you get a true insight of your progress as you test and re-test every 2 weeks. Each kit contains all the essential items you'll need, with full instructions and charts – **we're leaving nothing to chance!**

- Once you've got everything you need to get started, we'll be sending you a **weekly series of mini-plans** outlining the next stages of your challenge. Every week you'll receive learning guides, instructions, training updates, **new workout ideas**, hints and practical tips to help you take things through to the next progressive level of achievement.
- When you've successfully completed the 12-week on-line challenge programme, you'll become part of a growing world-wide community of ongoing success and support. You'll take your pride of place alongside big name celebrities and corporate high-fliers blazing a trail for others to follow.

**It's taken us nearly twenty years to work out the most effective and efficient way to optimise performance of the human physique** and, over the course of the next 12 weeks, you'll be learning more about your body and the way it works than most people will get to know in their lifetime!

- You'll learn why it's not aerobics that holds the secret to burning pounds of fat off fast! In fact in many cases **it's the worst thing you can do!** Remember the days of doing hours and hours getting hot and sweaty on the treadmill? Forget it – things have moved on since the last century!
- You'll discover why eating **more** will help you carve off the inches - faster than eating **less!** In fact we now know that staying in the best shape and having more energy, better health and a more youthful and vibrant physique – **is totally destroyed by most common diets!** – no wonder years of cyclic fad dieting leaves people looking more worn out, weary and older before their time!
- You'll learn **the real reason** why you shouldn't snack between meals – and it's not because you don't need the calories!
- We'll show you how you can totally avoid the mid-afternoon **munchies** and charge through the day **with amazing levels of energy!**
- You'll learn why, contrary to popular opinion, **the most important meal of the day isn't breakfast!**
- You'll understand the difference between “food to die for”....and “food to die from”! So many times we get blinded to the mysterious, but often **downright TOXIC**, ingredients that form the recipes in our everyday food. Do you know what the labels on your food really tell you?
- You'll discover how to **make a truly delicious takeaway snack** in less than 15 minutes that has our clients head over heels with delight! And all from ingredients you can get from the corner shop!
- We'll teach you how to know exactly where your optimal training zone really should be – **and it isn't your heart-rate!** Wouldn't it be great to walk into any gym, anywhere in the world, and know exactly what's the best and safest routine to use?

We'll show you how to measure the ideal level of intensity for your workout – no matter what equipment you have in your gym!

- You'll learn how to **get the perfect meal in any restaurant**, by simply following our unique two-step plan. Imagine being served a beautiful dinner with the freshest most nutritious ingredients that you won't feel guilty eating – without making a fuss or drawing attention to yourself! We'll show you how to order “off menu”, and have **even the grumpiest chefs love you for it!**
- You'll learn why most of the diseases we associate with getting old...**are nearly totally avoidable!** And the easy, simple things you can do from tomorrow that will **give you disease-proof protection.**
- You'll learn why **the fat gene** is a complete and utter myth when it comes to being seriously overweight, and the reason why you never see cellulite on the legs of an athlete!
- You'll discover the real secret to getting a sharper mental edge, and how the most important lesson in feeling better for longer doesn't come from the fitness industry, but from **Formula 1 motor racing!**
- You'll discover how you can blast through the challenges of a tough working week – and still have **loads of energy and drive to enjoy the weekend!** How many times have we spent the weekend in a dazed stupor, desperately struggling to get enough recovery from the rigours of the previous week, only so we have enough energy to get out the door again on Monday?
- You'll learn how you can **implement our powerful energy creation strategies** to be more focussed, less stressed and **more fun to be around** when your friends and family need you!

**Plus there's lot's more you'll learn  
and discover for yourself, once you  
embark on this incredible life-  
changing challenge!”**

**It will change the way you think about eating, about  
exercise, and about the way you live your life.**

“I cannot begin to explain how this whole thing has changed my life. I find it hard to believe that only a few months ago I had resigned myself to being a certain way, *thinking that being slim and healthy was just not a goal I could ever achieve. NEVER - NOT ME!* Well here I am, still pinching myself a little, still adjusting to the new me, but enjoying every moment. So thanks for making me believe what seemed the impossible.” - *Elaine*.

(Elaine lost over 17 lb in 12 weeks and went from a size 14 to a size 8 !)

“I am getting back into the shape I was 15 years ago”

- *William M, 54, Houston, Texas*

“Firstly let me thank you both so much for the last few months - I have had fantastic support and *I am shocked about how different I look*. I am sitting in the office silently jumping up and down...the changes in my body are so exciting!

So thanks again, I can't put into words how happy I feel.”

- *Francine C, Regional Manager, London*

“Well none of my suits fit me any more so I wander around the office *holding my trousers up!*

I am still rapidly losing weight - the reaction from colleagues is extraordinary!

This is NOT difficult and it has changed my life...I have people coming up to me saying how great I look.

Great value. Thanks”.

- *Chris H , MD, London*



“Yes, it’s a serious programme, and it’s been hard, but I have to say it’s been worth it. I didn’t do it just for me, it was for Karen (my daughter) as well.

**I’m happier at home and at work** and that’s better for everyone. I also have lots more energy and I’m eager and better prepared to get out and try something different.

I hear a lot of people say they wish they could do it too, but you can’t simply wish it away.

It’s a matter of dragging yourself up from the television for an hour, and getting out and doing it!”

**- Fiona W (38), Journalist.**

**Putting this programme together has been one of the most exciting things we’ve done in our careers!**

We’ve seen the benefits our clients have experienced, and we can’t wait to share their success with you too!

**But are you ready?**

***Here’s the Bottom Line...***

If you're anything like the hundreds of people we've worked with before, you're probably itching to get started and start feeling the benefits of getting in fantastic shape, but you're probably wondering how much a Challenge as **serious, comprehensive and sought-after** as this is going to cost, right?

## **Our Exclusive Private Clients Pay Thousands of Pounds to Have Us Personally Coach Them Through Every Stage of This Amazing Programme!**

### **Why?**

Well, celebrities, social movers & shakers and the big players in major corporations already know the value that **adding more years to their lives** can have.

**Word of their success has spread** around the elite social circles and company offices they live and work in, and together with our small elite team of specialists, we're booked out many months in advance.

It's got to the stage where we're turning away so much business we can't possibly hope to reach everyone whose been asking for our help!

That's why we relented and finally agreed to provide this programme as **a 12-week on-line Challenge** that men and women of all walks of life can take on anywhere, and at anytime. Now you can successfully get the **same results**, with the **same programme**, using the **same principles** as our international social and corporate heavyweights!

**But with one important difference – and here's the best part –**

**This exciting challenge won't cost you  
thousands of pounds!**

**In fact, it won't even cost you *a tenth*  
of that!**

**The question is:** Are you ready - right now - to make serious changes to the direction your energy, shape and health have been heading in recent years?

Are you sick of being tired, and tired of being sick all the time? Have you had enough of simply living one day to the next and feeling worse instead of better as the months pass into years?

Are you truly prepared to do what it takes to change this forever, and reap the fantastic rewards that living a better, healthier and more vibrant life will yield?

Because right now you can do our 12-week on-line challenge for only **£497!**

## **Unbelievable - a discount of over 90%!**

You may be wondering how we can afford to offer this exclusive 12-week challenge for such an incredibly low amount!

Well, so many times we've had men and women of all ages call us up wanting to start a programme straight away – but we just can't fit them in!

You see our premium individual programmes are delivered **entirely in person**. That means that we, or any of our elite team of specialists, will fly or travel to your home or workplace anywhere in the world and sit down with you one-to-one and personally walk you through every step of our 12-week physique transformation system from start to finish.

We personally measure you, help you determine your targets and show you how to set up your workouts. We teach you how, why and what your body needs to function at its best. We take you shopping, go to restaurants **and even spend time in your kitchen showing you how to make our famous 15-minute recipes!**

**So if you're a person that demands only the very best in personal care and attention at the highest level – that's what we do!** (Call us for more information on our personal service programmes)

Of course not everyone wants or needs to have this premium level of service, or maybe to spend that amount of money, or wait for months just to get a place on our list! So, as much as we would want to do otherwise, in many cases we've had to say, "Sorry – no can do."  
**That is, until now...**

**With the great technology that's available through the internet we don't have to say that anymore** – that's the beauty of having this delivered entirely on-line – because now we can start you on this amazing challenge absolutely whenever you want to!

No waiting list. No appointments. No-one being in your face. We can now give you all the information, all the secrets and tips, all the tools and strategies, and all the success enjoyed by our premium clients, entirely at your convenience and whenever it suits YOU to start – and you can save yourself a fortune in the process! ...**Brilliant!**

So if you're ready to take up this special, life-changing challenge for only **£497**, then **click here** to get under way right now!

**BUT...**It's a big decision we know – you'll be making some significant changes in the things you do, the way you act and the way you think, that will be with you for **the rest of your life**.

This special programme is the compilation of our life's work so far, and a combination of everything we've ever learned about how you can get in *the best possible shape, in the shortest possible time*.

All the different elements we know of that go to make the human physique operate, perform and look better than ever, have been **forged into this one, complete system**.

It's based solely on those habits and behaviours we've **seen with our own eyes** that get **real results**, in the **real world**, with **real people**, **so we know it will absolutely work for you too!**

**Are you the sort of person who has what it takes to embark on a challenge like this?**

**We hope so**, and we can't wait for you to join us!

Yours in better health, for life,

Tim & Anne  
Founders  
***THE HARD EDGE***  
London

**I'm ready –  
Sign Me up Now!**

**PS** – If you want to be truly inspired, read the following letter sent to us recently by Ray, a 37 year old I.T. Manager from London. This is the story of his success, and we're sure you'll agree, it's a very powerful and moving testament as to what can happen when you seriously commit to making a positive change. ***Will you be next...?***

“Dear Tim and Anne,

I would just like to say a big thank you to you both, for all the support and advice that you have given me, especially in the early days.

Unfortunately I will never be able to express in words how much you have changed my life, but I have jotted down a few of the benefits I have gained since being on the programme.

**First of all there are the physical changes**, which I am very impressed with.

I didn't think it would be possible to **lose 35lbs of Fat and GAIN 7lbs** of muscle in just twelve weeks!

The good thing is that you have given me the knowledge to continue to improve my body for the rest of my life, which is priceless.

**The most surprising thing is how I feel psychologically.** Before I started the programme I was just surviving, feeling tired all the time and stressed out, almost to the point of breakdown.

Now the transformation is unbelievable. **I have so much energy**, even first thing in the morning upon waking. I no longer feel sleepy after lunch. **I sleep better at night.** This has had a profound affect on my state of mind.

I feel so happy and alive all the time, and this has led to better relationships with friends, family, and especially my children – daddy is no longer tired all the time, and I can now play football & rough-and-tumble with my son.

Until now I didn't realise you could buy this feeling, but now I know you can through this amazing programme.”

Regards,  
Ray.

**I'm ready –  
Sign Me Up Now!**