



**Brought to you by:**



## **LEGAL AND MEDICAL DISCLAIMER**

All material herein is provided for your general knowledge and information only, may not be construed as personal medical advice or instruction and is not a substitute for professional medical advice or treatment for specific medical conditions. These recommendations are not medical guidelines but are for educational purposes only.

This information is intended for healthy individuals 18 years and older only.

No action should be taken based solely on the contents of this information; instead, readers should always seek the advice of your qualified physician or other appropriate health professionals on any matter relating to their health and well-being. Never disregard or delay in seeking medical advice.

Please get your physician's approval before beginning any exercise or nutrition program. You must consult your physician before starting any exercise or nutrition program if you have any medical condition or injury that contraindicates physical activity, if you are pregnant or thinking of becoming pregnant, or if you are taking any medications.

The information and opinions provided here are believed to be accurate and sound, based on the best judgment available to the author, but readers who fail to consult appropriate health authorities assume the risk of any injuries. The author and/or publisher are not responsible for any errors or omissions.

The author and/or publisher is not a licensed medical care provider. The information is provided with the understanding that the author and/or publisher is not engaged in the practice of medicine or any other health-care profession and does not enter into a health-care practitioner/patient relationship with its readers. The exercises in this book are not intended as a substitute for any exercise routine or treatment or dietary regimen that may have been prescribed by your physician.

We are not responsible for the accuracy, reliability, effectiveness, or correct use of information you receive through our product, or for any health problems that may result from training programs, products, or events you learn about through this material. The FDA has not evaluated these statements. None of the information or products discussed in this material are intended to diagnose, treat, mitigate or cure any disease.

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.

## **COPYRIGHT NOTICE**

**Copyright © 2017 Ripped Labs, LLC**

All rights reserved worldwide. This publication may be given away and/or shared ONLY in its exact format with all links intact. It may not be changed or edited in any way without permission in writing from the publisher.

The only exception is by a reviewer, who may quote short excerpts in a review as long as credit is given. This e-book is copyrighted and trademarked. You cannot auction or sell copies of this e-book (these are copyright violations).

By downloading this e-book, you are agreeing to these terms and conditions of use.

*Published by:*

**Ripped Labs, LLC**  
**<http://RippedLabs.com>**

**427 W. Dussel Dr.**  
**#183**  
**Maumee, OH**  
**43537**  
**USA**

**Phone: (567) 343-1230**  
**E-mail: [support@rippedlabs.com](mailto:support@rippedlabs.com)**

Pete Genot: Hey everyone, this is Pete from [rippedlabs.com](http://rippedlabs.com) and [multimuscle.com](http://multimuscle.com). I'm really excited to have you on this webinar today. I've got a very special guest. His name is Dr. Carl Juneau. He is an exercise scientist with a PhD from Montréal University. I'm not going to pretend to pronounce what it's in, but it translates to health statistics.

He's been a natural lifter for over 16 years and has been a trainer for the Canadian Forces and hundreds of clients both online and offline. His number one passion is finding the best science-based strategies to build muscle faster, which is what we're here to learn about today, so welcome Dr. Carl, or as I like to refer to you, Dr. Muscle.

Dr. Carl: Thank you very much, Pete, I'm glad to be here.

Pete Genot: Yeah, it's great to have you. I'm really excited. One of the things that we focus on here at Ripped Labs are strategies to obviously build muscle more efficiently and more effectively, and I'm really excited to hear about the four strategies that you're going to teach us about today.

Dr. Carl: Okay, Pete. Thank you very much. Before I begin with the science-based training strategies to build muscle faster, I'd like to tell you a little bit more about myself and my background.

So I was born in beautiful Montréal, Québec in Canada, I'm French Canadian, and when I was six years old, I saw this guy, Kevin Costner in the movie Robin Hood, and I thought, wow, I need to be like this guy. So I started doing archery, and I did archery from 6 to 17. I was a national level athlete.

At 16, my coach had me start doing weightlifting so I could pull heavier bows and at 17, he sat with me and he was like ... I wanted to go to the Olympics, you know, like a lot of young athletes, and he sat with me and he was like, "Okay Carl, if you want to do that, you'll have to quit school, get a part-time job, train full time, and if you're lucky, you'll never get a medal at the Olympics because Canada has never scored anything in archery. Then at 35, you'll quit archery, you'll have no education, no career, and you'll be broke."

This is basically what he told me. So I thought about it, and I said, "Thank you very much. I'm done with archery." At that point, I had already started lifting weights. I was a skinny kid, and I saw what the big guys, how much an impression they made. When a big, strong, and muscular man got into a room, it's as if everyone gave him credit and respect automatically, and I was as impressed as everybody was, so I wanted to lift weights to build muscle.

As an athlete, I had free workout plans at the gym where I trained, and just to be sure, Pete, can you still me? Everything's good?

Pete Genot: Yup. You're all good. I can hear you.

Dr. Carl: Okay, beautiful. So I had free workout plans, so I would just go to a trainer, these guys were qualified trainers with a bachelor's degree, and I would tell them I wanted to build muscle. I would tell this to one trainer, and I would get a workout plan. I would do that plan for about two months. Then I would stop getting results. I wasn't gaining a lot of muscle and then I would get a bit stronger in the exercises, lift more weight, but after about two months, nothing happened, so I would go to another trainer, tell that trainer exactly the same thing, that I wanted to build muscle, and then the strangest thing would happen.

I would get a completely different program. I really didn't understand that because I thought, well, isn't this supposed to be a science? How come I tell two trainers with more or less the same studies and qualification, and they give me two different workout plans? Isn't there some principle and science behind this that they should be all following so that their workout plans are pretty much the same, or at least they have some kind of continuity between them?

But I didn't see that, and I was really struck by that, so since I was enjoying working out, I went to see the counselor at school, asked him if there was any career or study as a coach. I was already coaching athletes in archery, and so I wanted to become a professional trainer. He told me about exercise sciences. It's called kinesiology here in Montréal and in other universities, I know that.

So I went and did a bachelor's degree in exercise sciences. At the end of that, I realized that a lot of people don't do the minimum exercise that they should be doing for their health, and we know this. I mean Pete, I've seen photos of you. I know you work out, and you're a beast. I work out, and I'm sure that people listening to this are in great shape. I've seen some of the comments, by the way, from your customers, and you're blessed to have these people, the serious lifters, but people in the general population, I mean, they're overweight. They don't work out. So I thought, I need to be helping these people. I went and studied in public health. I did a master's and then a PhD, and I specialized in epidemiology, and I won't bore you with the details, but epidemiology is health statistics, basically.

While I was doing this, my number one passion was still building muscle, and between my bachelor's and my master's, I worked as a trainer for the Canadian Forces. So I've taken all the things I learned in epidemiology, statistics, understanding science, understanding research, and I brought this to my passion which is building muscle, so now I can really understand the science, find the best strategies, and answer the question I was asking myself when I was 16, 17, and doing these random workout plans.

I was thinking well, shouldn't there be some science behind that? And what are the principles that everyone could follow to build muscle faster? I would have liked to have these principles when I was a kid, and now what I did was basically search for them and come up with a few of these principles, and now I'd like to share three of those with you today.

Pete Genot: Hey, what a great story. I'm sure everyone on this webinar can relate. I know I certainly can. Had very similar experiences growing up when I first started working out, and I would get advice from so many different people whether it was a football coach or one of my buddies, another big guy that I saw lifting at the gym, or like a pro from one of the fitness magazines, you know, everyone would tell you something different and nothing seemed to be based on science. It was just all based on conjecture or their own personal experience, so that's why I really love what you do here, and I really can't wait to hear more.

Dr. Carl: Yes. Absolutely. Yeah.

So let's begin. I'm going to start with some pictures. This is me at an outdoor event with the Canadian Forces. I'm just showing you these pictures so you know that I'm not making this up. This is me getting my PhD at the University of Montréal. This is me in my natural state. I was telling you I don't ... I'm a skinny guy so on the last ... I had been sick actually for a bit of time and couldn't work out so this is what I look like when I don't work out, and on the right, this is

what I look like when I can work out. You can see that I do even lift. This is me in a powerlifting contest. I do natural bodybuilding and a bit of amateur powerlifting, and really, this is just my number one passion. Let's jump in with the three science-based training strategies.

Number one is use daily undulating periodization and change reps, every workout, to build strength and muscle faster. Next we're going to see finish strong with a plus set to find out how much heavier you should lift to keep building muscle fast. Then at the end, third one we'll see, add new exercises as you max out old ones to hypertrophy more muscle fibers.

Let's begin with the first one which is use daily undulating periodization, or DUP, and change reps every workout to build strength and muscle faster. I will present the results of a study. The title of the study is "A Comparison of Linear and Daily Undulating Periodized Programs with Equated Volume and Intensity for Strength." This was published by Matthew Rhea and his colleagues from the University of Arizona in 2002, so this is one of the earlier studies on DUP and many more have been published since, but this one is really striking so I wanted to show you that one.

Here's what they did. Twenty young men were randomly assigned to normal training, or DUP training, and I'll show you exactly what they did in a minute. They all trained bench press and leg press three days a week for the whole study. So the normal training group, this is on the left of this screen, they did sets of 8 during the four weeks, sets of 6 during four weeks, and sets of 4 during four weeks for a total of 12 weeks. This was a 12-week study.

On the right of the screen, you have the DUP training group. These guys did sets of 8 on Monday, sets of 6 on Wednesday, and sets of 4 on Friday during all 12 weeks of this study. Basically, they were doing the same number of reps, but one group did the same reps for four weeks at a time, while the other group changed reps every training day. This is why this method is called daily undulating periodization because reps undulate, they change every day.

Here's what happened. After 12 weeks of training, guys who did DUP had double the strength gains. So they improved bench press 29% versus 14% for guys who did normal training. They improved leg press 55% versus 26% for guys who did normal training. So they really doubled their strength gains.

How to do it? If you want to apply DUP so you can build strength and muscle faster, well you can do it just like in the study. You could do sets of 8 on Monday, sets of 6 on Wednesday, and sets of 4 on Friday.

Here's a model I propose for hypertrophy with a few more reps. We know that we like to work in the 4, maybe 6 to 12 reps range to build muscle, so I've put in more reps in this model. You can follow this model for three weeks. On week one, you will do Monday, 12 reps, Wednesday, 6 reps, and Friday, 9 reps. On week two, you will do 11 reps on Monday, 5 reps on Wednesday, and 8 reps on Friday. For week three, we'll do 10 reps on Monday, 4 reps on Wednesday, and 7 reps on Friday. When you're done at week four, you just cycle back to week one.

So about this template. You'll always perform between 4 and 12 reps and most bodybuilding coaches agree this is the best rep range to build muscle and strength. For strength, we're going to go as low as 4 and for muscle was going to go as high as 12.

You'll perform fewer reps and do less volume on Wednesday. This enhances recovery and may be the best DUP pattern.

I'm ready to jump into the next strategy.

Pete Genot: Could I ask you a quick question before we move on, if you don't mind?

Dr. Carl: Go ahead. I was about to ask you. Yes.

Pete Genot: So as far as the amount of weight, then, we should do, should we try to basically do as much as we can to hit failure on those number of reps or are we using a percentage of what we would typically use?

Dr. Carl: It would be as much as you can to hit failure on these reps. You know, we could get more detailed and technical at this point, but I want to keep it easy. A little bit later in the presentation, I'll give you a strategy that helps you choose the right weight, actually.

Pete Genot: Perfect, sounds good. Just want to make sure that the goal was to actually try to hit failure on each set.

Dr. Carl: Absolutely. Yup.

Pete Genot: Okay. Awesome. Thank you.

Dr. Carl: Okay, the next strategy is the one I've just told you about that's going to help us choose the right weight. This one, I titled "Finish Strong with a Plus Set" to find out how much heavier you should lift to keep building muscle fast. This one comes from another study titled "The Effective Autoregulatory Progressive Resistance Exercise Vs. Linear Periodization on Strength Improvement in College Athletes." It was published by Bryan Mann and colleagues in 2010 and these guys are at the University of Missouri.

Here's what they did. They had 23 collegiate football players train using two different strategies for progression. I'll just take a quick pause here. Progression, when you lift weight, is the name of the game. You want to get stronger so you can get bigger. You need to progress. If you're not progressing, you're almost waiting your time. You're just wasting your time. You're maintaining, but you don't want to maintain, you want to get more muscular. To do that, you need to progress.

This is a strategy to progress faster, which means get stronger and get more muscular faster. In that study, they tested two different strategies. The first one was plus sets or sometimes called AMRAP set, and I tell you exactly what it is in a minute, or the second strategy was to increase weights by set amount each week, and this is still a popular strategy.

For that group that increased by a set amount, for the squat for example, they did 3 sets of 8 at 75% 1RM during week one. They did 4 sets of 6 at 75% 1RM during week two. They did 4 sets of 5 at 80% during week three, and then they did 4 sets of 5 at 85% during week four. So they really have this set increase pretty planned in their program, and they just follow the program for the duration of the study.

After six weeks of training, the plus set strategy proved superior. So for guys who did plus sets, they increased their bench press 1RM by 93 newtons. Now, I don't know about you, Pete, but I was a little bit disappointed to see the researchers use newtons in that study. We're not really used to lifting newtons, and we don't really know what it translates to in the gym in pounds on the bar, but a little bit later, you'll see another result that we can understand a bit better.

Their bench press increased 93 newtons, but for guys who did normal training, it didn't increase, it actually went down a little bit. The estimated squat 1RM increased by 192.7 newtons versus only 37 newtons for guys who did normal training. This is the result that everybody's going to understand and love. Their 225 lb bench press reps to fatigue increased by three. They did three more reps with a 225 bench press, whereas guys in the normal training group, they didn't increase at all. They probably used this test because for football players, this is a standard test. They need to improve their performance at the 225 bench press, which is two plates.

So bottom line, guys who used the plus set strategy, they got stronger faster, and they were also able to bench press 225 lbs for three extra reps after just six weeks of training, whereas guys who did normal training weren't able to do even one extra rep, so this is a big improvement. A big difference.

Why was the strategy superior? The authors explained that it allows adaptation of a particular workout by the individual athlete based on their abilities for that particular day. In other words, this strategy makes sure you push yourself every workout and helps you pick just the right weight to keep building strength and muscle fast.

So how do you do it? Well, here's what they did in the study. For a set of 6RM, so it's said that's 6 repetitions with a maximal weight, Dr. Mann and colleagues, they gave the following guidelines: On your first set, you would warm up, so you would do 10 reps at 50% of your anticipated 6RM. On the second set, you would do 6 reps at 75% of the anticipated 6RM, so you're still warming up. Then on your third set, you do as many repetitions as you can with 100% of your anticipated 6RM. This is your plus set, is the third set. Then on the fourth set, you adjust based on your results from the previous set.

How much weight should you add to the bar after your plus set? Remember, you put the weight what you thought you would do for 6 reps. So if you did 5 to 7 reps, Mann, the scientist, recommends you keep weight the same. If you did 8 to 12 reps, he says you should add 5 to 10 lbs, and if you did 13 reps or more, you should add 10 to 15 lbs.

Basically, the more reps you did, the easier the exercise was, the more weight you should add for your next set and from that point on, and you're really tailoring your progression and the weight on the bar to your actual performance in the gym so you're not wasting time training with a weight that's too light. You're a really increasing that weight and making progress as fast as you can, and this is why in that study, guys who trained with this method, they were able to bench press 225 lbs for three more reps in just six weeks, while the other guys, they didn't even improve.

Here's a caveat. Adding 5 lbs to the bar won't feel the same if you squat 100 or 1,000 lbs. If you look at the recommendation from Dr. Mann, he says, "You should add 5, 10 lbs. 10, 15 lbs. But if you squat 100 or 1,000, it's not the same, so it makes sense, and I'm at the second point here back on this slide, it makes sense to follow relative guidelines when applying this strategy, and I

got this tip from Dr. Mike Zourdos, another great researcher in the field of strength and conditioning.

So I've combined Dr. Mann's and Dr. Zourdos' guidelines to make the following guidelines for plus sets for hypertrophy, for building muscle. Here's how I think you should do it if you want to build muscle.

You would start with 10 reps at 50% of your anticipated 6RM. Then you do 6 reps at 75%. Then you do as many repetitions as you can with a 100% of your anticipated 6RM. Then, if you did 5 to 7 reps, you will keep weight the same. If you did 8 to 10, you will add 1%. If you did 10 to 12, you will add 2.5%, and if you did 13 or more, you will add 4%. Then on the next set, set number 4, you will do as many reps as you can with your new weight. This time, the increase is relative for your exercise.

I'm done for strategy number two. Pete, do you have any comment at this point?

Pete Genot: Yes. I love this study. Those results are off the chart. I played football in college so that, like you said, the goal was always to see how many reps you could do at 225.

In fact, at the NFL Combine where they test all of the athletes that they're preparing for the draft, that is the standard measure of strength just to see how many reps they can do at 225, so this is obviously a fantastic strategy, and I love what you did here by taking it one step further and actually improving on the original study by adding this relative percentage specifically for the goal of increasing muscle.

Dr. Carl: Thank you very much, but I do want to give credit to Mike Zourdos here on this one. But thank you.

Pete Genot: Yup. Awesome.

Dr. Carl: Okay, let's move to the next and last strategy. This one is add new exercises as you max out old ones to hypertrophy more muscle fibers. The old title for this was to add new exercises in rotation, so I'll tell you about this in a minute.

Here's the rationale. Every exercise you do targets some parts of your muscles more than others, so when you max out an exercise, it makes sense to add a new one to your routine to hypertrophy your muscles fully.

Imagine you work out your chest. Here's an example. Let's say you do incline bench press, and this one targets the clavicular head of your pectoralis major, and you do decline bench press, and this one targets the sternocostal head of your pectoralis major. By doing three sets of each, you hypertrophy your chest in full. You target the top and the bottom, basically, more, and you hypertrophy it more than you would have if you had done 6 sets of incline bench only.

Exercise scientists call this regional muscle hypertrophy, and this is the reference. Beardsley in 2016 reviewed the science on regional hypertrophy and noted that it may occur because some parts of muscles are sufficiently activated during an exercise while others are not. Then he quotes Wakahara, I hope I pronounced this right, and it says he measured regional differences and post-exercise muscle activation during a single training session using MRI scans as well as

the actual hypertrophy following a long-term training intervention for the triceps, and they found that differences in regional activation while you're working out in certain parts of a muscle were correlated with increases in muscle size over many weeks in the same parts of the muscle.

In other words, if you want to hypertrophy your muscles in full, you should do multiple exercises that stimulate growth in different regions of your muscle. The question now becomes when should you add new exercises to your routine?

Let's start with an example. You're a beginner or you have a new client, and you start training for the bench press. On day one, maybe you do just the bar, 45 lbs. After two weeks of bench press, you're at 95 lbs, and you've increased 50 lbs. After four weeks, you're at 115 and you've increased 20 lbs. After six weeks, you're at 125 and you've increased 10 lbs, and after eight weeks, you're at 130 and you've increased 5 lbs. So you're increasing every two weeks, but your increases becoming lower and lower as you get stronger. This is a brand new client.

From that point on, your incline press ... I think I wrote bench press but it's an example for the incline press, this is why the weights are a little on the low end. From that point on, your incline press has more or less stalled. It's almost maxed out, and the last two-week block, you've increased only 5 lbs, you're not making a lot of gains. You've already gained most of your strength for that exercise.

Now that you're strong and you lift heavy, this exercise stimulates parts of your muscle's heart. It has become a good driver for hypertrophy for these parts of your muscle. But this hypertrophy is specific to your upper pectorals. So instead of almost wasting your time training the incline bench press again and again, you would do well to train another related exercise to hypertrophy another region of your pectorals. The decline bench press would be perfect in this example because it targets the bottom of your pectorals.

So when should you add a new exercise to your routine? The answer is when your previous exercise for that muscle group has maxed out.

Let's recap. You work out your chest. You start with the incline press. At first, you train the incline press every time you train your chest because you're still making progress fast, so your routine looks like this. On day one that you do chest, you do incline press. On day two, you do incline press. On day three, you do incline press. You're training just the incline press. After eight weeks, you've maxed out the incline press, so you add in the decline press. Your routine now looks like this. On day one that you press, you do incline press. On day two, you do decline press. Then you're back to incline, and then back to decline, so you rotate between exercises like this.

This lets you maintain or even slightly improve your incline press while also bringing up your decline press. You train for another weight weeks, and now you've also maxed out your decline press. So you add in a new exercise, you add the flat bench to your rotation. Your routine now looks like this.

Day one, incline. Day two, decline. Day three, flat. Then start again. Day four, decline. Day five, incline, and day six, flat. Actually, you know what, I think I made a small mistake here. Day four should be incline, you're back to day one, and day five should be decline you're back to day

three. Basically, you're doing incline, decline, flat, and then start over, incline, decline, flat, and start over again.

So once again, this routine lets you maintain your incline and decline while you bring up your flat bench press. You're now training three exercises for your chest, and your hypertrophy, your pectorals in full.

Back to the question when should you add a new exercise to your routine? The answer is only when your previous exercise for that muscle group has maxed out. This is a big mistake I see a lot of people make, in fact, my trainers when I was 16 were making me make because they would give me a whole new program with new exercises, so I would stop training, in this case, the incline bench press. I would start training maybe the decline, but I as I am bringing up my decline, I was losing my incline.

So you gotta start with one exercise, bring it up, and keep it up. Then you rotate a new exercise in, you maintain your old one, you bring up the new one. When you're done with the new one, you've brought it up, it's more or less topped. You add a third exercise and so on. I think this is the best time to add a new exercise. You should do it when your previous exercise for that muscle group has maxed out. If it has not maxed out, you should keep training the old one until you've squeezed all of the juice and muscle hypertrophy you can out of this exercise.

I'm done with this point. We can recap. Do you have questions at this point, Pete?

Pete Genot: Yes. Sure. Just a couple of comments on that last strategy. Anyone that's been a serious lifter or has been lifting for a long time has probably run into this strategy at some point in their lifting career. I know that I certainly utilize that strategy. For me, I have notebooks and notebooks of workouts where I've had to manually track how many sets am I doing, how many reps am I getting, what weight am I at, and as well as my growth with a tape measure, so am I growing or not growing. Once I got to the point where I stopped getting stronger and/or stopped growing, then I knew that it was time to make a switch.

Another reason that I use that strategy is to avoid injury from overuse. If all I did was, say, flat bench and that's it, then I would tend to get sore in a certain part of my shoulders or something along those lines. So, you know, fantastic strategy. The way that I've had to track it though has always been a lot of work.

Dr. Carl: Oh, sure. Yeah. I think it's smart that you train that way, and I like your point about injuries. When you get real strong with an exercise, if you keep doing it as frequently as you used to do it, you're lifting so heavy, it becomes hard on your joints. This has been my experience also, and I think it's pretty well established. Many people agree on that.

Pete Genot: Yup. Absolutely.

Dr. Carl: Okay, let's recap. The first strategy was use daily undulating periodization and change reps every workout to build strength and muscle faster. The second one was finish strong with a plus set to find out how much heavier you should lift to keep building muscle fast, and the third strategy was add new exercises in rotation as you max out old ones to hypertrophy more muscle fibers.

We're done with the training strategies, and I'd like to show you a preview of a new app that we built that's in early access right now. I think you'll see it. This app is called "Dr. Muscle," and it's a new app that helps you build muscle and strength faster with science that uses and applies automatically that training strategy I've just told you about.

So Dr. Muscle tells you what to do when you work out to build muscle and strength faster. It uses AI to learn from your last workouts and apply the best bodybuilding science automatically so you can focus on lifting heavy and getting jacked.

Let me tell you why I developed this app. I was coach, a trainer for many years, and my clients hire me to tell them what to do. As coach, I really wanted my client to understand what happens and make them more autonomous so they can make their own decisions. But the thing they would keep telling me over and over is, "What should I do? How much should I lift? Just tell me what to do, like what weight to put on the bar, how many reps to do." They wanted me to tell them exactly what to do every workout.

I can understand them, I mean this stuff is pretty complex. Me, when I work out, I understand it. I've studied it. I know how to change my own workout plans, so I can apply it and use it in my own training to build muscle faster, but I really needed a way to help my clients apply these strategies by themselves because I can't be there every time they're working out, and I can't be with everybody at the same time. Plus, it's super expensive for clients to pay a personal trainer every session to be with them. Not everyone can afford that.

So I build this app that applies the best bodybuilding science automatically. It applies daily undulating periodization. We've just talked about that. At this time, it's already implemented in the app, and we're going to implement the other training strategies we just talked about.

It's in early access now, and Pete, I've seen the type of people that use your supplement. I've seen ... You have a great testimonial from Tim Sparkes. This guy's a 10 time world record powerlifter. You have very serious and dedicated lifters using your supplement, and this is the kind of lifters I like to work with, and this is the kind of lifters I built this app for.

If your audience would like to use and test this app while it's in early access, I've given you a special link that you can pass over to your people. Do you want to tell us a little bit about that?

Pete Genot: Yeah, absolutely. So you'll see button below this video. You'll be able to click that button and go over to a page where you'll see a demonstration where Dr. Carl takes you through the app and shows you the different aspects of it. I'm really, really excited about this app. I actually installed it on my phone. I've been using it for several weeks now. I absolutely love it. I'll switch back to my camera in a minute here, and I'll show you the old way that I've been tracking my workouts versus the new way.

Dr. Carl: I'd love to see that.

Pete Genot: And I'm sure most of you feel the exact same way that I do. So not only is Dr. Carl going to give us special pricing on the app ... And that's lifetime pricing. The regular price, and please correct me if I'm wrong, but it's \$49 per month right now.

Dr. Carl: Exactly.

**Pete Genot:** If you click on that button below and you buy the app through our link, you're only going to pay \$39 per month and that's for the lifetime of the app. That covers all future improvement and development of the app. I know that you're already working on some upgrades and you'll be constantly rolling those out as you get more feedback.

**Dr. Carl:** Yes. We've already increased the price twice, and as we add in new feature, we slowly raise the price, so now, this is a good time to get in and lock in that lower price. It's not for everyone, and this is early access so you need to be willing to provide feedback, but if you're a serious lifter and you want to kind of leave me ... Find the best science and implement it so you focus on lifting heavy and building muscle, I think this may be a great solution for you.

**Pete Genot:** Yeah. Absolutely. In fact, let me switch over to my camera right now if you give me one second here.

Okay, so besides the special pricing, the other thing I want to do to make this 100% risk-free for you guys and as a special bonus for taking advantage of the app now is I'm going to send you an absolute full sized bottle of Multi Muscle for free, all you have to do is pay the shipping cost, because that is a hard cost for us. In the US, it's only about \$6, so you could pick up a bottle of Multi Muscle for \$6, and I guarantee it you'll never get it for a lower price, so for anybody that picks up the app now, we'll send you this.

**Dr. Carl:** That's awesome!

**Pete Genot:** Yeah, I mean, that's how excited I am. This is how I usually do things. I've got binders and binders of workouts with all my reps and sets and everything else written in there. I'll carry the paper around with me or the binder and write everything in.

Since then, I've basically thrown that away and now I'm just using the app. I already have my phone with me anyway because I'm rocking out to music, and now I can just open up the Dr. Muscle app here on my phone, go to my workouts, and basically enter everything in there, and it's awesome. I love it.

**Dr. Carl:** Yeah. It's a lot less messy. I think it's the way forward. I've been using binders all my life too, but you know, in 5 years, 10 years, I don't know how much longer those will be around.

In the future app, we're going to use AI. This is AI. It's a computer that's almost smarter than a trainer and that tells you exactly what to do to build muscle as fast as possible, plus it's analyzing your workout log and your training as you do it. As you workout, you enter your reps and sets and weight and the app automatically adapts to what you do. I think that's the future.

**Pete Genot:** Yeah, I mean, it's like having a personal trainer on your phone that you carry with you at all times, and I never have to think about what I'm going to do for the day. The app tells me, and it tracks everything for me so no more binders of paperwork, no more spending hours transferring everything to an excel spreadsheet so I can analyze exactly what it is I'm doing. Now I just carry it right there on my phone.

**Dr. Carl:** That's beautiful. Well, I hope people are as excited about this app as we are, and I really look forward to working with your people to turn this into a machine that really can help them build muscle faster. I would love to work with you people.

Pete Genot: Yeah, sounds good. Well, I want to thank you so much for taking the time to meet with me today. You shared some fantastic information, strategies people can go out and take action today if they want to. If they want to do it by hand, manually, they can certainly do that. If you want to do it the fast, easy way, you can click the button below the video and go check out the app.

If you have any questions at all, please don't hesitate to hit me up. Send me an email [support@rippedlabs.com](mailto:support@rippedlabs.com) or [support@multimuscle.com](mailto:support@multimuscle.com). I'd be happy to talk to you about the app. Same thing on the website, Dr. Carl has a phone number and an email address on there. You can ask him any questions you have and that's it.

So go out, buy the app. If you do, send me an email, let me know that you've picked it up. I'll send you a special link where you can get a free bottle of Multi Muscle just for the price of shipping and handling, and here's to helping you grow muscle faster and bigger than you normally would.

Dr. Carl: Absolutely, with science. I really look forward to that. Thank you, Pete.

Pete Genot: With science, I love it. Thanks so much and you have a great day.

Dr. Carl: You too.

**Please click the button below or type <http://rippedlabs.com/app> into your web browser to claim this special offer...**



- You'll Get 20% Off The Regular Price of the Dr. Muscle App
- This Is a **LIFETIME** Price...Your Price Will **NOT** Increase
- **BONUS:** Anyone that buys from this page gets a **FREE** bottle of MultiMuscle (You only pay shipping). Please email your receipt to [support@rippedlabs.com](mailto:support@rippedlabs.com) and we'll send you a special link to claim your free bottle.