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Daily Dose

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The app is free to download and use, but if you want to get the training plan, it costs \$20 a month (after a free week trial). We decided to go all in to see what it's really about.

Related: Tom Brady's Fitness Routine Sounds Intense, But It Actually Makes a Lot of Sense

In an intro video, Tom Brady narrates the mission of the program. It's not about having the biggest muscles, but rather having functional muscles. So don't expect to be benching and deadlifting heavy weight. With the TB12 Method, 90 percent of the exercises in the workouts use resistance bands, and there's a heavy focus on pliability both before and after workouts with a decent amount of foam rolling.

The workouts are sport-specific. Right after you log in and watch the intro video, you're asked which sport you want to focus on, how many days a week you workout, and if you have access to resistance bands and a medicine ball. We went with all-purpose athlete, five days a week, and that yes, we have access. The training section of the app then populated our plan. Our plan looked like this:

Day 1: Full Body

Day 2: Recovery Day

Day 3: Full Body

Day 4: Lower Body

Day 5: Upper Body

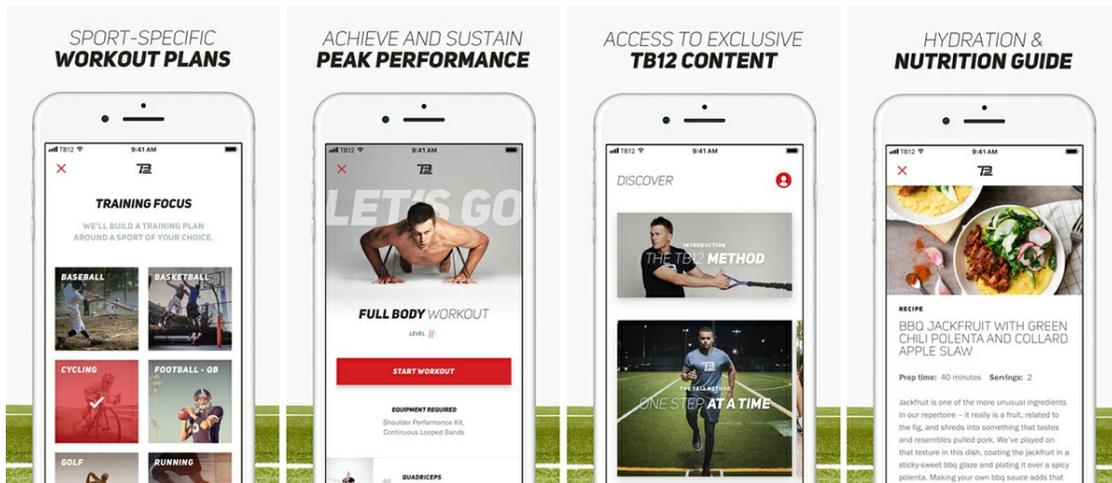
Day 6: Recovery Day

Day 7: Full Body

On workout days, there's a foam rolling pre-workout pliability section, then about seven to 10 exercises using bodyweight or resistance bands (things like reverse lunge with step ups, glute-resisted squat jumps, tricep pulldowns, and alternating arm punches, usually performed in a circuit, X amount of times), followed by post workout pliability. Every single move has a video to go along with it, so you can see how to perform any move you don't know.

The Full-Body Warmup You Can Do Anywhere:

In all honesty, it was a plan, but it didn't feel very personalized—rather, quite generic. And it wasn't all too complex either. The videos have a narrator cueing how to perform each move, too, but again, there wasn't anything special about it. You didn't have Tom Brady giving you personalized tips based on what you're trying to accomplish.



Photograph courtesy of TB12

In the intro, Brady also explains that staying properly hydrated is the key to allowing the TB12 program to work. In the library section of the app, there's an article explaining why hydration is so important, too. This article—and a few others—are available in the free version of the app as well. As a paying member, you get *full access* to the library, but in the week that we used the app, we didn't notice much of a difference in the library content for free members versus paid.

Related: [Does Tom Brady Really Need 25 Glasses of Water Per Day?](#)

In the article on hydration, there wasn't an actual suggestion how much water you should be drinking. Strange, huh? There was, however, a bullet point about why adding TB12 electrolytes to your regimen would be beneficial.

TB12 also wants to make sure you're eating properly because, as Brady notes, "you get out of your body what you put into it." Each week, the app provides three new recipes in the discover tab, available to both free and paying members. (Only paying members have access to all other recipes in the library.) Each recipe has a video explaining how to make the dish, as well as an ingredient list and nutrition data. At the end of each recipe, there's a button you can click that says "Shop TB12 Performance Meals," and it takes you to a website where you can buy pre-made TB12 meals.

Related: [Tom Brady Isn't Worried About Concussions, Despite Gisele Bundchen's Fears](#)

It began to feel like every page of the app was a nudge to spend more money on TB12 stuff, whether it was equipment (there's packages of resistance bands available for purchase if you don't have them), gear (sweatshirts and t-shirts, and hats, oh my!), or pre-made meals.

The library section of the app also had a few success stories, plus information on cognitive training, a nutrition overview, an exercise intro, and a pliability intro. As a paying member, we had access to even more articles about topics like electrolytes and peak performance, why eating local matters, tennis elbow, and a series called the athletes journal. On the free version, you can see the names of these other articles, but there's a red label on them that says premium, which again felt like a way to try to convince people to pay for the subscription.

We used the app for a week, and while it had good information and some pretty decent workouts, it didn't feel worth it for \$20 a month. As a premium paying subscriber, you get the customized, sport-specific and equipment-specific pliability and workout recommendations in the "my plan" section of the app, as well as full access to the content in the "library" section of the app. Most of the information is stuff that you could find for free, and the workouts didn't feel all too complicated, in-depth, or personalized. While you get videos of Brady narrating articles about topics like hydration and cognitive training, you don't get personalized tips from the QB along the way. Maybe if you're a huge Pats fan and Tom Brady sits on a pedestal in your heart and training in a similar fashion to him truly matters to you, then this app would be worth it. Otherwise, we'd probably stick with the free version for now.