

DoMaximum Launches 100K Push-Up Challenge & Warrior Gear to Forge Global Discipline Movement

Henri Keskküla's DoMaximum movement fuses daily action, mindset training, and gear with a 100,000 push-up journey that redefines modern masculinity and discipline.



redefining discipline through action. [Henri Keskküla](#), founder of **DoMaximum**, has launched a global movement built on 100,000 push-ups, zero rest days, and a no-excuse lifestyle that's catching fire on TikTok, Telegram, and beyond.

The **DoMaximum 100K Push-Up Challenge** is more than fitness — it's a public declaration of mental resilience, structure, and transformation. With over **37,000 push-ups completed in 64 days**, Henri's personal journey has ignited a new community of men who are done negotiating with weakness.

The movement's official store, **DoMaximum.store**, offers elite **Amazon-trusted gear**, including the **Push-Up Board**, warrior-grade fitness accessories, and a free **Iron Discipline eBook** — a mindset guide forged through sweat and structure.

The community is growing fast through daily TikTok videos ([@DoMaximum](#)) and an active **Telegram Brotherhood** ([Join Here](#)), where members track reps, share wins, and hold each other to a higher standard.

"Discipline isn't a choice anymore — it's who I've become. DoMaximum isn't about hype or shortcuts. It's about doing the hard thing every day and watching your life change because of it," says Henri Keskküla, founder of DoMaximum.

The **Iron Discipline Book** is free to download at [DoMaximum.Fit](#), and the full gear line is available at [DoMaximum.store](#).

More than 500+ warriors have already joined the mission. This is just the beginning.



Media Contact

DoMaximum

*****@domaximum.fit

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