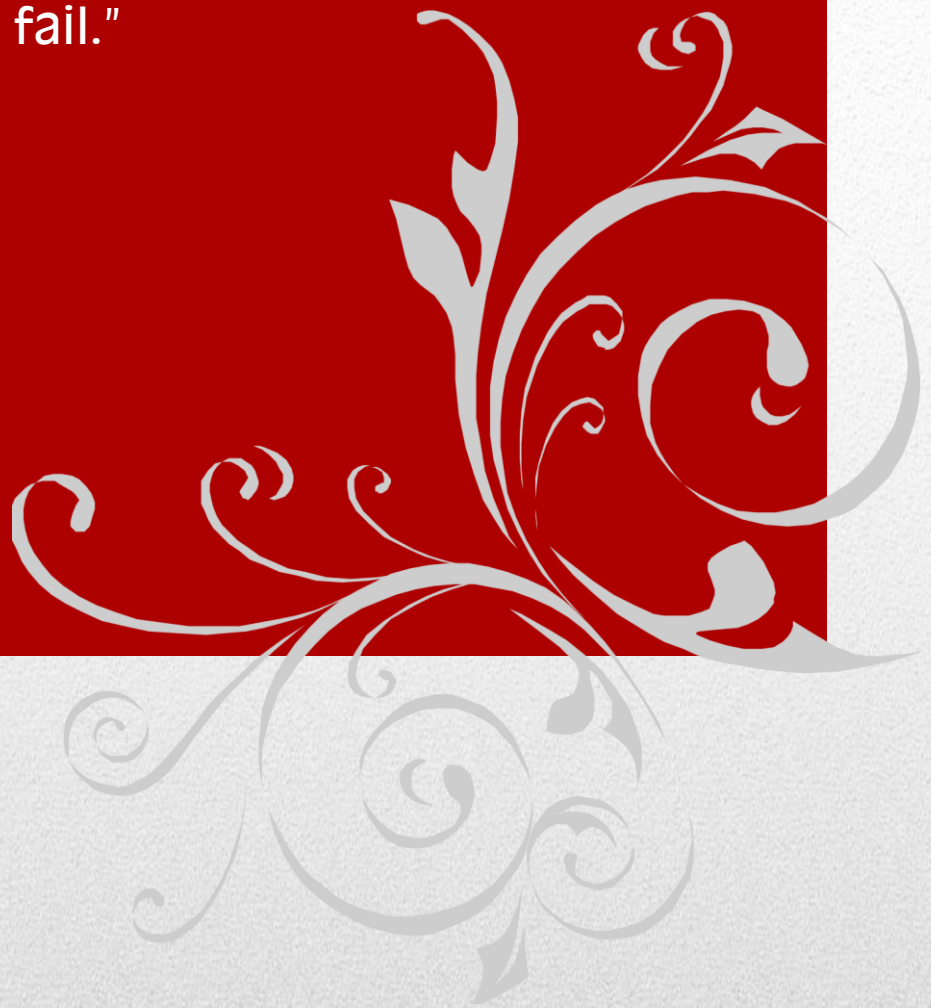


“Not having a plan is
planning to fail.”

Proverbs



DIETING

Low Calorie Diet

Moderately Restricted Diet

Foods

Exercise

DIETING INFORMATION

In the calorie restricted phase of the protocol, the improvement in body composition takes place. The Low Calorie Diet and Moderately Restricted Diet, in combination with the effect of the Seriously Slim™ Metabolic Support Formula will stimulate the body to release the non-essential fat reserves. Weight loss averages vary depending on the diet program chosen and your commitment to follow the guidelines **EXACTLY**.

We would like to encourage you to think of this as a short-term commitment, not as a diet, but as a decision you have made to address a concern of yours: having a weight problem. If you view it in this regard, your ability to stay focused and see the greatest results will be much easier. So many of us associate failures with dieting (as well as many other emotions and beliefs). Instead we want you to think of this as a commitment you are making to your future health.

Dieting

The **Low Calorie Diet Program (LCD)** is about 500 calories daily in addition to the energy you will receive from your abnormal fat stores.

Strenuous exercise is highly discouraged, though you may leisurely walk. Exercise will be a key component of maintenance, but stressing the body with strenuous exercise slows your weight loss and makes you more susceptible to illness while on the LCD.

Foods Allowed on the Low Calorie Diet Program (LCD)

If a food is NOT on the list, do NOT eat it. There are NO exchanges or free foods except beverages – See “*Shopping List*”

Low Calorie Diet (LCD) pg. 1

Below is a list of what may be eaten daily while on the LCD

Breakfast:

- Tea or coffee (preferably decaf) in any quantity
- 1 tablespoon of fat free or low fat milk may be used as desired
- SweetLeaf Stevia in any of the flavors
- Green Tea HP - the Mocha flavors blend nicely in coffee for a morning treat!

Lunch and Dinner:

- 100 grams (weighed raw) of protein from the list
- One type of vegetable (besides lettuce) – NO mixing of vegetables
- Fruit (may be eaten any time of the day)
- Breadstick/Melba toast (may be eaten any time of day)

Anything may be eliminated from the plan if you are not hungry. We do recommend that you eliminate foods in the following order:

- Breadstick/melba toast
- Fruit
- Vegetable
- Protein-ONLY if you are unable to eat it

LCD pg. 2

The **Moderate Low Calorie Diet Program (MLCD)** is about 1000 calories daily.

This program is designed to provide significant improvement in body composition for individuals who have a BMI of 25 or less, are moderately active, wish to start an exercise program while dieting or whose vocation requires significant physical activity.

This program **DOES NOT** include fat loading. You begin taking the Seriously Slim™ Metabolic Support Formula for 2 days as you continue to eat in a **NORMAL** fashion. On day 3 of taking the Seriously Slim™ Metabolic Support Formula (and continuing to Detox) you will start the low calorie portion of the program.

Moderately Restricted Diet pg. 1

The food choices that you may eat are the same for both programs, except for 2 distinct differences:

- Each morning you will have an OptimaLean Shake
- The protein portions are DOUBLED - 200 grams versus 100 grams

Exercise is a KEY component of this program:

- You should have about 30 minutes of aerobic exercise 5 days per week
- You should strive for 15 minutes of resistance training / weight training 5 days per week
- You SHOULD NOT exercise more than 45 minutes per day
- If you have a strenuous occupation, the exercise is not necessary

You will be taking 1 EquolSlim Capsule with 2 meals per day.

Moderately Restricted Diet pg. 2

Foods Allowed on the Low Calorie Diet Program (LCD) and Moderately Low Calorie Diet Program (MLCD)

PROTEIN/MEATS/SEAFOOD

All protein should be weighed raw with visible fat removed

Chicken & Turkey

Skinless, boneless breasts, preferably organic

Beef

Lean cuts such as black angus or Piedmontese, sirloin, tenderloin and filet. Meat should NOT appear marbled.

Ground beef with no more than 4% fat - LIMIT to 2-3 servings per week; decrease or eliminate if weight loss stalls

Veal / Venison

Any cut

Fish / Seafood

Preferably wild caught, fresh or flash frozen with no additives, spices or flavorings

Low fat white fish such as cod, tilapia, sea bass, flounder, sole and halibut

Canned tuna fish packed in water - light or albacore

- 5 oz. can of water packed tuna drained = 85 grams = 1 serving

Shrimp, scallops, lobster, crab

- NO imitations of these varieties because there are many chemical and sugars in them

Foods pg. 1

VEGETABLES

- Generally unlimited when eaten with protein at meal (*see notes below)
- Lettuce/salad greens are mostly fiber and water and we do not consider them food. Lettuces may be combined and do not count when eaten at a meal and may be mixed with 1 other vegetable from the list.

Otherwise, NO MIXING of vegetables

Tomatoes may count as either a vegetable or fruit - you decide!

Asparagus

Greens (including spinach, bok choy, chard, collard greens, arugula, beet greens)

*Broccoli or cauliflower

*Cabbage

Celery

Cucumbers

*Fennel

*Green Beans

Red Radishes

Spinach

*Tomatoes-fresh or canned without added sugar

*White, yellow, red or Vidalia onions

*You may have UP to 1 cup; eliminate if weight loss is slowed or stalled

Foods pg. 2

FRUITS

2 Servings per day, may be mixed and eaten any time

Eat 2 different fruits each day

1 apple of any size (may not substitute 2 small for 1 large)

1 orange - Navel or Valencia only (eliminate if slow/stalled weight loss)

½ grapefruit

6 large strawberries

1 medium tomato (or 1 cup of canned tomatoes with no added sugar)

1 cup: blackberries, blueberries, cranberries, or gooseberries

1 apricot or plum

BREADSTICK / GRISSINI / MELBA TOAST

2 Servings per day, may be eaten any time

Some people swear these help them with the diet, others say it is too tempting to have around - you be the judge!

Grissini Breadstick - no more than 20 calories per serving

Melba toast - 1 rectangle or 2 rounds

SPICES / SEASONINGS / SWEETENERS

Single ingredient herbs and spices (like basil, oregano, garlic powder, thyme, etc.) Our Serious Spices are delicious and diet-safe! Read all labels - avoid products with peels, oils, rinds, natural flavors or the word “spices” listed

Mustard is allowable - watch out for natural flavors/spices on label

Foods pg. 3

SWEETENERS

Stevia (SweetLeaf brand) – it comes in many flavors!

Xylitol or Truvia for use as a sweetener

Last resort: Sweet-n-Low

BEVERAGES

Coffee - regular and decaf (NOT flavored coffees)

Tea - green, black, herbal, etc.

No fruits, peels, rinds, oils or soy listed as ingredients

Green Tea HP - enjoy 2 pixies per day. We advise 1 pink and 1 other flavored pixie per day; enjoy the 1 week sample pack that is included in most of the packages

Water - plain, sparkling

Delicious with flavored SweetLeaf Stevia

NO club soda or tonic water

You should drink ½ of your body weight in ounces.

For example, if you weigh 200 lbs. you should drink 100 ounces of water

NO “DIET” beverages including Crystal Light, sodas, Vitamin Water, SoBe, etc.

Also avoid: cane sugar, evaporated cane juice, agave nectar, honey, corn syrup, maple syrup, aspartame, sucralose (Splenda) and saccharin.

Foods pg. 4


OTHER / OPTIONAL

- Juice of 1 fresh lemon (not rind, peel or pulp)
- Apple cider / white vinegar (use in cooking or dilute in water to drink)
- 1 Tablespoon of low fat milk per day

Vegetarian Protein Selections

- Use NO MORE than 1-2 times per week if substituting for animal based proteins (but this may stall your weight loss)
- Non-fat Cottage Cheese (1 cup)
- Non-fat ricotta cheese (1 cup)
- 5 egg whites
- Non-fat plain Greek yogurt (2/3 cup)
- Egg white protein powder (recommend Jay Robb brand)

Foods pg. 5



People who exercise regularly lose more weight and keep it off longer than non-exercisers.

- If you are on the Moderate Calorie Program, one of the requirements is to get about 30-45 minutes of aerobic exercise daily.
- On the Low Calorie Plan you do not exercise during the weight loss phase, however you need to exercise once you are in Maintenance.

Why exercise?

- Exercise is essential to our general health and overall well being. Mood elevation, confidence and feeling a sense of control are a few of the many benefits.
- Our bodies are designed to move, it is our lifestyle that draws us in to being sedentary. Cavemen and cavewomen did not spend time watching TV. Even when they sat around the fire, they were on the watch for animals and other sources of danger.
- Exercise will increase the rate at which you burn calories, even for hours after you are done. It will wake up a sluggish metabolism and burn extra fat.
- Exercise compensates for the slowing of your metabolism as you age.

Exercise pg. 1

What type of exercise should I do and how do I get started?

- First of all, you should be active every day.
- Brisk walking on a daily basis is a safe and effective way to keep weight off.
- Weight or strength training builds muscle, which aids in the reshaping of your body but also aids in more calorie burning.
 - Each extra pound of muscle burns an additional 50 calories per day, even while you sleep.
 - Weight gain from extra muscle is OK. It is the gain from surplus fat, in particular belly fat, that is harmful to your health.
- Avoid injury by beginning with walking, low impact aerobics or weight supported exercise such as swimming or cycling. Avoid competitive sports.
- Start with 10-20 minutes daily and progress to 30-60 minutes daily. Better yet, wear a pedometer and build up to about 10,000 steps per day. There will be more on this later!
- Some ways to get exercise in your day:
 - Take the stairs instead of the elevator
 - Park farther away from the door to gain more steps
 - Walk your dog or the neighbor's dog
 - Take a brisk walk at lunch
 - Use an exercise bike, treadmill or other equipment while watching TV. Don't allow yourself to watch favorite shows unless you are using exercise equipment! This may force you to move so that you can do something you like!

Exercise pg.2

Calories Used in Exercise

Note: Activities sustained over a period of time (like running) qualify for heavy exercise. Start-stop sports, like tennis are considered moderate.

Light	Moderate	Heavy
130 lbs ~ 3 cal/min	130 lbs ~ 5 cal/min	130lbs ~ 8 cal/min
170 lbs ~ 4 cal/min	170 lbs ~ 6 cal/min	170 lbs ~ 10 cal/min
220 lbs ~ 5 cal/min	220 lbs ~ 7 cal/min	220 lbs ~ 12 cal/min
walking, slow cycling, light frisbee playing gardening, light golf, social tennis, doubles housework, cleaning Calisthenics, light bowling ping pong, social ice skating, light water aerobics, light skateboarding line/square dancing tai chi/yoga volleyball	walking, brisk cycling, moderate swimming, crawl stroke weight training, light tennis, moderate racquetball, beginners aerobics, light football, touch basketball/baseball walking downstairs snow skiing-downhill shoveling snow dancing-ballroom rowing, moderate volleyball, competitive	walking (power), jogging cycling, vigorous/spinning swimming, strenuous weight training, heavy wrestling/judo, advanced taebo, kickboxing football, training basketball (pro) climbing stairs skipping rope skiing (cross country) water aerobics, advanced dancing, strenuous, zumba rowing, vigorous martial arts

*Adapted from The Calorie King

Exercise pg.3

Did you know that being in front of screens can be fattening?

Most adults and children spend over 35 hours per week in front of screens while also eating high calorie snacks and drinks at the same time! While in front of a screen, your metabolic rate drops to less than what it is during sleep rate. Significantly limiting your screen time or adding activity while in front of the screen can help you keep your weight off or even lose weight!

Seriously Slim™ Recommendations

If you have an exercise routine that you enjoy, by all means continue to do it. Check the “Calories Used in Exercise” chart to get an idea as to how many calories you burn while exercising. You may want to increase the intensity or add additional time that you spend each day in that activity. Your Seriously Slim™ consultant will help you determine about how many calories per day you should eat and how many calories per day you should try to burn off.

Exercise pg. 4

How to Start a Walking Program

If you are new to the idea of regular exercise and are looking for guidelines, we highly recommend getting a pedometer and beginning a moderate walking program. A pedometer will motivate you to be more active. It clips to your belt or waist band and counts each step you take. There are a variety of styles and types available online and at most stores, including Target, Wal-Mart, Meijer, etc.

The average person who perceives themselves as moderately active takes 3000 - 4000 steps per day. Seriously Slim™ advises that you work up to 10,000 steps per day. It may sound overwhelming, but if you do this over time, it will be no problem. Having the accountability of a pedometer will keep you honest with yourself, which is very important. You need to be accountable because so many things get in the way of exercise each and every day. Don't let life get in the way of making your body and mind as healthy as they should be. Every day counts! Get Serious! – Get Healthy!

For the first week, wear the pedometer and record your daily steps. **DO NOT CHANGE YOUR ACTIVITY FOR THE FIRST WEEK**, as this is how your baseline is established.

Exercise pg. 5

Put the pedometer on as soon as you wake up and do not remove it until you are getting into bed. Record your total daily steps at the end of each day for 7 days. Be sure to reset the pedometer each morning if it does not reset automatically each day. When you log your steps each day, make note if you did any formal exercise or if anything in your day caused more or less steps than usual. If you bicycle, attach the pedometer to your shoe if it does not pick up your pedal strokes on your waist.

Once you have established your baseline, your goal should be to boost your average each week by 20% until you hit the goal of 10,000 steps per day. Here is a simple way to record your steps and build up to 10,000 steps per day: (Feel free to make copies of this chart for your own records). The first chart is an example.

Week : #1							
	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Date:	9/1	9/2	9/3	9/4	9/5	9/6	9/7
Steps Today:	2400	2650	2780	2550	2400	2500	2720
Exercise Minutes:	20	30	35	25	20	25	35
More (+) or Less (-) than usual:	-	+	+	-	-	-	+
Weekly Total Steps: 18,000							
Additional notes about this week:							
How to calculate: (example)							
Total Steps for Week: 18,000/7 = 2571							
Divide by 7: 2571 steps per day, on average							
Increase by 20% per week (x 1.2: 2571 x 1.2 = 3085)							
Next Weeks Goal: 3085 is my goal for number of steps per day for week #2							

Exercise pg. 6

Feel free to make copies of this page and use it to track your weekly steps.

Week : #							
	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Date:							
Steps Today:							
Exercise Minutes:							
More (+) or Less (-) than usual:							
Weekly Total Steps:							
Additional notes about this week:							
Total Steps for Week: / 7 =							
Divide by 7: steps per day, on average							
Increase by 20% per week (x 1.2: x 1.2 =)							
Next Week's Goal: is my goal for number of steps per day for week #							

Week : #							
	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Date:							
Steps Today:							
Exercise Minutes:							
More (+) or Less (-) than usual:							
Weekly Total Steps:							
Additional notes about this week:							
Total Steps for Week: / 7 =							
Divide by 7: steps per day, on average							
Increase by 20% per week (x 1.2: x 1.2 =)							
Next Week's Goal: is my goal for number of steps per day for week #							

Exercise pg. 7

"Happiness is an attitude.
We either make ourselves
miserable, or happy and
strong. The amount of
work is the same."

Francesca Reigler



STABILIZE & MAINTAIN

1st 3 Weeks

2nd 3 Weeks

Maintenance for Life

- **Congratulations!** You have successfully completed the calorie-restricted phase of the Seriously Slim™ Weight Loss Program. It's not just about losing weight; it's also about not gaining it back....ever! The next three weeks will lock in your new weight if you follow maintenance correctly.
- This phase is absolutely critical so review this information meticulously and follow it exactly while enjoying your new, lighter body.
- The exciting changes in maintenance are: your food choices are greatly expanded, healthy oils and fats are reintroduced, and use of your favorite skin and beauty products may be resumed. This is a time to feel good about your accomplishment and take a well-deserved break from the calorie-restriction phase. By following maintenance vigilantly you will increase your confidence that your new weight is sustainable for life.
- If you have not reached your ultimate goal weight, maintenance will allow your mind and body to adjust to your new weight while simultaneously preparing for an additional round or rounds.
- So, let's get serious about Maintenance!

1st 3 Weeks pg. 1

- The goal of maintenance is to establish a new weight set point that your body automatically maintains. You want to stay within 2 pounds of your weight on your final calorie-restricted day. During this phase it is best to focus on everything you can have; not what you can't have because there are only two restrictions during these three weeks:

NO SUGARS NO STARCHES

- There are many ways to avoid these foods without feeling deprived. Endless recipes are available using ingredients that substitute the starch and sugars with healthy, delicious alternatives such as flaxseed meal, almond flour or meal, xylitol and SweetLeaf Stevia.
- As long as you follow that rule don't be too concerned if your weight is up a pound or two after a restaurant meal; it is most likely water retention.
- Avoid canned fruits, vegetables and processed lunch meats. Fresh, frozen and minimally cooked foods are always the best choices.
- Avoid anything labeled "low fat". The fat has been replaced with sugar and you need to be more concerned about sugar than fat. Read labels and learn the most common names of disguised sugars.

1st 3 Weeks pg. 2

- Avoid overeating just because the calorie restriction has been lifted. Don't eat unless you're actually hungry; not just because it's a certain time or to get a snack in between meals. Your body will signal when you need food. It's okay to wait for those cues. If you find it is lunch time and you didn't need a morning snack, that's okay.
- Continue your Detox Kit drops until they are gone.
- Continue to drink half your body weight in ounces of water daily. This is simply a healthy habit to develop for lifetime fitness and weight control. It also aids in the Stabilization Phase of your weight management.
- Include protein with snacks as well as meals. Try to include protein every time you eat. You will feel more satisfied.
- Eat real, fresh foods. For example: nuts, fresh fruits, fresh vegetables, regular salad dressing, olive oil, seafood, pork, chicken, beef, and fish.
- Divide packaged snacks, such as nuts or trail mix, into individual servings and store in small containers or plastic baggies to maintain portion control.
- Continue to weigh yourself every day; preferably first thing in the morning, after emptying your bladder, before eating and drinking, and unclothed. This is critical to maintain the 2 pound over or under your last calorie restricted day weight. The longer you stay within that weight the easier it will become to maintain it.

1st 3 Weeks pg. 3

- Journal every bite you eat and your daily weight. What we think are harmless bits or bites of food here and there can add up quickly and de-rail your maintenance. If your weight fluctuates you may discover valuable clues as to “why” by journaling. You are learning what your body can and cannot handle to maintain your weight without counting calories. That is real freedom from dieting which is the ultimate goal.
- Have the DNA Genetique Test done, which is once in your lifetime, in order to know specifics about your body.
- Incorporate some form of exercise as part of your routine lifestyle so it becomes as natural as brushing your teeth. It can be as simple as a half hour walk, 3-5 days a week, but it will be priceless in maintaining your weight and health. Exercise is the key to the quality and longevity of life.
- Eat enough food; especially protein. During the calorie restricted phase your body was living off of more than the 500 or 1000 calories you were eating. It was living off of the additional calories you were burning from your abnormal fat stores which was facilitated by the Seriously Slim™ Metabolic Support. So now, you need to eat three healthy meals a day and healthy snacks so you don't go into starvation mode and trigger the opposite result you're striving to achieve.

1st 3 Weeks pg. 4

What To Do If You Near or Exceed The 2 Pound Limit

If your weight is hovering close to the 2 pound over limit, you may want to try the following:

- Drink plenty of water throughout the day
- Don't eat until lunch
- Have a whole can of water packed tuna or chicken with mayo on lettuce or celery for lunch
- Have a big portion of protein for dinner with a small salad and 0-1 carbohydrate dressing
- If you are extremely hungry, you may have 2 eggs for breakfast

If your weight hits 2.1 pounds or above you must perform a “steak day” to regain control

- Consume liquids only until dinner
- For dinner have a large steak and an apple or tomato
- Nothing else to eat for the rest of the day
- This usually results in a one to two pound loss the next day. Remember, it is always easier to nip it in the bud at 2.1 pounds than to let it keep sliding upward. One steak day is far easier than an entire Low Calorie 30-day round. If you have been journaling you should be able to figure out where you might be able to tweak your eating to avoid the same in the future.

1st 3 Weeks pg. 5

Maintenance is fun, fearless, and free!

- Fun because the food restrictions are lifted
- Fearless because you're getting to know your body and your specific metabolism better than ever which means not having to count calories. Better yet, if you had the DNA Genetique Test, your results will show you what your body requires for weight maintenance and healthy lifestyle.
- Free because you will know how to maintain your new weight with ease at the end of maintenance

Seriously! Does it get any better than that? We at Seriously Slim™ don't think so either.

- During your 2nd 3 weeks of maintenance, very SLOWLY add sugars and starches back into your diet.
- Your daily intake of carbohydrates should be 20 grams or less, sugars 10 grams or less, protein 4 grams or more and fiber 2 grams or more. The more protein the better!
- Think of starches and sugars as a “special treat”, not a daily occurrence.
- Think of fruits as “nature's candy” and a great alternative to use for desserts.

2nd 3 Weeks

With the new, lighter you, moving will be much easier with less strain on your back, legs, hips, etc.

To maintain the weight loss that you have worked so hard for, it will be important to make life style changes that you will commit to for the rest of your life. This includes changing what and how you eat and making exercise an important part of your daily routine. You have had several weeks to learn these good habits. Seriously – it's not that difficult.

You cannot go back to eating the same foods and moving a small amount and expect to keep off your weight. We wish this wasn't so, but seriously...you have to make changes!

If you follow the eating guidelines and add in exercise on a daily basis, you will find that you can enjoy most foods in moderation and maintain the new, lean body that you have created.

Losing weight and then keeping it off for most, takes a life long commitment to change. By starting NOW with exercise you are on your way.

Maintenance for Life pg. 1

We all know (because it has happened to us), that it is easy to fall back into the same life habits that caused us to become overweight. If you have a difficult day, do NOT let it define you. Eat less and move more the next day. You will be happy you did.

This will take effort, forethought, planning and support from family, friends and co-workers. Find positive influences in your life that lead you to continued healthy success.

We're here for you along the way. Do not hesitate to call your Seriously Slim™ Weight Loss Center for encouragement, guidance and a listening ear anytime you need it. We're not mind readers (otherwise we would call you when you are struggling), but we do care and will always listen, guide and do all that we can to get you back into the mind set that leads to health and long term wellness.

Thank you for allowing us the privilege of helping you reclaim your wellness! We are with you on your journey to Get Serious! Get Healthy!

Maintenance for Life pg. 2
