# What ActiDiet is all about



### No Nasties

At ActiDiet we've taken the science behind some of the world's most tried and trusted diet plans, but at the same time, we shook it up, threw out the unhealthy stuff (Aspartame, MSG, Artificial Colourings & Genetically Modified ingredients) and offer it direct to your home with the consultation package of your choice.



### Flexible Options

You can choose from a range of ways to follow the diet, whether it's a full meal replacement, or combining ActiDiet with other meals of your choice. You choose the plan that suits you.



### Nutrition

ActiDiet is formulated to give you all the nutrients the body needs as well helping you lose weight quickly. This means that by following the ActiDiet, you will consume all of your RDAs whilst still getting the full benefit of your body's natural, fat burning energy systems.



### **Proper Meals**

We took the next logical step to enhance meal replacement diets by including food you can chew. The incorporation of chewable meals not only ensures the diet is easier to stick to but also ensures that the transition back to eating conventional food is an easy process. During the diet, your stomach will have returned to its normal size and you will have become used to smaller portions satisfying your hunger.

### **Results:**

All of the above is combined to formulate a diet which is fast, easy, effective and most of all....a diet you can stick to!

# Not Just a Liquid Diet

# You may have tried other meal replacement programmes before. ActiDiet is different!

#### ActiDiet encourages you to eat CHEWABLE FOOD.

If you chew your food completely before swallowing it, the enzyme-filled saliva in your mouth will have already partially digested your food. In fact, enzymes contained in the saliva can be responsible for digesting as much as 40% of starchy foods before they even reach your stomach!

The act of chewing and releasing saliva also stimulates the body to release the digestive juices in the stomach. Chewing also triggers the initial absorption of nutrients, even whilst the food is still in your mouth!

This means that the incorporation of chewable foods not only makes the diet easier to stick to but also makes for a healthier way of dieting too.

If you follow the ActiDiet Program, you will not only lose weight, but also help to re-educate yourself in portion sizes and food choices.



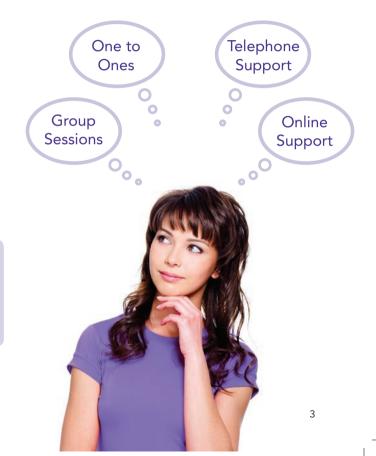
### **Choosing your Support Setup**

With ActiDiet you have a range of support options to choose from. It's a really good idea to have a little think about what level of support you would like and which setup will help you most in achieving your goals.

We know how important it is to have flexibility without the obligation of having to attend group sessions to place or collect your order. Our system has been developed with this in mind, which means that you can participate in our consultant's group sessions, one to ones & our support group when you need a little extra support, or else if you prefer, you can simply buy online & your order will be delivered quickly and discreetly to your home.

#### All ActiDieters are welcome to join in:

- Consultant One to Ones
- Consultant Group Sessions
- Consultant Telephone Support
- Online Support Check out The Official ActiDiet Support Group



### The Different Ways to ActiDiet



#### VLCD

The fastest and simplest plan available: Eat any 4 ActiDiet meals of your choice and drink 2.5 – 3 litres of water each day. It's as easy as that!



#### LCD

Similar to VLCD but with added flexibility and a slightly larger 4th meal. Consists of 3 ActiDiet meals + a healthy home cooked meal (guidelines provided) or an ActiDiet LCD ready meal + 2.5 – 3 litres of water per day.



### LCD 1000 and LCD 1200

Help you taper off the diet progressively and thoroughly prepare you for weight maintenance if you have been dieting for a longer period of time.



#### Maintenance

On this plan you just replace one conventional meal per day with an ActiDiet meal if and when you need to in order to maintain your target weight.

### Flexi-Plan

A perfect plan for those who want to change the way they look without really changing their lifestyle. On this plan you simply go about your normal day, just replacing 2 of your usual meals with ActiDiet meals + 2.5 - 3 litres of water per day.

A typical day would involve: Breakfast, Lunch an Afternoon snack and Dinner. You choose which ones to replace. We challenge anyone not to be amazed by the results achieved from such an easy plan.



# VLCD

## What is it? This is the fastest, simplest plan available.

If you choose the ActiDiet VLCD plan you will consume 4 ActiDiet meals in place of conventional food. This is ideal for people needing a simple and structured way of breaking old eating habits, avoiding large portion sizes or any other temptations.

In addition to the water used to make the ActiDiet meal replacements, it is vital that you drink at least 2.5l to 3l of fluids per day. This can include: Water, you can add ActiDiet Water Flavouring, Decaf Coffee and Herbal Tea.

You can follow ActiDiet 4 per day VLCD for up to twelve weeks (in accordance with NICE Guidance, 2006). After this you will need follow a plan above 800kcal (e.g. ActiDiet LCD) for at least one week.

Individuals with a BMI 40 and above may not start ActiDiet VLCD 4 per day but may do so following a consultation with their GP or period of time on a higher calorie intake.

This step, is the fastest, simplest step which should be followed until you are 70% towards you are target weight.

After that you should move on to LCD. (This is a guideline for ActiDieters without contraindications who intend to be dieting for over 4 weeks).



# VLCD

### How do I do it?

ActiDiet VLCD is very simple. All you have to do is eat 4 ActiDiet VLCD sachets per day. (You can also have 'ActiDiet Treats' such as Jellys or Bars)

In order to achieve best results it is recommended that you space your meals out evenly. This will stop your body thinking it is going to be starved and help keep your metabolism going strong. If you are the kind of person who gets hungrier in the evenings and like to have a big supper, saving one meal and doubling up 2 sachets in the evenings is ok and might help you avoid other temptations.

200ml per day

140ml per day

250ml per day

You can have 1 portion of ActiDiet Jelly or 2 ActiDiet Bars per day as a Free addition to your 4 sachets. These are a great way of getting a fix without going off track. Remember, you need to drink between 2.5-3 litres of water spread evenly throughout the day.

In addition to the 4 sachets, you can get away with adding a few things if you like a bit of variety:

#### Possible milk additions (one of the following):

|--|

- Semi skimmed milk :
- Soya milk (unsweetened 1.6% fat) :
- Yoghurt-plain, low fat (1% fat) : 120g per day



# VLCD

### Possible Additions to Sachets:

To add a little variety to taste and texture you can add one item from the table below to one of your meals each day (or you can split it up between several sachets if you prefer).

60g	50g	30g
Celery	Asparagus	Aubergine
Courgette	Bamboo Shoots	Avocado
Cucumber	Cabbage	Beetroot
Lettuce	Cauliflower	Broccoli
Pak Choi	Chicory	Onion
Watercress	Fennel	Celeriac
	Green Beans	Chilli
	Mushroom	Kale
	Green Pepper	Leek
	Radish	Spring Onion
	Spinach	Spaghetti Squash
	Pumpkin	
	Mange Tout	
	Parsley	
	Basil	



# LCD

### What is it?

LCD is similar to VLCD, with added flexibility and a slightly larger 4th meal. This plan consists of 3 ActiDiet sachets + a healthy home cooked meal (guidelines provided) or an ActiDiet LCD ready meal + 2.5 - 3 litres of water per day.

120g per day

### LCD is suitable for those who:

- want to diet with more flexibility
- have less of a have a strict deadline or urgency
- those who enjoy cooking
- people who are nearing their target weight from VLCD
- people who have more active lifestyles.

You can still have 1 portion of ActiDiet Jelly or 2 ActiDiet Bars per day as an addition to your 4 meals like on VLCD.

Remember, you still need to drink between 2.5-3 litres of water spread evenly throughout the day.

#### Possible milk additions (one of the following):

- Skimmed milk : 200ml per day
- Semi skimmed milk : 140ml per day
- Soya milk (unsweetened 1.6% fat) : 250ml per day
- Yoghurt–plain, low fat (1% fat) :



# LCD

### How do I cook the 4th meal?

An LCD meal is a meal of under 300kcal, prepared with one ingredient from each of the two tables below, cooked healthily e.g. baked, grilled, boiled poached etc.

150g	120g	80g
Celery	Asparagus	Aubergine
Courgette	Bamboo Shoots	Avocado
Cucumber	Cabbage	Beetroot
Lettuce	Cauliflower	Broccoli
Pak Choi	Chicory	Onion
Watercress	Fennel	Celeriac
	Green Beans	Chilli
	Mushroom	Kale
	Green Pepper	Leek
	Radish	Spring Onion
	Spinach	Spaghetti Squash
	Pumpkin	
	Mange Tout	
	Parsley	
	Basil	

Protein	Cooked g
Turkey Breast	250
Chicken Breast	170
Tinned Tuna	215
Tuna Steak	180
Quorn	280
Cottage Cheese (plain, less than 20% fat)	250
White Fish	280
Prawns	300
Tofu	300
Mussels	240

# LCD Ready Meals

If you don't fancy cooking your 4th meal you can also choose from a number of ActiDiet LCD ready meals.



## LCD 1000 & LCD 1200

### What are they for?

The focus of these two additional steps is to help you come off the diet progressively.

By slowly re-introducing food back into your diet you are setting healthy new patterns that are sustainable for the rest of your life.

In both of these steps we will be slowly re-introducing more carbohydrate, therefore taking ourselves out of ketosis (as we go over the 80g carb threshold which we must stay under to be in ketosis). This will allow your body to transition back to conventional food more smoothly without immediately triggering cravings.

If at any stage you feel you are losing control, you can always take a little step back by reducing your carbohydrate intake. This will move you back towards the Ketogenic energy systems and away from cravings and the urge to binge. When you're ready to go again, you can then slowly move on from this once you feel cravings are at bay. The more progressively we up the carbs the less likely cravings are to jump on us.



# LCD 1000

This next step follows on from LCD, designed to taper you off the diet progressively by increasing conventional food intake, whilst still keeping cravings and blow outs at bay.

In this step you will have 2-3 ActiDiet sachets, with the added variety of a conventional breakfast, a salad lunch, plus a larger, prepared supper.

#### A Guideline to your day:

#### Breakfast

An ActiDiet Sachet

Or

A 180 Calorie Breakfast

#### Lunch

An ActiDiet sachet plus a small (100g) green salad with a low calorie dressing.

#### Afternoon Snack

An ActiDiet Sachet — Shakes are a great little sweet treat to keep you going and stop you picking until supper.



# Supper

## For your supper you now have a larger meal.

In making this meal you can use one of the following from each of the three tables below.

Carbohydrate	Cooked g
Brown Rice	150
Quinoa	120
White Rice	110
Potato (baked/boiled)	180
Pasta	100
Egg Noodles	110
Protein	Cooked g
Turkey Breast	250
Chicken Breast	170
Tinned Tuna	215
Tuna Steak	180
Quorn	280
Cottage Cheese (plain, less than 20% fat)	250
White Fish	280
Prawns	300
Tofu	300
Mussels	240

150g	120g	80g
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Cucumber	Cabbage	Beetroot
Lettuce	Cauliflower	Broccoli
Pak Choi	Chicory	Onion
Watercress	Fennel	Celeriac
	Green Beans	Chilli
	Mushroom	Kale
	Green Pepper	Leek
	Radish	Spring Onion
	Spinach	Spaghetti Squash
	Pumpkin	
	Mange Tout	
	Parsley	
	Basil	

# LCD 1200

### This is the final step towards Casual ActiDieting.

This step builds on the previous step, following a similar structure except now you can also add extra fruit and carbohydrates to your Breakfast or Lunch.

#### A Guideline to your day:

#### Breakfast

An ActiDiet Sachet

#### Or

Plus either your Fruit or Carb Allowance e.g. Acti-Eggs on Toast, porridge with banana.

#### Lunch

An ActiDiet sachet plus a small (100g) green salad with a light dressing.

Plus either your Fruit or Carb allowance e.g. Soup with Bread, Red Bean Chilli with rice.

#### Afternoon Snack

An ActiDiet Sachet — Shakes are a great little sweet treat to keep you going and stop you picking until supper.



# LCD 1200 Additional Allowances

# You can now add one item from the two tables below to either your Breakfast or Lunch.

Fruit	Quantity
Apple	Half/100g
Strawberries	1 cup/150g
Raspberries	1 cup/150g
Banana	Half/60g
Grapefruit	Half/120g
Kiwi	1/80g
Mango	100g
Apricot	3/100g
Grapes	1 Cup/90g
Orange	1 Small/100g
Pear	Half/90g
Plum	2/120g
Watermelon	150g
Melon	150g
Passionfruit	3/50g
Sharon Fruit	1/40g
Blueberries	40/100g

Carbohydrate	Cooked g
White Bread	2 Slices/60g
Pitta Bread	1 Large/60g
Brown Rice	150
Quinoa	120
White Rice	110
Potato (baked/boiled)	180
Pasta	100
Egg Noodles	110



# Supper

### For your supper you continue as you did in LCD 1000.

In making this meal you can use one of the following from each of the three tables below.

Carbohydrate	Cooked g
Brown Rice	150
Quinoa	120
White Rice	110
Potato (baked/boiled)	180
Pasta	100
Egg Noodles	110

Protein	Cooked g
Turkey Breast	250
Chicken Breast	170
Tinned Tuna	215
Tuna Steak	180
Quorn	280
Cottage Cheese (plain, less than 20% fat)	250
White Fish	280
Prawns	300
Tofu	300
Mussels	240

150g	120g	80g
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Lettuce	Cauliflower	Broccoli
Pak Choi	Chicory	Onion
Watercress	Fennel	Celeriac
	Green Beans	Chilli
	Mushroom	Kale
	Green Pepper	Leek
	Radish	Spring Onion
	Spinach	Spaghetti Squash
	Pumpkin	
	Mange Tout	
	Parsley	
	Basil	

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# Keeping Track of your Results

There are 3 really good ways to keep track of your results :



#### The Scales

We recommend that you do your first weigh in, first thing in the morning, on your first day. This will then become your weigh in day from then on. First thing weigh-ins are the most accurate but there are still lots of things (mainly water levels and digestive movements) which can change your weight on a daily, even hourly basis, this is why we recommend weekly weigh-ins, as this makes your fat burning results less likely to be masked by all these other little factors.



#### Measurements

As we've mentioned, even with weekly weigh ins, there are still other variables which can effect them so it's a really good idea to take measurements too. Quite often a slower weight loss week can be a great inch loss week.



#### Photos

Photos never lie. Their results take a little longer to show than weigh-ins and measurements, but when they do, they are by far the most satisfying!



### Water

# When following any ActiDiet plan, we recommend that you drink 2.5-3 litres of water per day.

#### Here are just a few reasons why:

- Water is essential for transporting and getting rid of wastes and toxins from your body and is therefore very important for weight loss.
- Water keeps you hydrated and is essential for many body functions such as digestion, metabolism, moving and even thinking, it also helps keep you focused.
- Thirst can often be mistaken for hunger.
  We can often feel very hungry when in fact a glass of water is all we really need.
   Therefore a glass of water before a meal is often a good idea to take the edge off hunger beforehand.

#### What if I don't like water much?

Sugary drinks and squashes are best avoided. If you like sweet drinks, you can add calorie-free, zero carb sweeteners to your drinks.

- You can have decaffeinated, sugar free Coffee and Herbal Tea towards your water intake (caffeinated drinks have dehydrating effects, you're allowed to have them but not counted towards your water intake).
- You can have up to 500ml of fizzy water per day (no more than that because of salt content).
- You may also like to try the ActiDiet Water flavourings which you can use in your entire daily water intake.

As with all diets, alcohol, for may reasons is not recommended..... sorry!

#### Top Tip:

Try to sip your water throughout the day if you can, rather than having it in big gulps. Sipping makes things more comfortable and also keeps your bodys water levels consistent which is important for flushing toxins and waste.



### Ketosis

Ketosis is a natural process through which your body turns to fat as its primary energy source as opposed to carbohydrate.

To enter Ketosis you must first deplete your glycogen stores derived from carbs. Both ActiDiet VLCD and LCD are designed to ensure you enter ketosis within your first week (for most people it actually takes just 4 days), because they are much more effective than past products.

This is achieved by ensuring your daily carbohydrate intake is kept below approximately 80g per day. Don't worry, on VLCD this is all taken care of for you, all you have to worry about is having your 4 sachets. On LCD we have guidelines for your 4th meal to help you stay within the 80g too.

#### The benefits of being in ketosis are:

- Fast weight loss
- Less hunger
- Less cravings
- More energy

Following ActiDiet VLCD and or LCD ensures you enter ketosis, in a calorie controlled format whilst at the same time giving you all of your RDAs, a good source of protein, low fat intake and regular meals.

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# Week 1 on VLCD/LCD

# A lot of changes happen in the first week on either of these plans.

The first few days can be tough but things get a lot easier after day 3-4:

In the first 3-4 days your body is going through a change of energy systems. Before you started the diet, your body was primarily relying on blood sugar (from carbs) to get its energy.

The ActiDiet is a low carbohydrate, high protein diet, so in the first 3-4 days your carb stores (glycogen stores) will be depleted and blood sugar levels (aka glucose levels) will get lower and lower, hence you will feel hungry and maybe sluggish. However on day 3-4, these stores will become sufficiently low to trigger a change in energy system to a system where the body uses fat as its primary energy source. This system is a natural energy system called Ketosis.

Blood nutrient levels will then become supplied by fat stores (a constant energy source) and therefore will be stabilised. This will result in you feeling more energetic and a lot less hungry with fewer cravings.



#### Week one weigh-in:

Your biggest loss will probably be your first week. It is important to remember that this represents water as well as fat.

The energy stores (glycogen) from the carbs we ate before the diet, contain water, so whilst we use them up during the first few days, we also get rid of some water stores too. Once the glycogen stores are depleted, the good news is that pretty much all the losses you see from here on will represent pure fat loss. At this point your journey has truly begun.

# **Citric Acid**

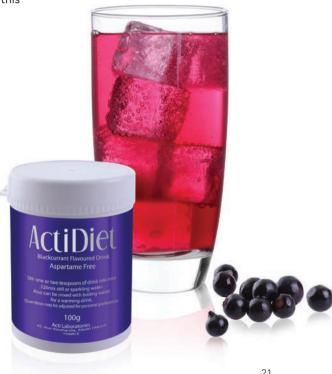
### This can be one to watch out for in fruit teas and diet drinks if you are following VLCD or LCD.

Citric acid, in some cases can hinder ketosis, although many people don't find this has any effect.

The safest option is to avoid having it if you can, this means avoiding fizzy drinks, citrus drinks and fruit teas. If you decide to see if you can get away with it anyway, the best thing is to hold back on it for at least the first 4 days, and then just check that it doesn't affect your weight loss (or monitor with Ketostix) to see whether its effecting your progress and make sure you're still on track.

#### Top Tip:

Coffee, Herbal Teas and our ActiDiet Water Flavourings are Aspartame and Citric Acid Free.



# Have You Been Cheating?

# Even the most successful ActiDieters give in to cheats every now and then.

The main thing is not to let one slip turn in to two, three, or more and just get straight back on track afterwards.

# Sometimes cheats can appear to be more dramatic than they really are:

- Some people often cheat with a little (or big) carb overdose. Remember, in the first week we have to deplete our Glycogen stores (which contain lots of water) before entering Ketosis.
- This means that when we overdose on carbs, we also take on some extra water too, which can sometimes make our weigh-ins seem unsuccessful. The main thing is not to worry. Little slips most often have no significant effect on fat stores, just water, so its just a case of getting back on track and waiting for those water stores to go down again.
- The good news is that it usually takes a lot less time to get back into ketosis after a little slip, than it does at the start of the diet.

#### Remember...

Everyone has slips, the main thing is not to beat yourself up about it, just forgive yourself and move on... onwards and inwards



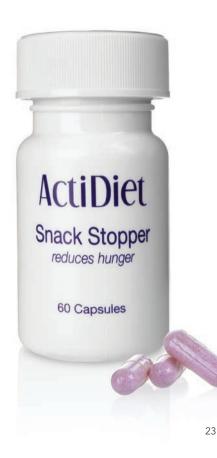
# Snacking - Week 1 Tips

### When Getting Started

It is likely that in the first few days of the diet you may feel hungry or tempted to snack whist you adapt to the diet. After approximately 3-4 days (especially if following VLCD or LCD 3) cravings and hunger will subside as your body starts to turn to fat stores as its main source of energy.

If you are struggling during this period, some useful tips are:

- Keep up your fluid intake Thirst can often be mistaken for hunger.
- Diet Aid and Snack Stoppers are great for making you feel fuller and suppressing the appetite.
- Plan ahead, keep a busy schedule, keeping your mind off food stops you feeling hungry. If you think about it, on busy days we often forget to eat simply because we aren't thinking about food. A planned day with things to keep you busy will help you stick to your 4 meals.



## **Snacking - General Tips**

### Habitual Snacking

Snacking is also most often a habitual thing. Sometimes we can feel like snacking even when we're not hungry.

We often associate certain activities, environments or even times of day with a snack. E.g. If we go to the cinema, we often want to eat popcorn. Even if we aren't hungry, we still want to eat popcorn because we associate popcorn with the cinema. Equally, if we usually raid the fridge for a snack when we get in from work, we will still be tempted to go and have a peek in the fridge when getting home, even if we aren't hungry, but purely out of habit.

#### Some useful tips to avoid snacking:

- Use hobbies or short activities (even as simple as a short walk) to keep your mind off food.
- Know which situations tempt you to snack, either :
  - Save one of your ActiDiet sachets to cover this period and avoid unhealthy snacks.
  - Keep some water with you, sipping on water, tea or coffee can often help you through.
  - Avoid the situation.
  - Keep a picture of a slimmer you in your bag to keep you motivated.
  - Focus on your goals e.g. those new jeans, a holiday, wedding, party...



If some days you find yourself really struggling, an extra sachet is always better than a biscuit, alternatively try one of our SOS Snack Bars or Jellies.

## FAQs

### Can you follow a VLCD (i.e. have less than 800 calories per day) using normal food?

We wouldn't recommend that you reduce your calories to less than 800 calories per day with normal food as this could put you at nutritional risk.

The ActiDiet formulation includes high quality protein (sufficient to preserve lean body mass), carbohydrates, fatty acids and the recommended daily intake for vitamins, minerals and trace elements.

By only consuming 800 calories of food alone you would find it very hard to make sure that you were meeting the recommended daily intake of most nutrients and therefore this could place you at nutritional risk.

# Why should I follow the different Phases?

The ActiDiet Phases are intended to assist you to lose weight quickly.

The goal of the remainder of the Phases is to assist you to continue to lose weight but also to develop healthy eating habits for the long term. By slowly re-introducing food back into your diet you are setting healthy new patterns that are sustainable for the rest of your life.

# What are common side effects of ActiDiet?

ActiDiet is designed to dramatically alter your metabolism.

When on the VLCD Phase (replacing all meals per day with ActiDiet sachets) the body switches over to using body fat as an energy source. This process is called ketosis. It is this process which enables you to achieve such great weight loss, however it does have the potential to induce a few undesired symptoms during the first few days of starting the Program.

These symptoms may include: Fatigue, hunger, lack of concentration, vagueness-fuzzy headedness, headaches (which can be worse if also giving up caffeine) and bad breath.

Some other symptoms you may also experience whilst on ActiDiet which are generally a result of the rapid weight loss rather than the ActiDiet itself, are; sensitivity to cold, dry skin, temporary rash, postural hypotension, fatigue, diarrhoea, constipation, halitosis (bad breath), irritability and menstrual disturbances.

# FAQs

### How to weigh

Weigh yourself once per week in the morning, before you eat or drink anything, after you go to the toilet with little or no clothes, and before a shower to avoid wet hair. If you can't do that, try to weigh yourself at the same time each week to try and minimise inconsistencies as much as possible.

Take an average - weight does fluctuate, so each weigh in is only an estimate. Try to average your weight over a few weeks or even over the month.

How you stand on the scales also makes a difference. First make sure you are standing on reliable scales. Have the scales on a hard surface, not carpet or uneven ground. Stand up straight looking forward - if you have to move your body to see the number on the scales then it's important to have a digital set that will record the weight until you get off the scales in order to get an accurate reading.

### When not to weigh

The following will often give an irregularly high reading:

- You are female and your period is due.
- You have cheated your diet don't punish yourself, get back on track and see your progress in a few days time.
- You are constipated. Make sure you are consuming the right amount of water, vegetables and take a fibre supplement if required.
- You have added extra salt or salty condiments in your diet - salt can make people retain fluid and may give you a higher reading.
- You are starting to rely too much on your weight as feedback, as this may be turning into a negative habit.



## **Diet with Friends for a Discount**

# At ActiDiet we believe the best diet is a diet you can stick to.

Our research shows that its easier to achieve your weight loss goal when you have some one to do it with, what better way than with the support of your friends!

With the ActiDiet Friends scheme, not only do you benefit from the support of your friends but we will also reward you with an ongoing discount too.

In fact the scheme is so effective that some people even end up ActiDieting for free!

To find out more please ask your consultant or visit www.actidiet.co.uk

Don't Miss Out! Discounts available from the ActiDiet Friends Scheme!

## Become a Consultant?

# Becoming a consultant may well be easier than you think.

If you have done well on the diet yourself, are enthusiastic about it, like to help others and have a little, or even a lot of spare time, becoming a consultant could be a great way for you to gain some extra income or even a full time career.

#### Become an ActiDerm Consultant and enjoy...

- Zero start up costs
- 25% commission on sales
- Monthly achievement vouchers
- Introduction bonuses
- Flexible working hours
- Management opportunities

If this is something you like the sound of then feel free to ask your consultant or enquire at **www.actidiet.co.uk** and we will get back to you with more information.

#### As a Consultant you will also have:

- your own website to take orders even when you are not available
- your own ActiDerm virtual office system showing sales and order and delivery status



# Go For It!

### Remember why you started

When you begin the diet it's always good to write down a couple of personal objectives. These can be used to refer back to every now and then, to see how far you have come and to keep you motivated and focused on your goals.

Break your long term goals up in to short term goals and, set a reward for when you reach them, that way you will always have something to look forward to. Short term goals are great because they keep us focused on each and every day, therefore keeping us on track for the longer term.

# Read inspiring stories about others who have successfully lost weight

When you read an inspiring story such as how Jemma dropped 12 pounds, you probably think "if she can do it, so can I" and you'd be right. We're not talking about celebrities with big financial incentives and an army of personal trainers. Read the weight-loss success stories of real people just like you.

#### Results

Seeing your weight drop on the scales each week is one of the most popular forms of motivation for everyone. Remember to try and take measurements as these are important too. The ActiDiet is designed to help you get to your goals as quickly and as easily as possible whilst still remaining safe, so these results and that extra motivation will soon show.

**REMEMBER: YOU CAN DO IT** and we will help you do it! It will be so worth it when you do.