My story is simple: I was sick and tired of constantly being overweight. I wanted to stop feeling uncomfortable in my clothes and wanted to start living a healthier life.

I’ve had a few friends who got results on the Atkins Diet, so I took a look at what Atkins had to say -- and I decided to give it a try. I was astonished when I lost over 23 pounds in my first six weeks. Wow! Plus, as you can see, it’s still off years later!

Like most people, I can be a little impatient—if don’t start seeing and feeling a change quickly, I’m gone. I just can’t stick with a diet program where I don’t see results right away. With Atkins, I was amazed at how fast the weight started coming off and I was even more amazed at how easy it’s been to keep it off.

On Atkins I eat decent sized portions of the foods I love, so I never feel deprived or resentful. I’ve never found any other diet where you can lose weight and feel fabulous while eating warm, indulgent comfort foods!

Just about everything in my life has improved thanks to the changes I’ve made with Atkins. I’ve always been a high-energy person, but now I have even more energy than I’ve ever had in my life. I can do more for myself and for my family and that’s what’s most important to me – being able to enjoy more time with Ozzy and the kids, and knowing that I’m taking care of myself.

So join me in making a healthy lifestyle change with Atkins today! Don’t wait until tomorrow. Make the change right now. Commit to it.

Then in two weeks go online to atkins.com and tell me how you’re doing. This guide will help you get started and show you how Atkins can become part of your life!

All my best,

WELCOME
FROM SHARON

Over 80 published clinical studies confirm the principles of the Atkins Diet produce effective weight loss and long-term health benefits.

Atkins dieters frequently achieve lower blood pressure, lower triglycerides and healthier blood sugar levels. Dozens of published studies confirm these common “side-effects” from low carb eating.

No diet is any good if you can’t eat the food. On Atkins, you’ll feast on all kinds of mouth-watering, rich, and tasty foods, including many that are “forbidden” on other, less effective diets.

Cravings derail any diet, and cravings come from certain trigger foods. Eliminate these foods and you eliminate cravings. You’ll never feel hungry or deprived, and food cravings will be a thing of the past.

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It’s carbs – not calories – that drive your fat-making hormones through the roof. And once you understand that weight gain is driven by hormones, you’ll understand why we count carbs not calories. Reducing carbs – the fat storage driver – makes far more sense than reducing calories.

Every single person is metabolically unique, and no one diet works for everyone. That’s why there’s Atkins 20 and Atkins 40. You’ll achieve your goal weight on Atkins with a plan that was designed for you and for your body type. And you’ll further adjust your carb intake to your individual needs.

The amount of net carbs allowed on even the first phase of Atkins 20 still allows you to consume more vegetables than the USDA guidelines! Vegetables are nutritional powerhouses that support your fat burning metabolism without stimulating weight gain. Don’t worry – nuts, fruits, starchy vegetables and whole grains can be added back as you progress through the diet.
HOW ATKINS WORKS

Let’s face it: any diet with too many carbs is going to make you fat, even if you’re exercising constantly.

But fat in your diet only creates fat on your body if you’re consuming too many carbohydrates at the same time. The typical American diet typically mixes too many carbs with too little fat, causing a metabolic imbalance that’s virtually guaranteed to put weight on your thighs, hips, tummy and butt.

WHEN YOU EAT TOO MANY CARBS
your body immediately uses them for energy instead of accessing your fat stores. And what you don’t use, the body stores as more fat.

WHEN YOU EAT FEWER CARBS
your body begins to rely on fat as its primary fuel source!

ON ATKINS:
• Your body burns fat rather than carbohydrates
• You have much more energy
• Cravings for sugar and carbs virtually disappear

THE ATKINS SOLUTION
By turning your body from a sugar-burning machine to a fat-burning machine, you’ll be able to stay in complete control of your appetite. The diet is easy, sustainable and balanced. This guide—along with atkins.com—will show you how a low-carb lifestyle can help you achieve lasting, sustainable weight loss!

HOW TO GET STARTED

The first thing to do is to choose the right plan.

Here are descriptions of the ATKINS 20 and ATKINS 40 plans to help you determine the best fit for you.

ATKINS 20
ATKINS 20 is the classic Atkins Diet that has been so successful for so many people over the past four decades. If you have more than 40 pounds to lose, have a waist of over 35” (women) or 40” (men), are diabetic or pre-diabetic, this is the plan for you. If you want to start with Atkins 20, see page 5 for more info.

ATKINS 40
ATKINS 40 was designed just for you if you have less than 40 pounds to lose. It is also the best option for people that are pregnant or breastfeeding. With Atkins 40, you can enjoy a full range of food options right from the beginning. You can eat foods from every food group—carbohydrates, protein and fats—while still losing weight and feeling satisfied. If you want to start with Atkins 40, see page 11 for more info.

ALL YOU NEED TO LOSE WEIGHT IS FREE ON ATKINS.COM

We have over 1,800 recipes. Plus meal plans, progress trackers, tips and advice.
Phase 1 will jump start your weight loss safely and effectively, so you’ll see results fast. During this phase, you’ll eat 20g Net Carbs of all kinds of protein and healthy fats, plus carbs that are rich in fiber such as leafy greens and broccoli. You can also eat delicious Atkins Bars, Shakes, and Frozen Meals. As you limit your intake of carbs, your metabolism begins to run on fat and your weight starts to come down. You can stay on Phase 1 as long as you want, but we recommend moving through the phases to discover your personal carb balance.

**WHAT YOU’LL EAT DURING THIS PHASE:**

1 **FOUNDATION VEGETABLES**
   Includes leafy greens and other non-starchy vegetables and should make up 12 to 15 grams of your daily Net Carb intake. *Net Carbs represent Total Carb grams minus Fiber grams.*

2 **PROTEIN SOURCES**
   Satisfy your appetite with 4 to 6 ounces of protein per meal from chicken, turkey, beef, fish, shellfish, lamb, pork, veal, eggs, tofu and other soy products.

3 **NATURAL FATS**
   Add flavor and satiety with olive oil, canola oil, butter, avocado, olives and other natural fats.

4 **VITAMINS & MINERALS**
   Also take a good multivitamin/mineral and an omega-3 supplement daily.

**YOU CAN ALSO HAVE PER DAY:**

- Up to 4 ounces of cheese
- 1 ounce of sour cream or 1½ ounces of unsweetened cream
- Up to 3 tablespoons of lemon or lime juice
- Atkins Meals, Snacks and Treats
- Up to three packets of noncaloric sweeteners: stevia, sucralose or saccharin—count each packet as 1 gram of Net Carbs
- Diet beverages made with noncaloric sweeteners
- Sugar-free gelatin

Here’s where you start to add variety with an expanded list of vegetables, plus nuts, seeds, berries, and a few other low-sugar fruits. Depending on your metabolism, you might also be able to reintroduce legumes here—such as beans and lentils. Remember, you are always able to personalize the program to your specific needs and body type. You’ll continue to lose weight, while you gradually increase your carbs. As long as you keep eating the right amount of protein, vegetables, and fat, you’ll be totally satisfied—and in control of your appetite.

Gradually increase your net carbs in 5-gram increments each week as long as you keep losing weight and you don’t experience cravings. You may find you need to go two or more weeks between increases. When you get within 10 pounds of your goal weight, move on to Phase 3.

**WHAT YOU’LL EAT DURING THIS PHASE:**

1 **PROTEIN**
   the same delicious protein foods you’ve been eating in Phase One.

2 **NATURAL FATS**
   olive oil, butter, avocado, olives, coconut oil and more.

3 **EXPANDED VEGETABLE LIST**
   In addition to foundation vegetables, you’ll add nuts and seeds, berries and dairy products such as soft cheeses and plain whole milk yogurt. Finally, start to add small portions of legumes, if you can handle them.

4 **ALCOHOL**
   Yes, you can have a drink! But remember: your body burns alcohol for fuel before it burns fat. So when you have a glass of wine or spirits, your body temporarily puts the brakes on fat burning, slowing down weight loss.
PHASE 3

You’re almost to your goal weight! Once you’re within ten pounds of your weight loss goal, you simply start adding an additional 10 gram portion of Net Carbs per week, for a total of 10 grams of net carbs added each week. The first time you add 10 grams, keep your carb intake at that level for two weeks. Then add 10 grams extra per week till you reach your goal. If your weight stalls, drop back 10 grams of carbs. Once weight loss resumes, stay at that level for a couple of weeks or so and then try adding another 5 daily grams.

WHAT YOU’LL EAT DURING THIS PHASE:

1. THE SAME DELICIOUS AND FILLING PROTEIN FOODS you’ve been eating since Phase 1.
2. THE SAME HEALTHY FATS they’ll continue to be the key to appetite control.
3. A GREATER CARBOHYDRATE VARIETY a broader array of fruits, some starchy veggies like winter squash and sweet potatoes, and some whole grains like brown rice, oatmeal and quinoa.

SUCCESS STORY
GRAND PRIZE Winner!

LOST 100 LBS. in 12 Months

“Initially, the weight falls off so quickly that it motivates you to keep going because you can really see the results. There’s also a lot of freedom in this diet. I don’t even consider it a diet. I’m sleeping better and have a lot more energy!”

TORI BERRY  (Age 35)

PHASE 4

This is the “rest of your life” phase, and it’s what separates Atkins from all the rest. You’re going to have a healthy, active life, and you’re going to stay slim while doing it! You’ll continue to eat some of the best foods on earth, plus you’ll have the tools to stick with it. Stay with Atkins. We’ll help you stay in control—for good!

WHAT YOU’LL EAT DURING THIS PHASE:

1. KEEP EATING THE RIGHT AMOUNT OF PROTEIN. Get it from a variety of sources. If your metabolism can handle them, you can include legumes and beans.
2. KEEP EATING THOSE GOOD FATS! Seriously! In fact, in order to maintain your goal weight you may even need to add a little more fat—olives, olive oil, avocado. Remember—fat is your friend. Extra fat will also put the brakes on appetite and cravings. And when you control your carb intake there’s absolutely no health risk in eating of it.
3. ENJOY A WHOLE BUNCH OF WHOLE-FOOD, slow-burning carbs like vegetables, nuts, seeds and berries. You can even have some low-sugar fruits, and moderate portions of starchy veggies and whole grains.
4. KEEP TAKING YOUR DAILY MULTIVITAMIN/MINERAL and omega-3 supplements.
5. KEEP AWAY FROM PROCESSED FOODS with white flour and refined grains. Ditto for all forms of added sugar and man-made trans fats.
Go to ATKINS.COM for these plans or customize your own!

**Quick-Start Plan** (access on atkins.com): Teaches you the types of food and portion control you need for the best start. A fool-proof approach that gets you started with a minimum amount of carb-counting. Great for people who don’t have time or don’t like to cook.

**Foodie Menu Plan** (access on atkins.com): Provides a wide range of mouth-watering recipes that are low-carb and delicious - you’ll be amazed what you can create. Great for people who love to cook and know their way around a kitchen.

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### Standard Menu Plan

Helps you learn how to balance cooking and convenience while getting started on Atkins. Great for people who like to cook, but need to have convenient choices available.

<table>
<thead>
<tr>
<th>Day</th>
<th>Breakfast</th>
<th>Snack</th>
<th>Lunch</th>
<th>Snack</th>
<th>Dinner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Atkins Frozen Farmhouse-Style Sausage Scramble</td>
<td>1 small zucchini 1½ oz Cheddar</td>
<td>Atkins Frozen Crustless Chicken Pot-Pie 1 cup mixed greens 2 Tbsp Creamy Italian Dressing</td>
<td>Atkins Strawberry Shake</td>
<td>6 oz chicken breast 1 cup broccoli florets 2 Tbsp Hollandaise Sauce 2 cups mixed greens 2 Tbsp Creamy Italian Dressing</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Atkins Milk Chocolate Delight Shake</td>
<td>Atkins Frozen Swedish Meatballs</td>
<td>Atkins Frozen Chicken &amp; Broccoli Alfredo 1½ cups mixed greens 2 Tbsp Creamy Italian Dressing</td>
<td>Atkins Snack Coconut Almond Delight Bar</td>
<td>Atkins Frozen Meatloaf with Portobello Mushroom Gravy</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Atkins Vanilla Shake</td>
<td>Atkins Frozen Meat Bar</td>
<td>Atkins Frozen Chicken &amp; Broccoli Alfredo 1½ cups mixed greens 2 Tbsp Creamy Italian Dressing</td>
<td>Atkins Snack Caramel Almond Delight Bar</td>
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</tr>
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</table>

### Net Carbs

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<th>Dinner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>5 oz ground beef 1 Tbsp olive oil ½ cup chopped green bell pepper ½ cup shredded cheddar</td>
<td>1 small zucchini 1½ oz Cheddar</td>
<td>Atkins Frozen Crustless Chicken Pot-Pie 1 cup mixed greens 2 Tbsp Creamy Italian Dressing</td>
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</table>

### Total Net Carbs

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</tbody>
</table>

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Enjoy ATKINS ENDULGE TREATS for dessert if Net Carb consumption allows!
If you’ve got less than 40 pounds to lose or are pregnant/breast feeding, then the new Atkins 40 was designed just for you.

The Atkins 40 Plan is pure simplicity.

HERE’S HOW IT WORKS:
• Every day you’ll eat 15 grams of net carbs from foundation vegetables, plus 25 grams of additional net carbs from any combination of foods on the acceptable food list
• Eat three 4- to 6-ounce servings of protein each day
• Eat 2 to 4 servings of additional, healthy fat each day
• Drink 8-10 glasses of water
• Take a multi-vitamin and a fish oil capsule every day
• You can consume alcohol in moderation but keep a watch out for hidden sugar and try to abstain during your first two weeks

CARBOHYDRATES ON THE ATKINS 40 PLAN
Vegetables, pasta, even potatoes? You can have it all on the Atkins 40 Plan!
• You have a daily budget of 40 grams of Net Carbs
• 15 grams of Net Carbs each day come from Foundation Vegetables
• The remaining 25 grams of Net Carbs are like “discretionary income”.
• Just like any budget, you’ll want to spend wisely. It’s important to spread your extra carbs throughout the day for more variety and to avoid dreaded blood sugar spikes. Don’t blow your 25g of discretionary carbs on a ½ large baked potato or other high carb food.

FOR EXAMPLE, YOU COULD SPEND YOUR EXTRA 25 GRAMS A DAY OF CARBS AS:
• Five 5-gram Net Carb portions spread out over three meals and snacks
• One 15 gram portion with a meal or as a snack plus a second 10 gram portion
• Two 10 gram portions with a meal or as a snack plus an additional 5 gram serving

However you choose to divide them up, your total net carbs for the day should equal 40 grams of Net Carbs—15g from foundation vegetables and 25g from whatever foods you choose.

WHEN IS IT TIME TO ADD MORE CARBOHYDRATES?
• When you are 10 pounds from your goal weight, increase your budget to 50g of Net Carbs per day.
• Each week after that, add 10g of Net Carbs to your carb budget and stop adding when you reach your goal weight.
• The carb level you reach when you achieve your goal weight is your Carb Balance Level. Remember this number because it will be the maximum number of carbs you should consume to maintain your weight.
• If you hit a plateau or start to gain weight, don’t worry! Just drop back to 40g of Net Carbs per day.

FAT
Fat helps you feel full and makes food satisfying because of its flavor. When you are controlling your carbs, the calories from fat are used for energy; they are not stored as fat!
• Eat 2 to 4 servings of fat each day (don’t count the fat that comes along with any protein foods like meat or chicken)
• There are many sources to choose from, including: Butter, canola oil, coconut oil, flaxseed oil, olive oil, grapeseed oil, mayonnaise, high oleic safflower oil, sesame oil, no sugar added salad dressings

THERE ARE MANY DELICIOUS WAYS TO INCORPORATE FAT INTO YOUR PLAN:
• Cook your food with a tablespoon of oil or butter
• Spread some mayo on a ham and cheese rollup
• Make your own salad dressing with olive oil, vinegar, herbs and a squeeze of lemon or lime

"I love Atkins 40! I can have my favorite foods and not feel guilty. Since it’s so easy to stay on the plan, I’m less tempted to cheat."
– SHARON OSBOURNE

An ATKINS 40 Meal Plan is included on pages 13 & 14
Go to ATKINS.COM for these plans or customize your own!

Standard Menu Plan (pictured): Helps you learn how to balance cooking and convenience while getting started on Atkins. Great for people who like to cook, but need to have convenient choices available.

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<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atkins Frozen Farmhouse-Style Sausage Scramble</td>
<td>½ cup cooked oatmeal 2 pieces bacon</td>
<td>¼ cup chopped red bell pepper 2 eggs ½ Hass avocado 1 oz pepper jack cheese 4 Tbsp Salsa Cruda</td>
</tr>
<tr>
<td>Net Carbs 5g • FV 2.1g</td>
<td>Net Carbs 12.4g • FV 0g</td>
<td>Net Carbs 5.8g • FV 4.1g</td>
</tr>
<tr>
<td>½ cup fresh pineapple chunks ½ cup cottage cheese</td>
<td>Atkins Snack Dark Chocolate Decadence Bar</td>
<td>Atkins Dark Chocolate Royale Shake</td>
</tr>
<tr>
<td>Net Carbs 10.6g • FV 0g</td>
<td>Net Carbs 3g • FV 0g</td>
<td>Net Carbs 12.2g • FV 0g</td>
</tr>
<tr>
<td>6 oz filet of salmon ¼ cup wild rice 2 cups mixed greens ½ cup sliced cucumbers ¼ cup sliced mushrooms 2 Tbsp Sherry Winevagrette</td>
<td>Atkins Frozen Orange Chicken</td>
<td>5 oz hamburger 1 oz Cheddar 1 medium tomato ½ Hass avocado 1 Flatout Original Light Wrap</td>
</tr>
<tr>
<td>Net Carbs 13.4g • FV 0g</td>
<td>Net Carbs 12g • FV 8.7g</td>
<td>Net Carbs 11g • FV 4.6g</td>
</tr>
<tr>
<td>Atkins Strawberry Shake</td>
<td>½ cup raspberries ½ cup Greek yogurt</td>
<td>Atkins Snack Caramel Chocolate Nut Roll Bar</td>
</tr>
<tr>
<td>Net Carbs 1g • FV 0g</td>
<td>Net Carbs 7.9g • FV 0g</td>
<td>Net Carbs 3g • FV 0g</td>
</tr>
<tr>
<td>Atkins Frozen Chicken &amp; Broccoli Alfredo</td>
<td>6 oz steak 2 cups broccoli and cauliflower, roasted with 1 Tbsp olive oil</td>
<td>Atkins Frozen Crustless Chicken Pot Pie 1 cup chopped zucchini</td>
</tr>
<tr>
<td>Net Carbs 9.4g • FV 6.1g</td>
<td>Net Carbs 4.8g • FV 4.8g</td>
<td>Net Carbs 5.7g • FV 5.5g</td>
</tr>
</tbody>
</table>

Total Net Carbs: 39.4g Foundation Vegetables: 13.2g

Total Net Carbs: 40.1g Foundation Vegetables: 13.5g

Total Net Carbs: 39.7g Foundation Vegetables: 14.9g

Enjoy ATKINS ENDULGE TREATS for dessert if Net Carb consumption allows!
“Atkins fits into your lifestyle, so you don’t fall off the wagon – it’s easy to continue to make this a part of your life.”

MONICA GUTIERREZ (Age 44)

LOSED 93 LBS. in 24 Months

SUCCESS STORY WINNER!

Men 40 and under Category

“|I’ve tried other things, but this keeps me feeling full. Atkins tells you to listen to your body and for the first time I listened when my body told me I was full. It was better than counting calories or fat because I never felt deprived.”

KENT ALTENA (Age 40)

SUCCESS STORY WINNER!

Women over 40 Category

LOSED 211 LBS. in 15 Months

“I’ve tried other things, but this keeps me feeling full. Atkins tells you to listen to your body and for the first time I listened when my body told me I was full. It was better than counting calories or fat because I never felt deprived.”

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MONICA GUTIERREZ (Age 44)
WE HAVE YOUR CRAVINGS COVERED

Never fear a craving again with Atkins Pizzas and Candies!

Eat well, keep on the plan, and never feel deprived. Can you eat your favorite foods and still lose weight? With Atkins – Now You Can!

PRODUCTS
STAY ON TRACK WITH YOUR WEIGHT LOSS PLAN WITH GREAT TASTING OPTIONS FOR ANY TIME OF DAY.

MEAL BARS
NUTRITIONALLY SATISFYING SOLUTIONS WHEN YOU DON’T HAVE TIME TO STOP FOR A MEAL

Packed with protein and fiber Atkins Meal Bars satisfy your taste buds as well as your hunger while providing the nutrition you need, no matter where the day takes you.

SNACK BARS & SHAKES
SATISFYING AND NUTRITIOUS SNACKS THAT WILL FILL YOU UP AND HELP YOU STAY ON TRACK.

Enjoy delicious Atkins Snack Bars or Shakes at home or when you’re on the go. Packed with protein, fiber and the taste you love, Atkins Snacks are a convenient, nutritious and delicious way to stay satisfied until your next meal.

TREATS
DELICIOUS INDULGENCES THAT SATISFY YOUR SWEET TOOTH—WITHOUT THE SUGAR!

With the rich, sweet taste you crave, but without the carbs or sugar, an Atkins Endulge Treat is the perfect solution for your sweet tooth. Enjoy an Atkins Endulge Treat whenever a sweet craving strikes!

FROZEN MEALS
DELICIOUS AND SATISFYING MEALS TO HELP YOU STAY ON TRACK WHEN THERE’S NO TIME TO COOK!

With over 25 savory flavors made with high quality ingredients, you can enjoy convenient meals with amazing taste any time of day.