



QUICK-START GUIDE



WELCOME TO ATKINS®

HOW IT WORKS

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.

HIGH CARB

↑ INCREASED:
FAT STORAGE • HUNGER • CRAVINGS

↑↓ UP & DOWN SUGAR LEVELS

= BURN SUGAR/STORE FAT

When you eat fewer carbs

your body begins to rely on fat as its primary fuel source!

LOW CARB

↓ LESS:
FAT STORAGE • HUNGER • CRAVINGS

↔ STEADY SUGAR LEVELS

= BURN FAT/LOSE WEIGHT

ON ATKINS:

- Your body burns fat rather than carbohydrates.
- You have much more energy.
- Cravings for sugar and carbs virtually disappear.

CHOOSE YOUR PLAN AND GET STARTED

Atkins 20®

40 lbs
or more to lose

Waist of over:
35" for women
40" for men

Diabetic or
Pre-diabetic

See Page 3

Atkins 40®

Less than
40 lbs
to lose

You prefer more variety but
still want to burn fat for fuel

Pregnant or Breastfeeding*

See Page 7

*Consult your doctor before starting any diet plan.

ATKINS 20®

This plan is the Classic Atkins® Diet that has been successful over the past 40 years. Use the Acceptable Foods diagram below to help with effective weight loss in each phase. For more in-depth information on each phase, go to atkins.com.

ACCEPTABLE FOODS	PHASE 1 20-25g daily net carbs	PHASE 2 25-50g daily net carbs	PHASE 3 50-80g daily net carbs	PHASE 4 80-100g daily net carbs
FOUNDATION VEGETABLES, PROTEINS, HEALTHY FATS AND MOST CHEESES				
NUTS OR SEEDS				
BERRIES, CHERRIES OR MELON				
WHOLE MILK, GREEK YOGURT, RICOTTA OR COTTAGE CHEESE				
LEGUMES				
TOMATO JUICE				
ADDITIONAL FRUITS				
STARCHY VEGETABLES				
WHOLE GRAINS				



Phase 1: Jump start your weight loss with 20g daily net carbs (**net carbs = carbs - fiber - sugar alcohols**) for the first two weeks. Then move to...

Phase 2: Increase your daily net carbs in 5g increments weekly as long as you keep losing weight. You may find that you need to stay at a lower carb level if your weight loss begins to stall with the increases. When you are within 10 lbs of your goal weight move to...

Phase 3: Increase your daily net carbs in 10g increments weekly until you reach your goal weight. If your weight loss stalls, drop back by 10g net carbs. When you've achieved your goal weight, move to...

Phase 4: Stay within the carb range that allows you to not gain or lose additional weight. Congratulations, you are living a low-carb lifestyle!

ATKINS 20[®]

Standard Menu Plan

Notes: _____

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BREAKFAST	Atkins Frozen Farmhouse-Style Sausage Scramble Net Carbs 5g • FV 2.1g	4 oz smoked salmon 2 tbsp cream cheese ½ cup cucumber, cut into coins Net Carbs 2.8g • FV 1.7g	Atkins Frozen Ham & Cheese Omelet ½ hass avocado Net Carbs 5.3g • FV 1.3g	4 oz ground beef (10%) 1 tbsp olive oil ½ cup chopped green bell pepper 2 tbsp chopped onion ¼ cup shredded Cheddar Net Carbs 3g • FV 2.6g	Atkins Frozen Bacon Scramble Net Carbs 4.8g • FV 0.8g	1 small tomato ½ hass avocado 4 oz prosciutto 2 tbsp hollandaise sauce Net Carbs 3.9g • FV 3.8g	2 cups baby spinach 1 tbsp olive oil 2 eggs ½ medium bell pepper ¼ cup shredded monterey jack cheese Net Carbs 6.2g • FV 5.3g
SNACK	1 stalk celery 2 tbsp cream cheese Net Carbs 2.2g • FV 1g	Atkins Peanut Butter Protein Wafer Net Carbs 3g • FV 0g	2 stalks celery 1 tbsp ranch dressing Net Carbs 2.3g • FV 2g	Atkins Creamy Chocolate Shake Net Carbs 2g • FV 0g	1/2 medium zucchini, cut into sticks 1 oz provolone cheese Net Carbs 2.6g • FV 1.4g	Atkins Café Caramel Shake Net Carbs 2g • FV 0g	½ hass avocado 2 tbsp ranch dressing Net Carbs 2.2g • FV 1.3g
LUNCH	6 oz fillet of salmon 2 cups mixed greens 1 small tomato 2 tbsp sherry vinaigrette Net Carbs 6.6g • FV 6.5g	Atkins Frozen Chicken & Broccoli Alfredo 1 cup mixed greens 2 large radishes 2 tbsp ranch dressing Net Carbs 7g • FV 3.6g	4 oz ground beef (10%) 1 oz cheddar cheese 1 small tomato ½ hass avocado 3 butterhead lettuce leaves Net Carbs 4.3g • FV 4g	Atkins Frozen Crustless Chicken Pot Pie 1 cup steamed green beans 1 tsp butter Net Carbs 7.9g • FV 4.7g	6 oz turkey cutlets 2 cups baby spinach ½ hass avocado 2 tbsp creamy italian dressing Net Carbs 4.2g • FV 4g	4 oz tuna 1½ stalks celery ½ cup chopped red bell pepper 2 tbsp mayonnaise Net Carbs 4.5g • FV 4.5g	Atkins Frozen Beef Merlot Net Carbs 6g • FV 2g
SNACK	Atkins Plus Chocolate Shake Net Carbs 2g • FV 0g	1 small tomato 1 oz cheddar cheese Net Carbs 2.8g • FV 2.5g	Atkins French Vanilla Shake Net Carbs 1g • FV 0g	½ cup sliced cucumber 1 oz monterey jack cheese Net Carbs 3.4g • FV 3.3g	Atkins Strawberry Shake Net Carbs 1g • FV 0g	Atkins Caramel Chocolate Nut Roll Bar Net Carbs 3g • FV 0g	1 celery stalk 2 oz cheddar cheese Net Carbs 1.7g • FV 1g
DINNER	6 oz rotisserie chicken 1 cups baby spinach ¼ cup sliced cucumber ½ hass avocado 2 tbsp sherry vinaigrette Net Carbs 5.8g • FV 4.9g	6 oz sirloin steak 2 cups broccoli and cauliflower, roasted with 2 tbsp olive oil Net Carbs 6.7g • FV 6.7g	6 oz lamb chops 1 tbsp butter 2 cups mixed greens 3 marinated artichoke hearts 2 tbsp blue cheese dressing Net Carbs 7.9g • FV 7g	6 oz fillet of whitefish 1 cups baby spinach 2 tbsp ranch dressing Net Carbs 2.1g • FV 1.4g	Atkins Frozen Beef Teriyaki Stir-Fry ½ cup steamed brussel sprouts 1 tbsp butter Net Carbs 9.5g • FV 5.5g	Atkins Frozen Chili Con Carne 2 cups mixed greens 2 tbsp creamy italian dressing Net Carbs 6.2g • FV 4.1g	6 oz chicken breast 1 cup broccoli 1 tbsp olive oil 1 tbsp tamari sauce Net Carbs 4.1g • FV 4g
	Total Net Carbs: 21.6g Foundation Vegetables: 14.5g	Total Net Carbs: 22.3g Foundation Vegetables: 14.5g	Total Net Carbs: 20.8g Foundation Vegetables: 14.3g	Total Net Carbs: 18.4g Foundation Vegetables: 12g	Total Net Carbs: 22.1g Foundation Vegetables: 11.7g	Total Net Carbs: 19.6g Foundation Vegetables: 12.4g	Total Net Carbs: 20.2g Foundation Vegetables: 13.6g

Go to [Atkins.com](https://www.atkins.com) for more recipes!

Enjoy Atkins Endulge[®] treats for dessert if Net Carb consumption allows!

ATKINS 40®

This plan is a simpler way to follow a low-carb lifestyle.
No phases, just a daily budget of 40g net carbs to track!

40g NET CARBS PER DAY

- **15g** net carbs from foundation vegetables.
- **3, 4-6 oz** servings of protein per day
- **2-4 servings** of healthy fats (ex: olive oil, avocado, etc)
- **8 or more** glasses of water
- Consume alcohol in moderation but watch out for hidden sugars and try to abstain the first two weeks!

Your 25g daily net carbs available after the foundation vegetables can be used on anything from the acceptable foods lists of all 4 phases. Be sure to spend your carbs wisely – spread the carbs out throughout the day for variety and to avoid blood sugar spikes from higher carb foods.



Each day, you'll enjoy a wide variety of delicious and filling foods.
Allocate 40g net carbs throughout the day as follows.

3 MEALS PER DAY

10g
NET CARBS

10g
NET CARBS

10g
NET CARBS

2 SNACKS PER DAY

5g
NET CARBS

5g
NET CARBS

Occasionally you can bump up a meal to 15g of Net Carbs.

FOUNDATION VEGETABLES

6-8 SERVINGS



15g
NET CARBS

PROTEIN

3 SERVINGS (4-6 oz. per serving)



0g
NET CARBS

ADDED FATS

3 SERVINGS (1 tbsp each)



0g
NET CARBS

OTHER CARBOHYDRATES

3-5 SERVINGS (5 net carbs per serving)



25g
NET CARBS

When you're 10lbs from your goal weight add 10g of net carbs per week from the list.

When your goal weight is achieved you can expand your list of acceptable carbs. Refer to our carb counter to make sure you stay on track!

ATKINS 40®

Standard Menu Plan

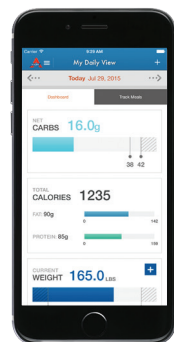
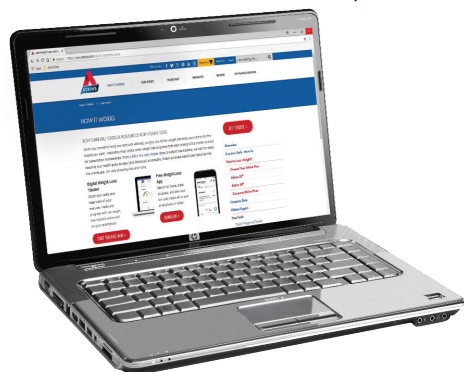
Notes: _____

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BREAKFAST	2 small tomatoes 1 tbsp olive oil 2 eggs 2 oz turkey sausage Net Carbs 6.6g • FV 5.7g	Atkins Frozen Bacon Scramble ½ hass avocado Net Carbs 5.3g • FV 1.7g	¼ cup chopped green bell pepper 2 eggs ½ hass avocado 1 oz pepper jack cheese 4 tbsp salsa cruda Net Carbs 5.1g • FV 4.3g	1 small tomato 2 oz turkey sausage ¼ cup refried beans ¼ cup shredded cheddar Net Carbs 9.7g • FV 2.5g	Atkins Frozen Ham & Cheese Omelet 2 pieces bacon 1 small tomato Net Carbs 6.7g • FV 4.7g	½ cup greek yogurt ½ cup raspberries 24 whole almonds Net Carbs 11.1g • FV 0g	Atkins Frozen Farmhouse-Style Sausage Scramble 2 tbsp salsa cruda Net Carbs 5.8g • FV 2.9g
SNACK	¼ cup sliced cucumbers ¼ cup black bean dip Net Carbs 4.8g • FV .8g	Atkins Dark Chocolate Almond Coconut Crunch Bar 12 whole almonds Net Carbs 4.4g • FV 0g	2 stalks celery 2 tbsp almond butter Net Carbs 4.7g • FV 2g	Atkins Plus Chocolate Shake Net Carbs 2g • FV 0g	Atkins Chocolate Mint Protein Wafer Crisp Net Carbs 4g • FV 0g	Atkins Caramel Chocolate Nut Roll Bar Net Carbs 3g • FV 0g	1 small tomato ½ cup cottage cheese Net Carbs 6.5g • FV 2.5g
LUNCH	6 oz fillet of salmon ⅓ cup wild rice 1 cup mixed greens ¼ cup sliced cucumber ¼ cup sliced mushrooms 2 tbsp sherry vinaigrette Net Carbs 12.2g • FV 3.2g	6 oz grilled chicken 1 tbsp herb-flavored oil 2 cups mixed greens 1 medium tomato 5 large radishes 2 tbsp caesar dressing Net Carbs 12.8g • FV 11.7g	Stone Fired Pepperoni Pizza 2 cups mixed greens 2 tbsp creamy italian dressing Net Carbs 16g • FV 5g	Atkins Frozen Italian-Style Pasta Bake ½ cup brussels sprouts 1 tbsp butter Net Carbs 11.5g • FV 5.5g	6 oz turkey cutlets ½ medium baked sweet potato 1 tbsp butter 1 cup mixed greens 2 tbsp creamy italian dressing Net Carbs 13.9g • FV 4g	4 oz tuna 1 stalk celery ½ cup chopped red bell pepper 2 tbsp mayonnaise 3 butterhead lettuce leaves Net Carbs 4.5g • FV 4.5g	Atkins Frozen Roasted Turkey with Garlic Mashed Cauliflower 2 cups mixed greens 2 tbsp ranch dressing Net Carbs 10.7g • FV 5.6g
SNACK	Atkins Strawberry Shake ½ small banana Net Carbs 11.2g • FV 0g	½ cup blueberries ½ cup greek yogurt Net Carbs 14g • FV 0g	Atkins White Chocolate Macadamia Nut Bar Net Carbs 4g • FV 0g	½ cup sliced cucumber 2 tbsp hummus Net Carbs 6.4g • FV 1.6g	Atkins French Vanilla Shake 2 cups ice cubes 3 tsp instant coffee 3 tbsp heavy cream Net Carbs 3.4g • FV 0g	1 cup raw broccoli florets ¼ cup hummus Net Carbs 6.4g • FV 1.6g	Atkins Creamy Chocolate Shake 2 strawberries Net Carbs 2g • FV 0g
DINNER	Atkins Frozen Chicken & Broccoli Alfredo 1 cup mixed greens 2 tbsp creamy italian dressing Net Carbs 6g • FV 3.3g	6 oz fillet of whitefish 2 cups broccoli and cauliflower, roasted with 1 tbsp olive oil Net Carbs 6.7g • FV 6.7g	6 oz grilled chicken ½ medium green bell pepper, sliced 2 tbsp chopped onion 1 oz shredded cheddar 1 flatout light original wrap Net Carbs 9.7g • FV 3.3g	6 oz fillet of whitefish ¼ cup cooked quinoa ½ cup green beans 1 tbsp butter Net Carbs 11.5g • FV 2.9g	Atkins Frozen Chili Con Carne 2 cups baby spinach ½ cup sliced red bell pepper ¼ cup sliced cucumbers 2 tbsp sherry vinaigrette Net Carbs 10.4g • FV 6.5g	Atkins Frozen Beef Merlot 2 cups shredded romaine lettuce 2 small tomatoes ½ hass avocado 2 tbsp caesar dressing Net Carbs 14.2g • FV 10.8g	6 oz chicken ¾ cup stir-fry vegetables 1 tbsp olive oil 1 tbsp tamari sauce ¼ cup brown rice Net Carbs 13.1g • FV 2g
	Total Net Carbs: 40.8g Foundation Vegetables: 13g	Total Net Carbs: 43.2g Foundation Vegetables: 22.6g	Total Net Carbs: 39.5g Foundation Vegetables: 14.6g	Total Net Carbs: 41.1g Foundation Vegetables: 12g	Total Net Carbs: 38.4g Foundation Vegetables: 15.2g	Total Net Carbs: 39.2g Foundation Vegetables: 16.9g	Total Net Carbs: 38.1g Foundation Vegetables: 13g

Go to [Atkins.com](https://www.atkins.com) for more recipes!

Enjoy Atkins Endulge® treats for dessert if Net Carb consumption allows!

ATKINS[®] MADE EASIER



Food Search helps you find nutritional info for grocery items, restaurant meals, Atkins-friendly recipes and Atkins products. Search by keyword and track instantly!



Progress Tracker follows your weight loss to date and calculates the proximity to your goal weight.



Upgraded Meal Tracker allows you to track your daily net carbs based on your specific Atkins Program. It also includes net carb, fat, protein, and calorie breakdowns for popular brands and restaurant dishes.



Activity Tracker allow you to sync your fitness device and incorporate steps into your daily goals.



Program Overview and Acceptable Foods Lists help you discover all the delicious foods available to you in each phase and program.

Over 1,600 recipes - Find and fix low carb meals for breakfast, lunch, dinner and snacks.

Whether you need meal inspiration or just want a better way to keep your goals in mind, our tools are here to guide you. Download for free today!

Learn more at atkins.com
and follow us on social media!



Available for iPhone, iPad and Android!

REAL SUCCESS!



"My goal was to get healthy and lose weight so I could have energy to play with my young son. Last summer he would ask me to play with him, and I'd get tired really fast. After losing 70 pounds* in seven months, I feel amazing!! Now my son has to keep up with me!

Atkins helped me get there by keeping me energized and feeling full from all of the good fats and proteins that I was eating everyday.

- Stephanie Elleson

*The average person can expect to lose 1-2 lbs. per week. Results may vary. Weight loss is influenced by exercise, food consumed and diet.



Stephanie Elleson's Low Carb Granola

Serving size: 1/2 cup

- | | |
|--------------------------------------|---|
| 1 tbsp coconut oil | 1/2 cup unsweetened coconut, shredded |
| 1 tbsp peanut butter, natural creamy | 2 tbsp sucralose based sweetener (sugar substitute) |
| 1 cup pecans, halved | 2 tbsp cinnamon |
| 1 cup whole flaxseed seeds | 1 tsp vanilla extract |
| 12 tbsp raw sunflower seeds, hulled | |

- 1 Preheat oven to 350°F.
- 2 In a large skillet over medium heat melt the coconut oil completely, and then stir in the rest of the ingredients. Stir continuously for 10 minutes. Remove from heat, spread mixture on large cookie sheet lined with parchment paper.
- 3 Bake for 20 minutes. Let cool, and store in an airtight container in the refrigerator. Tastes great with unsweetened almond or coconut milk!



Protein Wafer Crisps

LIGHT & CRISPY
TEXTURE

**SURPRISINGLY
FILLING!**

NO
ARTIFICIAL COLORS,
FLAVORS OR
PRESERVATIVES



10-11G
PROTEIN

1G
SUGAR

3-4G
NET CARBS

4-5G
FIBER



PROTEIN POWDER!

15G
PROTEIN

2G
NET-CARBS

1G
SUGAR

5G
FIBER



Check out our protein powder
smoothie and baking
recipes at atkins.com



STAY ON TRACK WITH GREAT TASTING OPTIONS FOR ANY TIME OF DAY.

FIND THESE DELICIOUS PRODUCTS AT SHOP.ATKINS.COM
OR IN THE HEALTH & NUTRITION AISLE.

MEAL[†] BARS

Nutritious and satisfying
solutions when you don't
have time to stop for a meal.



[†]Meal replacement bar

SNACK BARS & SHAKES

Satisfying and nutritious
snacks that will fill you up
and help you stay on track.



PLUS PROTEIN & FIBER

Delivers a ready to drink shake that
has high protein, high fiber and
provides maximum hunger satisfaction!



TREATS

Delicious indulgences that
satisfy your sweet tooth!



FROZEN MEALS

Savory meals made with quality
ingredients, enjoy convenient meals
with amazing taste any time of day.





ATKINS® IS A KETOGENIC DIET

A KETOGENIC DIET IS LOW IN CARBS AND HIGH IN FAT. BUT, ATKINS IS A BETTER KETOGENIC DIET.

THE GOAL OF A KETOGENIC DIET IS TO ACHIEVE KETOSIS



When your metabolism starts to burn fat for fuel, instead of carbs and sugar, the body loses weight more efficiently.

The "classic" ketogenic diet – or keto diet – was developed to treat epilepsy. Traditionally, it's extremely strict and should be done only under medical supervision.¹

HOW IS ATKINS BETTER?



On Atkins you get more food choices and eat a greater balance of macronutrients.

Most people can
**CONSUME UP TO
50G TOTAL CARBS**
per day and stay in ketosis²

ATKINS 20® & ATKINS 40®
CAN GET YOU THERE
while eating a variety
of satisfying foods

DIET BREAKDOWN

"Classic"
Ketogenic Diet

75-90%

5-20%

<5%

Atkins 20

60-70%

20-30%

5-10%

Atkins 40

55-65%

20-30%

10-15%



% of calories
from Fat



% of calories
from Protein



% of calories
from Carbs

¹ Nelms, M., Sucher, K., Lacey, K., Roth, S.L. Nutrition Therapy & Pathophysiology; 2nd edition (2011). Wadsworth

² Feinman, R. D., et al. (2015). Dietary carbohydrate restriction as the first approach in diabetes management: Critical review and evidence base. Nutrition, 31(1), 1-13. doi:10.1016/j.nut.2014.06.011