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.

<table>
<thead>
<tr>
<th>HIGH CARB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCREASED:</strong></td>
</tr>
<tr>
<td>◣ FAT STORAGE • HUNGER • CRAVINGS</td>
</tr>
<tr>
<td>◣ UP &amp; DOWN SUGAR LEVELS</td>
</tr>
<tr>
<td>◭ BURN SUGAR/STORE FAT</td>
</tr>
</tbody>
</table>

When you eat fewer carbs
Your body begins to rely on fat as its primary fuel source!

<table>
<thead>
<tr>
<th>LOW CARB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LESS:</strong></td>
</tr>
<tr>
<td>◣ FAT STORAGE • HUNGER • CRAVINGS</td>
</tr>
<tr>
<td>◭ STEADY SUGAR LEVELS</td>
</tr>
<tr>
<td>◭ BURN FAT/LOSE WEIGHT</td>
</tr>
</tbody>
</table>

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

Diabetic or Pre-diabetic

Pregnant or Breastfeeding*

See Page 7

*Consult your doctor before starting any diet plan.

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

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

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

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

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundation Vegetables, Proteins, Healthy Fats and Most Cheeses</strong></td>
<td><strong>Foundation Vegetables, Proteins, Healthy Fats and Most Cheeses</strong></td>
<td><strong>Foundation Vegetables, Proteins, Healthy Fats and Most Cheeses</strong></td>
<td><strong>Foundation Vegetables, Proteins, Healthy Fats and Most Cheeses</strong></td>
</tr>
<tr>
<td>Nuts or Seeds</td>
<td>Nuts or Seeds</td>
<td>Nuts or Seeds</td>
<td>Nuts or Seeds</td>
</tr>
<tr>
<td>Berries, Cherries or Melon</td>
<td>Berries, Cherries or Melon</td>
<td>Berries, Cherries or Melon</td>
<td>Berries, Cherries or Melon</td>
</tr>
<tr>
<td>Whole Milk, Greek Yogurt, Ricotta or Cottage Cheese</td>
<td>Whole Milk, Greek Yogurt, Ricotta or Cottage Cheese</td>
<td>Whole Milk, Greek Yogurt, Ricotta or Cottage Cheese</td>
<td>Whole Milk, Greek Yogurt, Ricotta or Cottage Cheese</td>
</tr>
<tr>
<td>Legumes</td>
<td>Legumes</td>
<td>Legumes</td>
<td>Legumes</td>
</tr>
<tr>
<td>Tomato Juice</td>
<td>Tomato Juice</td>
<td>Tomato Juice</td>
<td>Tomato Juice</td>
</tr>
<tr>
<td>Additional Fruits</td>
<td>Additional Fruits</td>
<td>Additional Fruits</td>
<td>Additional Fruits</td>
</tr>
<tr>
<td>Starchy Vegetables</td>
<td>Starchy Vegetables</td>
<td>Starchy Vegetables</td>
<td>Starchy Vegetables</td>
</tr>
<tr>
<td>Whole Grains</td>
<td>Whole Grains</td>
<td>Whole Grains</td>
<td>Whole Grains</td>
</tr>
</tbody>
</table>

### Phase 1: Jump start your weight loss with 20g daily net carbs (net carbs = carbs - fiber - sugars 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:

Go to Atkins.com for more recipes!

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

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BREAKFAST</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>LUNCH</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
</tr>
<tr>
<td>Atkins Frozen Farmhouse-Style Sausage Scramble</td>
<td>Atkins Peanut Butter Protein Wafer Crisp</td>
<td>Atkins Frozen Chicken &amp; Broccoli Alfredo</td>
<td>Atkins Frozen Ham &amp; Cheese Omelet ½ hass avocado</td>
<td>Atkins Frozen Bacon Scramble</td>
<td>Atkins Café Caramel Shake</td>
<td>Atkins Frozen Beef Merlot</td>
</tr>
<tr>
<td>Net Carbs 5g • FV 2.1g</td>
<td>Net Carbs 2.2g • FV 1.1g</td>
<td>Net Carbs 6.6g • FV 6.5g</td>
<td>Net Carbs 2g • FV 0g</td>
<td>Net Carbs 5.8g • FV 4.9g</td>
<td>Net Carbs 6.3g • FV 5.3g</td>
<td>Net Carbs 5.6g • FV 5.3g</td>
</tr>
<tr>
<td>1 stalk celery 2 tbsp cream cheese</td>
<td>2 stalks celery 1 tbsp ranch dressing</td>
<td>4 oz ground beef (10%) 1 tbsp olive oil ½ cup chopped green bell pepper 2 tbsp chopped onion ½ cup shredded Cheddar</td>
<td>1/2 medium zucchini, cut into sticks 1 oz provolone cheese</td>
<td>2 cups baby spinach 1 tbsp olive oil 2 eggs ½ medium bell pepper ¼ cup shredded monterey jack cheese</td>
<td>½ hass avocado 2 tbsp ranch dressing</td>
<td></td>
</tr>
<tr>
<td>Net Carbs 8.6g • FV 6.5g</td>
<td>Net Carbs 7g • FV 3.6g</td>
<td>Net Carbs 4.3g • FV 4.4g</td>
<td>Net Carbs 7.9g • FV 4.7g</td>
<td>Net Carbs 4.5g • FV 4.5g</td>
<td>Net Carbs 6.6g • FV 2g</td>
<td>Net Carbs 6g • FV 2g</td>
</tr>
<tr>
<td><strong>SNACK</strong></td>
<td><strong>LUNCH</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
<td></td>
</tr>
<tr>
<td>Atkins Plus Chocolate Shake</td>
<td>Atkins Frozen Chicken &amp; Broccoli Alfredo</td>
<td>Atkins Peanut Butter Protein Wafer Crisp</td>
<td>Atkins Frozen Ham &amp; Cheese Omelet ½ hass avocado</td>
<td>Atkins Frozen Bacon Scramble</td>
<td>Atkins Café Caramel Shake</td>
<td></td>
</tr>
<tr>
<td>Net Carbs 2g • FV 0g</td>
<td>Net Carbs 2.8g • FV 2.5g</td>
<td>Net Carbs 3g • FV 9g</td>
<td>Net Carbs 3.4g • FV 3.3g</td>
<td>Net Carbs 4.3g • FV 4g</td>
<td>Net Carbs 1.7g • FV 1g</td>
<td></td>
</tr>
<tr>
<td>6 oz fillet of salmon 2 cups mixed greens 1 small tomato 2 tbsp sherry vinaigrette</td>
<td>4 oz ground beef (10%) 1 oz cheddar cheese 1 small tomato ½ hass avocado 3 butterhead lettuce leaves</td>
<td>1 small tomato 1 oz cheddar cheese</td>
<td>½ cup sliced cucumber 1 oz monterey jack cheese</td>
<td>1/2 medium zucchini, cut into sticks 1 oz provolone cheese</td>
<td>1 celery stalk 2 oz cheddar cheese</td>
<td></td>
</tr>
<tr>
<td>Net Carbs 8.6g • FV 6.5g</td>
<td>Net Carbs 4.3g • FV 4.4g</td>
<td>Net Carbs 2.8g • FV 0g</td>
<td>Net Carbs 7.9g • FV 4.7g</td>
<td>Net Carbs 4.5g • FV 4.5g</td>
<td>Net Carbs 6g • FV 2g</td>
<td></td>
</tr>
<tr>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
<td><strong>SNACK</strong></td>
<td><strong>DINNER</strong></td>
<td></td>
</tr>
<tr>
<td>Atkins Creamy Vanilla Shake</td>
<td>Atkins Frozen Ham &amp; Cheese Omelet ½ hass avocado</td>
<td>Atkins Frozen Crustless Chicken Pot Pie</td>
<td>Atkins Frozen Beef Teriyaki Stir-Fry ½ cup steamed brussel sprouts 1 tbsp butter</td>
<td>Atkins Frozen Beef Teriyaki Stir-Fry ½ cup steamed brussel sprouts 1 tbsp butter</td>
<td>Atkins Frozen Beef Merlot</td>
<td></td>
</tr>
<tr>
<td>Net Carbs 3.4g • FV 3.3g</td>
<td>Net Carbs 2g • FV 0g</td>
<td>Net Carbs 7.9g • FV 4.7g</td>
<td>Net Carbs 2.1g • FV 1.4g</td>
<td>Net Carbs 9.5g • FV 5.5g</td>
<td>Net Carbs 4.1g • FV 4g</td>
<td></td>
</tr>
<tr>
<td>½ cup sliced cucumber 1 oz monterey jack cheese</td>
<td>1 small tomato 1 oz cheddar cheese</td>
<td>4 oz ground beef 1 tbsp butter 2 cups mixed greens 3 marinated artichoke hearts 2 tbsp blue cheese dressing</td>
<td>4 oz lamb chops 1 tbsp butter 2 cups mixed greens 3 marinated artichoke hearts 2 tbsp blue cheese dressing</td>
<td>6 oz chicken breast 1 cup broccoli 1 tbsp olive oil 1 tbsp tamari sauce</td>
<td>6 oz chicken breast 1 cup broccoli 1 tbsp olive oil 1 tbsp tamari sauce</td>
<td></td>
</tr>
<tr>
<td>Net Carbs 7.9g • FV 7g</td>
<td>Net Carbs 6.7g • FV 6.7g</td>
<td>Net Carbs 7.9g • FV 7g</td>
<td>Net Carbs 2.1g • FV 1.4g</td>
<td>Net Carbs 9.5g • FV 5.5g</td>
<td>Net Carbs 4.1g • FV 4g</td>
<td></td>
</tr>
<tr>
<td><strong>Total Net Carbs:</strong> 21.6g Foundation Vegetables: 14.5g</td>
<td><strong>Total Net Carbs:</strong> 23.3g Foundation Vegetables: 14.5g</td>
<td><strong>Total Net Carbs:</strong> 21.8g Foundation Vegetables: 14.3g</td>
<td><strong>Total Net Carbs:</strong> 18.4g Foundation Vegetables: 12g</td>
<td><strong>Total Net Carbs:</strong> 23.1g Foundation Vegetables: 12g</td>
<td><strong>Total Net Carbs:</strong> 20.6g Foundation Vegetables: 13.6g</td>
<td></td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>3 MEALS PER DAY</th>
<th>2 SNACKS PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>10g NET CARBS</td>
<td>5g NET CARBS</td>
</tr>
<tr>
<td>10g NET CARBS</td>
<td></td>
</tr>
<tr>
<td>10g NET CARBS</td>
<td></td>
</tr>
</tbody>
</table>

Occasionally you can bump up a meal to 15g of 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!
### Standard Menu Plan

#### Monday

**Breakfast**
- 2 small tomatoes
- 1 tbsp olive oil
- 2 eggs
- 2 oz turkey sausage

**Net Carbs:** 8.6g • FV 5.7g

**Snack**
- ¼ cup sliced cucumbers
- ¼ cup black bean dip

**Net Carbs:** 4.8g • FV 0g

**Lunch**
- Atkins Frozen Bacon Scramble
  - ½ hass avocado

**Net Carbs:** 5.1g • FV 4.3g

**Dinner**
- Atkins Strawberry Shake
  - 6 oz fillet of salmon
  - ½ 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

---

#### Tuesday

**Breakfast**
- Atkins Frozen Bacon Scramble
  - ½ hass avocado

**Net Carbs:** 11.1g • FV 0g

**Snack**
- 2 small tomatoes
- 1 tbsp olive oil
- 2 eggs
- 2 oz turkey sausage

**Net Carbs:** 5.3g • FV 1.7g

**Lunch**
- Atkins Sweet & Salty Honey Almond Vanilla Crunch Bites
  - 12 whole almonds

**Net Carbs:** 5.8g • FV 2.9g

**Dinner**
- Atkins White Chocolate Macadamia Nut Roll Bar
  - ½ small banana
  - ½ cup blueberries
  - ½ cup greek yogurt

**Net Carbs:** 10.4g • FV 4.7g

---

#### Wednesday

**Breakfast**
- Atkins Plus Chocolate Shake
  - ½ hass avocado

**Net Carbs:** 7.9g • FV 6.7g

**Snack**
- 2 stalks celery
- 2 tbsp almond butter

**Net Carbs:** 11.5g • FV 6.9g

**Lunch**
- Atkins Frozen Stone Fired Pepperoni Pizza
  - 2 cups mixed greens
  - 1 medium tomato
  - 5 large radishes
  - 2 tbsp caesar dressing

**Net Carbs:** 12.8g • FV 11.7g

**Dinner**
- Atkins Frozen Italian-Style Pasta Bake
  - ½ cup brussels sprouts
  - 1 tbsp butter

**Net Carbs:** 7.2g • FV 2.2g

---

#### Thursday

**Breakfast**
- Atkins White Chocolate Macadamia Nut Roll Bar
  - 24 whole almonds

**Net Carbs:** 14.2g • FV 10.8g

**Snack**
- 2 small tomatoes
- 1 tbsp olive oil
- 2 eggs
- 2 oz turkey sausage

**Net Carbs:** 6.6g • FV 3.3g

**Lunch**
- Atkins Frozen Ham & Cheese Omelet
  - 2 pieces bacon
  - 1 small tomato

**Net Carbs:** 8.7g • FV 2.5g

**Dinner**
- Atkins Caramel Chocolate Nut Roll Bar
  - 3 tsp instant coffee
  - 3 tbsp heavy cream

**Net Carbs:** 9.7g • FV 3.3g

---

#### Friday

**Breakfast**
- Atkins Creamy Vanilla Shake
  - 1 cup raw broccoli florets
  - ¼ cup hummus

**Net Carbs:** 7.9g • FV 6.5g

**Snack**
- 2 pieces bacon
- 1 small tomato

**Net Carbs:** 11.1g • FV 0g

**Lunch**
- Atkins Frozen Italian-Style Pasta Bake
  - 2 cups mixed greens
  - 2 tbsp ranch dressing

**Net Carbs:** 10.7g • FV 5.6g

**Dinner**
- Atkins Creamy Vanilla Shake
  - 2 strawberries

**Net Carbs:** 10.7g • FV 5.6g

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#### Saturday

**Breakfast**
- Atkins Frozen Ham & Cheese Omelet
  - 2 pieces bacon
  - 1 small tomato

**Net Carbs:** 11.1g • FV 0g

**Snack**
- Atkins Peanut Butter Protein Wafer Crisp Bar
  - 1 cup raw broccoli florets
  - ¼ cup hummus

**Net Carbs:** 3.2g • FV 0g

**Lunch**
- Atkins Frozen Italian-Style Pasta Bake
  - 2 cups mixed greens
  - 2 tbsp ranch dressing

**Net Carbs:** 11.5g • FV 4.5g

**Dinner**
- Atkins Frozen Beef Merlot
  - 6 oz chicken
  - ½ cup stir-fry vegetables

**Net Carbs:** 14.2g • FV 10.8g

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#### Sunday

**Breakfast**
- Atkins Frozen Italian-Style Pasta Bake
  - 2 cups mixed greens
  - 2 tbsp ranch dressing

**Net Carbs:** 10.7g • FV 5.6g

**Snack**
- Atkins Frozen Ham & Cheese Omelet
  - 2 pieces bacon
  - 1 small tomato

**Net Carbs:** 11.1g • FV 0g

**Lunch**
- Atkins Frozen Farmhouse-Style Sausage Scramble
  - 2 tbsp salsa cruda

**Net Carbs:** 5.8g • FV 2.9g

**Dinner**
- Atkins Frozen Italian-Style Pasta Bake
  - 2 cups mixed greens
  - 2 tbsp ranch dressing

**Net Carbs:** 11.5g • FV 4.5g

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**Notes:**
- Total Net Carbs: 41.8g
- Foundation Vegetables: 13g
- Total Net Carbs: 41.9g
- Foundation Vegetables: 22.6g
- Total Net Carbs: 39.5g
- Foundation Vegetables: 14.6g
- Total Net Carbs: 41.1g
- Foundation Vegetables: 12g
- Total Net Carbs: 39.5g
- Foundation Vegetables: 15.2g
- Total Net Carbs: 39.2g
- Foundation Vegetables: 16.9g
- Total Net Carbs: 42.1g
- Foundation Vegetables: 13g

### Additional Information

- Go to Atkins.com for more recipes!
- Enjoy Atkins Endulge® treats for dessert if Net Carb consumption allows!
“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 tbsp peanut butter, natural creamy
1 cup pecans, halved
1 cup whole flaxseed seeds
12 tbsp raw sunflower seeds, hulled
1/2 cup unsweetened coconut, shredded
2 tbsp sucralose based sweetener (sugar substitute)
2 tsp cinnamon
1 tsp vanilla extract

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!
Atkins for Every Occasion!

From breakfast to dessert

KETO FRIENDLY

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.

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.

*Product designed to be used with the Atkins ketogenic diet. Visit Atkins.com/how-it-works/keto.
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

<table>
<thead>
<tr>
<th>“Classic” Ketogenic Diet</th>
<th>75-90%</th>
<th>5-20%</th>
<th>&lt;5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atkins 20</td>
<td>60-70%</td>
<td>20-30%</td>
<td>5-10%</td>
</tr>
<tr>
<td>Atkins 40</td>
<td>55-63%</td>
<td>20-30%</td>
<td>10-15%</td>
</tr>
</tbody>
</table>

* Consult your doctor before starting a new diet or fitness program