



# 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<sup>®</sup>

This plan is the Classic Atkins<sup>®</sup> 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](http://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<sup>®</sup>

## Standard Menu Plan

Notes: \_\_\_\_\_

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BREAKFAST	<b>Atkins Frozen Farmhouse-Style Sausage Scramble</b>  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	<b>Atkins Frozen Ham &amp; Cheese Omelet</b> 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	<b>Atkins Frozen Bacon Scramble</b>  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	<b>Atkins Peanut Butter Protein Wafer Crisp</b>  Net Carbs 3g • FV 0g	2 stalks celery 1 tbsp ranch dressing  Net Carbs 2.3g • FV 2g	<b>Atkins Milk Chocolate Delight Shake</b>  Net Carbs 2g • FV 0g	1/2 medium zucchini, cut into sticks 1 oz provolone cheese  Net Carbs 2.6g • FV 1.4g	<b>Atkins Café Caramel Shake</b>  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	<b>Atkins Frozen Chicken &amp; Broccoli Alfredo</b> 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	<b>Atkins Frozen Crustless Chicken Pot Pie</b> 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	<b>Atkins Frozen Beef Merlot</b>  Net Carbs 6g • FV 2g
SNACK	<b>Atkins Plus Chocolate Shake</b>  Net Carbs 2g • FV 0g	1 small tomato 1 oz cheddar cheese  Net Carbs 2.8g • FV 2.5g	<b>Atkins Creamy Vanilla Shake</b>  Net Carbs 2g • FV 0g	½ cup sliced cucumber 1 oz monterey jack cheese  Net Carbs 3.4g • FV 3.3g	<b>Atkins Strawberry Shake</b>  Net Carbs 1g • FV 0g	<b>Atkins Caramel Chocolate Nut Roll Bar</b>  Net Carbs 3g • FV 0g	1 celery stalk 2 oz cheddar cheese  Net Carbs 1.7g • FV 1g
DINNER	6 oz rotisserie chicken 1 cup 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	<b>Atkins Frozen Beef Teriyaki Stir-Fry</b> ½ cup steamed brussel sprouts 1 tbsp butter  Net Carbs 9.5g • FV 5.5g	<b>Atkins Frozen Chili Con Carne</b> 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: 23.3g Foundation Vegetables: 14.5g	Total Net Carbs: 21.8g Foundation Vegetables: 14.3g	Total Net Carbs: 18.4g Foundation Vegetables: 12g	Total Net Carbs: 23.1g Foundation Vegetables: 11.7g	Total Net Carbs: 20.6g 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.



For more in-depth information on Atkins 40, go to [atkins.com](https://atkins.com).

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	<b>Atkins Frozen Bacon Scramble</b> 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	<b>Atkins Frozen Ham &amp; Cheese Omelet</b> 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	<b>Atkins Frozen Farmhouse-Style Sausage Scramble</b> 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	<b>Atkins Sweet &amp; Salty Honey Almond Vanilla Crunch Bites</b> 12 whole almonds  Net Carbs 3.1g • FV 0g	2 stalks celery 2 tbsp almond butter  Net Carbs 4.7g • FV 2g	<b>Atkins Plus Chocolate Shake</b>  Net Carbs 2g • FV 0g	<b>Atkins Peanut Butter Protein Wafer Crisp Bar</b>  Net Carbs 4g • FV 0g	<b>Atkins Caramel Chocolate Nut Roll Bar</b>  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	<b>Atkins Frozen Stone Fired Pepperoni Pizza</b> 2 cups mixed greens 2 tbsp creamy italian dressing  Net Carbs 16g • FV 5g	<b>Atkins Frozen Italian-Style Pasta Bake</b> 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	<b>Atkins Frozen Roasted Turkey with Garlic Mashed Cauliflower</b> 2 cups mixed greens 2 tbsp ranch dressing  Net Carbs 10.7g • FV 5.6g
SNACK	<b>Atkins Strawberry Shake</b> ½ small banana  Net Carbs 12.2g • FV 0g	½ cup blueberries ½ cup greek yogurt  Net Carbs 14g • FV 0g	<b>Atkins White Chocolate Macadamia Nut Bar</b>  Net Carbs 4g • FV 0g	½ cup sliced cucumber 2 tbsp hummus  Net Carbs 6.4g • FV 1.6g	<b>Atkins Creamy Vanilla Shake</b> 2 cups ice cubes 3 tsp instant coffee 3 tbsp heavy cream  Net Carbs 4.5g • FV 0g	1 cup raw broccoli florets ¼ cup hummus  Net Carbs 6.4g • FV 1.6g	<b>Atkins Creamy Chocolate Shake</b> 2 strawberries  Net Carbs 2g • FV 0g
DINNER	<b>Atkins Frozen Chicken &amp; Broccoli Alfredo</b> 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	<b>Atkins Frozen Chili Con Carne</b> 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	<b>Atkins Frozen Beef Merlot</b> 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: 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

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

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

# ATKINS<sup>®</sup> 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** allows 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](http://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!





# Atkins for Every Occasion!



\*Product designed to be used with the Atkins ketogenic diet. Visit [Atkins.com/how-it-works/keto](https://www.atkins.com/how-it-works/keto).



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

FIND THESE DELICIOUS PRODUCTS AT [SHOP.ATKINS.COM](https://www.shop.atkins.com)  
OR IN THE HEALTH & NUTRITION AISLE.

## MEAL<sup>†</sup> BARS

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



<sup>†</sup>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.<sup>1</sup>

## 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 ketosis<sup>2</sup>

**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

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

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

<sup>2</sup> 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