

The *befitman* Program

Welcome to our new range of meals developed specifically for men. With the same nutritional science to weight loss as our Be Rapid program, our Be Fit Man range has 30% more protein to give the male metabolism everything it needs for a nutritionally complete diet.

**Eat yourself
better,™ man**

Drop 5 kgs in two weeks

If you're trying to lose weight, our results suggest you can expect to shed around 5kg of body fat in 2 weeks, whilst maintaining muscle mass. If you're quite active, the Be Fit Man program allows you to add additional protein snacks, side salads and veg to keep you feeling satisfied all day long.

What does a day look like?

Every day while you're on the program, you get breakfast, lunch, a two-course dinner and two protein-based snacks like our tasty protein balls. Every meal is made of delicious, real food with plenty of plant-based ingredients, no added sugar and very little salt. Simply heat it up and you're good to go. Each meal has approximately the same number of calories, so feel free to mix and match as you choose. Plus there's an "Allowed Extras" list of suggested fruits, vegetables and salads you can add to your program to bulk out each meal if needed, or to snack on between meals.

How long does the program last?

To get the best initial rapid results, we find 14 days is ideal, with customers losing up to 5kgs in that time. This is perfect for a quick metabolism reset, or to get ready for that big event or holiday. If your weight loss and well-being goals are bigger, then you can remain on the program for up to 12 weeks. We have seen amazing results of up to 15 kilos over a 5-week period. Then simply check back in once a season for a quick 2-week reset to keep that belly at bay.

How to make the most of befitman

- Drink plenty of water throughout the day - it not only keeps you properly hydrated, it keeps your hunger at bay.
- Try not to skip meals, even if you're not hungry at the time. Your hunger might find you later and tempt you off the path.
- Eat when it suits you. The Be Fit Man program provides you with four meals and two snacks per day, and you can enjoy these whenever you like. Space them out over the day or have a second meal at lunch or dinner – it's totally up to you.
- Remember that herbs and spices won't affect your results. If you like a little extra flavour, don't rush for the salt (which will stimulate your hunger) think about adding some fresh parsley, basil or chilli to your meals.
- Keep off the booze, it will stop your liver clearing body fat and encourage fat storage instead which will stop you achieving the results you're after.
- If you're having a salad or vegetables on the side, you can add a tablespoon of extra virgin olive oil to get some healthy fatty acid.
- Call us if you need support or have questions about the program – we're here to help! With a team of fully qualified Dietitians and Nutritionists on hand, no query is too big or too small.

Re-ordering is easy

Simply order a 7-day pack online, or choose our recurring option to have your box delivered each week. Call our toll-free number on 1300 263 257, or visit us at our store located in Mornington (VIC).

be
fitfood[™]

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Store Location

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Please check online for our
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