



Getting Started Guide



Getting Started

Congratulations on your choice and welcome to Jenny Craig!

You are now on the road to better health, energy, and wellbeing.

You're about to begin a journey of self-discovery where you'll learn about your current beliefs and behaviours around food and physical activity, and explore new ones to create healthy habits for life.

The Jenny Craig Program:

- Offers a safe and balanced approach to healthy weight management.
- Is developed by a team of Dietitians and experts from our Science Advisory Board.
- Is built around the three essential components of a successful healthy lifestyle; **Eating Well, Moving More & Healthy Living**.
- Menus are based on nutrition recommendations as outlined in the Australian & New Zealand Dietary Guidelines.
- Includes optional weekly individual Coaching Sessions with your own personal Jenny Craig Coach.
- Provides you with resources to help you build new behaviours and overcome any challenges you may face.

Throughout your weight loss journey, be sure to go to our online Resource Centre for more resources and support:

Australia: www.jennycraig.com.au/resources

New Zealand: www.jennycraig.co.nz/resources

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Three Key Success Factors

Eat Well

First up, you'll be following a planned menu that provides 3 delicious meals and 2-3 snacks a day, making it simple for you initially. If you've got preferences – no worries, you'll work with your Coach to personalise your menu to suit your likes and dislikes, and you'll learn along the way how to do more on your own.

- The menus will help you learn how to enjoy all the foods groups, including the foods you love and control your portions to gain nutritional balance.
- Use your menu to keep track of your food intake.
- When you're approaching your goal weight, your Coach will show you how to plan a menu day using all of your own foods. This sets you up for success in the long term to maintain your weight on your own.

Move More

It doesn't matter how much you're doing at the moment – your Coach can help you find ways to get more active.

- With the help of your Coach, decide on a physical activity plan each week.
- You can track your physical activity on your menu.
- Discover how much time you spend sitting and use these opportunities to move more.
- You can use Jenny Craig's physical activity resources to help you discover ways to become more active. Ask your Coach about these.

Healthy Living

Our purpose is to help you build a balanced approach to life. Learning to manage your thoughts and feelings is key. We'll help you learn how to handle stress and frustration and other triggers that might cause you to turn to food. With your Coach by your side, you'll be able to discuss challenges, both current and past, and think of new ways to cope with them. You'll feel so much more in control when you learn more about why you eat and how to eat with more awareness. You'll also set realistic goals to work towards.

Program Expectations

The Jenny Craig Coaching Session: Personal coaching just for you!

On Jenny Craig you'll have one-on-one support just like having your own personal 'coach'. Each week you'll see your Coach for a 20 minute coaching session to talk about the previous week, celebrate what went well, work through what didn't go so well, as well as build on all of your success.

Each week, your session includes:

- Discussion about the successes and challenges of your week.
- Making a plan for future challenges.
- Choosing your menu for the upcoming week.
- Developing an activity plan for the week.
- Learning something new – about yourself or focusing on a topic that will help you on your way to long term success!

Your Coach is there to motivate and guide you, and you can count on them for the extra support you need while making a lifestyle change.

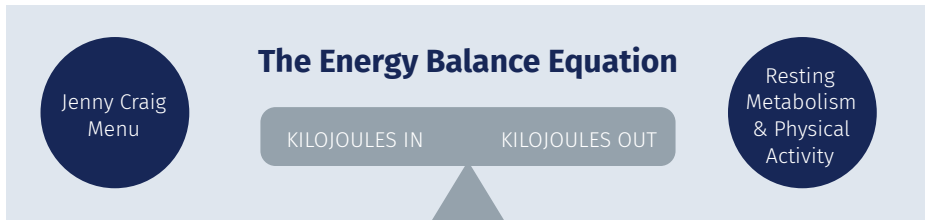


The Weight Loss Process

Understanding the weight loss process can help you know what to expect while on the program, how to set realistic goals and when to make adjustments to your plan.

Weight Management is a Matter of Balance

Weight management is based on the theory of energy balance, and if you take in less energy (kilojoules) than your body burns every day you will lose weight. Following your Jenny Craig menu and gradually increasing your physical activity can help you see the results you are after!



Energy In: Food

Energy, or kilojoules, comes from carbohydrates, fat, protein and alcohol. Water, vitamins and minerals are essential nutrients that don't contain any kilojoules. Energy control is simple on Jenny Craig with portion controlled meals and snacks as part of a balanced menu. You'll notice your menu is not restrictive – that's the idea, it's about getting a good balance of food to nourish and satisfy your body.

Energy Out: Your Body

Your body is like a burning furnace – it's always burning energy because your body needs kilojoules to function. Everything you do needs energy – breathing, moving, speaking, and even digesting food.

The amount of energy your body burns when resting is called your 'resting metabolism', and it depends on your gender, height, weight, age and muscle mass. Genetics can also influence your metabolism. Metabolism is usually higher in men, due to a higher percentage of muscle, which naturally burns more energy. It generally decreases with age, due to muscle loss and it may also decrease as you lose weight because a smaller body needs less energy to function.

Your body also burns energy through physical activity. So the more you move the more you burn.

Weight Loss Expectations on Jenny Craig

The Jenny Craig menus are designed to result in an average weekly weight loss of $\frac{1}{2}$ – 1 kg each week ($\frac{1}{4}$ – $\frac{1}{2}$ kg per week for breastfeeding mothers and adolescents). Some weeks you may lose more, sometimes less, however this is all a normal part of the weight loss process. As well as weight loss, the main goals of the program are to help you develop healthy eating and activity attitudes and to establish habits you can continue to maintain long term.

When it comes to weight management, everyone has a different idea about what to expect. Individual weight loss varies, but here is an overview of a typical pattern:

Phase 1: The Big Drop

During the first week, kilojoules, carbohydrates and sodium (salt) are reduced (compared to your usual diet) and your body responds with a large amount of weight loss – typically $\frac{1}{2}$ – 2kgs, depending on the individual. This is exciting and motivating, but do keep in mind that this weight loss may be largely water. Sodium and carbohydrates cause your body to retain fluid, so reducing their intake can also have the effect of increasing water loss and cause greater initial weight loss.

Phase 2: The Little Drop

In the next week or so, your body begins to burn stored fat. The scale reflects changes in two areas – body fat and water, so you'll typically see a slightly lower rate of loss, approximately $\frac{1}{2}$ – 1 $\frac{1}{2}$ kgs per week. Aim for this steady rate. If you lose more rapidly, you may lose muscle, which may decrease your metabolism and increases your chance of re-gaining weight.

Phase 3: The Slow And Steady

After a few weeks, you'll see your rate of weight loss decrease a bit more, usually between $\frac{1}{4}$ – 1 kg. Not to worry – you're right where you are supposed to be. The scale is reflecting true weight loss, and that's primarily fat loss! Along with weekly weigh-ins, your monthly measurements – the centimetres lost, provide the proof.

Always keep in mind that everybody will respond differently to changes in diet and exercise. It's important not to compare yourself to others' results. Instead focus on getting to know your own body and how it responds to different changes.

Changes You May Notice in the First Few Weeks

Changes to your diet and physical activity regime can cause some changes in the body. Depending on how different your previous diet and activity was, you might experience some symptoms such as bloating, wind, constipation, headache, hair changes or lethargy in the first few weeks. Some of these symptoms can be normal for some people. If you do experience any symptoms, please talk to your Coach. If your symptoms are persistent and/or severe, please see your doctor.



Don't wait until you reach your goal to be proud of yourself.

Be proud of each step you take towards reaching your goal.

What Are My Menu Options?

Classic Weight Loss Plan & Rapid Results Max Weight Loss Plan

You have the option of following either the Classic Weight Loss Plan or the Rapid Results Max Weight Loss Plan. Both menus result in successful weight loss, so talk to your Coach about which one will be most suitable for you.

The Classic Weight Loss Plan is the foundation of the Jenny Craig program and is a more flexible menu to suit any lifestyle.

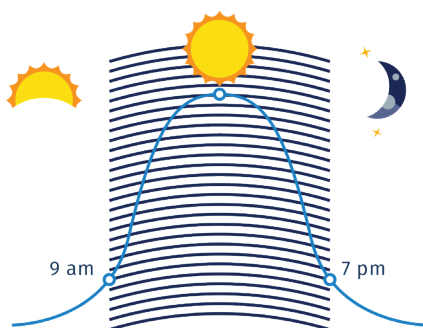
The Rapid Results Max Weight Loss Plan is based on the science of intermittent fasting and circadian rhythm (our wake/sleep cycle). This is a more structured menu and can result in faster weight loss in the first 4 weeks of the program.

How does the Rapid Results Max Weight Loss Plan work?

The Rapid Results Max Weight Loss Plan leverages the powerful science of intermittent fasting and circadian rhythm. Being in sync with your natural circadian rhythm helps regulate your metabolism and supports your body's ability to burn kilojoules more effectively.

Research suggests that having a longer break between when you stop eating and when you start could help you to improve your weight loss results. On the Rapid Results Max Weight Loss Plan, you'll have a 10 hour period of nourishment, in which you'll enjoy your Jenny Craig menu. Followed by a 14 hour period of rejuvenation, which gives your body the rest it needs to prepare for the next day.

The Rapid Results Max Weight Loss Plan also includes the great tasting Recharge Bar, designed to support your intermittent fasting routine on our nutritionally balanced menu.



Your Menu, Food Groups & Grocery Guide

Jenny Craig provides three meals and one snack or Recharge Bar per day, plus you'll add in your own grocery serves. It is very important to include all of the grocery items on your menu, as they complete the menu to ensure it is nutritionally balanced.

If you don't like particular grocery items, don't worry as you can swap it for something else. Every grocery serve on your menu is able to be exchanged for another type within its food group category. Refer to the Grocery Guide to make a swap or ask your Coach for help.

Fruit & Vegetables

- Each day of your menu includes at least five vegetable and 1-2 fruit serves.
- Fruits and vegetables are important sources of fibre, vitamins, minerals and antioxidants.
- Eat 'across the rainbow' for health benefits – this means choosing foods with a variety of colours (orange, red, dark green, etc.) in order to get a variety of nutrients.
- Certain fruits that are low in kilojoules are Limited Free Foods - see your Grocery Guide
- Non-starchy vegetables and salad are free foods - see your Grocery Guide. Mix up your salad greens, alternating lettuce, spinach, rocket and other leafy greens. You can also include your other favourite non-starchy salad vegetables such as beetroot and grated carrot.
- Non-starchy vegetables include all vegetables except: corn, Jerusalem artichoke, parsnip, peas, potato, pumpkin, sweet potato/kumara, taro and water chestnuts; as they are higher in carbohydrate and kilojoules and therefore belong to the Grain group.

Meat & Meat Alternatives

- Meats and meat alternatives are important sources of protein. These include lean red meat, poultry and seafood, as well as legumes/beans (such as dried/canned kidney beans, soy beans, chickpeas and lentils), tofu and cheese. Try to limit higher fat meats because they can be higher in saturated fat – which may contribute to heart disease.
- Deep sea fish, like tuna and salmon, can be a good source of omega-3 fats, which are good for your heart and may also have other health benefits.

Dairy

- Your menu has at least 1½ Dairy serves every day, depending on your kilojoule level.
- Dairy foods like, milk, yoghurt and cheese are excellent sources of calcium, which you need to help protect your bones and prevent osteoporosis.
- Dairy products are also good sources of protein, magnesium, phosphorus and B vitamins.
- If you have an intolerance to lactose, or simply don't like dairy foods, see your Grocery Guide for options to exchange your Dairy serves.

Grains

- Grain-based foods such as bread, cereal, corn, pasta, potato and rice provide fuel in the form of carbohydrates for all the cells in your body to function.
- Grains are a great source of fibre, keeping you feeling fuller for longer. Grains also help to support your digestive health.
- Wholegrains have extra nutrients as well as fibre, which can protect against certain health conditions including heart disease, diabetes and digestive disorders.
- Give wholegrains a go. Try wholegrain bread, crackers, pasta, tortillas, brown rice, buckwheat, bulgur, rolled oats, wild rice, whole rye and wholegrain barley.

Fat

- To keep your heart happy, choose mostly unsaturated fats over saturated fats and limit your trans fats.
- We've designed the Jenny Craig menu to make sure it's low in saturated fat.
- When you have Fat serves on your menu, choose:
 - Monounsaturated or polyunsaturated spreads and oils
 - Heart healthy nuts/seeds or avocado
 - Try to limit saturated and trans fats

Types of Fats

Polyunsaturated Fats

These are your Omega 3s and 6s and are found in certain plant oils, nuts, seeds and fish.

Examples are: Plant spreads and oils (sunflower, soybean), fish (sardines, tuna, salmon), nuts (walnuts, hazelnuts) and seeds.

Monounsaturated Fats

These are found in certain plant oils, nuts and seeds.

Examples are: Plant spreads and oils (olive, canola), avocado, nuts (peanuts, almonds, cashews) and seeds.

Saturated Fats

These are found in animal sources, palm and coconut oils.

Examples are: Higher fat meats, full-fat dairy products, lard, copha, butter, ghee and shortening.

Trans Fats

These are partially hydrogenated vegetable oils and are found mostly in highly processed foods.

Examples are: Higher fat processed meats and commercially baked products.

Water

Why Water?

Water carries nutrients to the cells in your body and helps to remove waste. It also cushions your joints and tissues, helps with digestion and regulating your body temperature.

Water is an essential part of a healthy diet. If you feel hungry, take a sip of water first. Sometimes you'll find it wasn't food, but fluid that you needed. Did you know that water is also a great energy booster? Thirst and dehydration can make you tired. So, drink up for an extra dose of energy!

Water Tips On Tap:

- Jazz up the flavour with a slice of lemon or a squeeze of fresh lime.
- At work or at home, keep a bottle of water within easy reach.
- Before you eat, drink a glass of water.
- Try soda water or sparkling mineral water.

Tea and Coffee

At Jenny Craig we're about balance and a realistic approach to weight loss. You can still enjoy tea and coffee in moderation as part of your nutritionally balanced menu. Just use a splash of milk from your Dairy serves or use your Dairy serves to enjoy a latte with skim milk. Be mindful that sugar will add to your kilojoule intake, so if you like a little sweetness, a sugar substitute (sweetener) is a lower kilojoule option. Overall, water should be your number one fluid of choice, but the good news is you don't need to cut tea or coffee out of your diet to lose weight!

The Jenny Craig Supplement

It can be difficult to get all the vitamins, minerals and other nutrients you need when you're eating less food on a reduced kilojoule menu. To ensure you receive the balanced nutrition you need, it's important for you to complement your menu with the Jenny Craig Supplement.

This multivitamin and mineral supplement has been specifically designed as part of the Jenny Craig menus to ensure you have a balanced nutritional intake during weight loss. It's easy to remember to take it with a glass of water in the morning, before or after breakfast.

Alcohol

Strategies to help manage alcohol

Parties and gatherings bring with them more opportunities than usual to drink alcohol with family and friends. Alcohol provides many kilojoules, so remember that drinking alcohol while on the Jenny Craig program may affect your weight loss success.

Can I have any alcohol while on Jenny Craig?

Drinking alcohol can make weight loss more difficult due to the high levels of kilojoules. To achieve the best weight loss results Jenny Craig recommends avoiding all alcohol. If you do wish to have small amounts of alcohol, your Coach can discuss strategies to reduce your intake to no more than two servings per week. This will help keep extra kilojoules to a minimum. Try the STOP Technique - Stop and think before you drink - "Why is it important for me to reach my goal weight? Will alcohol take me closer or further away from that goal? Is weight loss or alcohol more important to me? If you choose to drink a small amount of alcohol, try incorporating extra activity into your plan for the week to balance the added kilojoules.

Guidelines for Alcohol:

The government provides guidelines for alcohol to reduce the risk from harm. This information can be found on the following websites:

Australia: www.alcohol.gov.au

New Zealand: www.alcohol.org.nz

What is a standard drink?

A standard drink has 10 grams of pure alcohol. An average person's liver can only break down around one standard drink of alcohol per hour. A standard drink isn't usually the same as a glass of wine or beer poured in a pub or restaurant. The label on an alcoholic drink container tells you the number of standard drinks it contains.

Typical serve size & kilojoule content of alcoholic beverages*

Beverage	Common serving size (mL)	Kilojoules (kJ)
White Wine	150	426
Red Wine	150	509
White Wine Spritzer	150	213
Champagne	150	465
Beer, light (bottle)	375	386
Beer, full strength (bottle)	375	570
Spirits	30	282

*Note: The above servings provided are not equivalent to 1 standard drink. For more information on standard drink serve sizes please refer to the government websites listed on page 14. Values are approximate.
Source: Department of Health, Australian Government, CalorieKing.

A weighty issue:

Alcohol is often served with snacks and finger foods, which are generally high in fat and kilojoules. This can make indulging even more tempting, not ideal while you’re on a weight loss plan! To help avoid any tempting situations, have a balanced meal beforehand like your Jenny Craig meal and take your Jenny Craig snack with you along with some Free Food nibbles.

Alcohol is high in kilojoules and is often referred to as “empty kilojoules” as it provides no nutritional benefit. Alcohol contributes 29 kilojoules per gram, which is higher than the kilojoules found in protein (17 kilojoules per gram) and carbohydrates (16 kilojoules per gram).

Some people choose alcohol to help relax or reduce stress levels and this can become a habit. Try some new ways to help you relax and unwind. Instead of de-stressing with alcohol, try yoga, walking, meditation, have a massage, listen to music or take a bath.

Did you know?

Low Carb Beer is high in kilojoules as it has a similar alcohol content to regular beer (and alcohol has more kilojoules per gram than carbohydrates). Light (low alcohol) beer has fewer kilojoules as it has less alcohol and is a better choice.

Here are our tips to help you reduce alcohol:

- Stock up on non-alcoholic drinks such as soda water and fresh lemon or lime, or infuse your soda water with other fruits such as berries or melon.
- Alternate alcoholic drinks with a glass of water and avoid topping drinks up, you may lose count of how many you have had.
- Set yourself a limit at the start of the night and stick to it!
- Nominate yourself as the designated driver if you wish to avoid alcohol.
- Socialise with others who are also avoiding alcohol.
- Have a polite, convincing “no thanks” ready for times you are offered a drink.
- Drink your non-alcoholic drinks out of a wine glass so you don’t feel like you’re missing out.
- Reward yourself – every alcohol free week is deserving of a little reward (why not choose a non-food reward like a massage or a movie!)
- Replace drinking with another activity like dancing or a game of pool.
- Pick up some healthy habits, like a new exercise regime to keep you on track and motivated to continue.
- Drink from a smaller glass and add ice to make it last longer.
- Have 1 small glass, but really enjoy it!
- Exercise to clear your head, even just a walk around the block for 20 minutes
- Talk to someone or listen to music.
- Halve your serve! Try a wine spritzer (½ wine, ½ soda water) or a shandy (½ beer, ½ diet lemonade).

What to do if you're...

Feeling hungry?

It can be normal to feel a little hungry as your body adjusts to eating less, and this does subside. Be sure to eat everything on your menu and use the following tips if you're feeling hungry in between meals. If your hunger is severe and doesn't subside after the first few weeks on the program, be sure to discuss this with your Coach.




Time your meals	<ul style="list-style-type: none">• Eat 3 meals and 2-3 snacks per day• Start the day with breakfast or your Recharge Bar
Fill up on Free Foods	<ul style="list-style-type: none">• Use your non-starchy vegetables and Limited Free foods, to add volume to your meals and to snack on in between meals.
Choose high volume grocery items	<ul style="list-style-type: none">• Choose whole fruits rather than dried fruits or juices to maximise the volume and fibre content.• If you have grain serves on your menu, choose wholegrain foods such as wholegrain bread, crackers or brown rice to help add extra fibre and volume to your menu.

Craving Something?

Cravings are driven by emotions – not hunger. The triggers for your cravings can be thoughts, feelings or situations; and typically, you'll have an urge for a particular food.

When you feel yourself craving something and reaching for a treat, stop and think. How am I feeling? What is it that I really need in this moment – is it food or something else? Then choose accordingly.

For example if you're:

 Stressed or angry	<ul style="list-style-type: none">• Take 5 minutes to relax. Go outside or to a quiet place.• Focus on your breathing. Take 10 deep breaths in and out slowly.
 Sad	<ul style="list-style-type: none">• Call someone who makes you laugh, or watch your favourite funny show or video online.
 Happy	<ul style="list-style-type: none">• Reward yourself with something special. Treat yourself to a massage or the latest edition of your favourite magazine.• Take the time to read a good book or take a sunset walk.

In some instances it may be better to have a small portion of something you really love than settle with an alternative and feel deprived.

- If you can't stop thinking about the chocolate chip cookie, have a small one, eat mindfully, and enjoy it. You may ultimately end up eating less by having a small portion rather than trying to curb a craving with other food options.
- Slow down and savour the flavour – you may find you eat less and enjoy it more.

Try these mindful steps:

- 1 Take a breath
- 2 Appreciate the beauty of the food
- 3 Take a single bite
- 4 Chew slowly – notice the flavour and texture
- 5 Put your fork down to pause between bites
- 6 When you finish the portion, tell yourself you are finished and move on with your day.

Cravings rise and fall and are only temporary. When one arises, remind yourself it is temporary and that it will pass. Choose an activity to engage in until it does.

The Value of Self-Monitoring

People who keep track of what they do are more successful with making changes in their lives.

Why keep track?

Writing down what you eat or how much activity you do gives you time to think about what you're doing. Being more aware of your eating patterns, you may choose to eat something different or at a different time. You might choose to keep doing the same physical activity or be motivated to increase your goal.

Writing down what you do also helps you look at your choices in the context of the whole day. There might be things that you're doing that you don't even realise are having an impact on your lifestyle.

Your menu can also be a great motivator! It allows you to track your progress on it so you can look back on how far you've come. Keep your menus and when you're feeling like you need a bit of a pep-up, have a look over them to see how far you've come.

How to keep track on Jenny Craig?

Recording progress on your menu makes keeping track of what you're doing so easy. Use your menu to track your behaviours. Depending on what you're focusing on, track one, some, or all of these:

Food	<ul style="list-style-type: none">• The Jenny Craig foods and grocery items you eat• Any changes you've made to your menu• Any extra foods you eat and why• Your hunger before and after a meal
Body	<ul style="list-style-type: none">• Activity type• Time spent doing and the intensity of the activity• Number of steps each day• How you feel before and after the activity
Mind	<ul style="list-style-type: none">• Progress towards your goals for the week

Support Makes all the Difference

The people around you can have a huge impact on your daily routines and habits. Gather as many people as you can to cheer you on as you go.

Support from your Coach

Your Coach will be an ongoing source of support to help motivate you, work through challenges and celebrate all of your successes. Be sure to call upon your Coach, especially in these first few weeks while you are getting used to the program and may have lots of extra questions!

Support from family

Think of all of the potential ways your family can support you with your lifestyle change. Let them know your goals and why they are important to you. Your new habits and lifestyle changes are not just something that will benefit you, but the whole family can get involved! Think of involving your family in food shopping and preparation as well as fun ways to be active together. Get the whole family involved and you'll all reap the rewards of healthy living!

Support from friends and colleagues

Talk to your friends and even your colleagues (if you feel comfortable) about your motivation to lose weight and your commitment to a healthy lifestyle. Once they understand how important your weight loss goals are to you, they will be more likely to provide you with the support you need along the way. You never know, you may even inspire those around you with your goals and commitment!



**Ask your Coach
about our referral
incentives for
family & friends!**

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Weekly Weight Record

Date	Weight	Lost this week	Lost in total	Start					
Date	Weight	Lost this week	Lost in total	1 month					

Date	Weight	Lost this week	Lost in total	2 months					
Date	Weight	Lost this week	Lost in total	3 months					

Monthly Measurements Record

	Start Date:	1 month date:	Total lost from start	2 months date:	1 Total lost from start	3 months date:	Total lost from start
Arm	cm	cm	cm	cm	cm	cm	cm
Bust/Chest	cm	cm	cm	cm	cm	cm	cm
Under Bust	cm	cm	cm	cm	cm	cm	cm
Waist	cm	cm	cm	cm	cm	cm	cm
Abdomen	cm	cm	cm	cm	cm	cm	cm
Hips	cm	cm	cm	cm	cm	cm	cm
Under Bust	cm	cm	cm	cm	cm	cm	cm
Thigh L/R	cm	cm	cm	cm	cm	cm	cm
Total lost	cm	cm	cm	cm	cm	cm	cm

