the idealplan™
Quick Start Guide

MEN UNDER 250 lbs

Five-Meal Plan

Breakfast Smoothie
1 scoop IdealShake®
1 serving fruit (see fruit list)
1 Protein B List Serving
1 c. any milk (see milk list)
Or: choose from the recipes in the IdealPlan

Mid-Morning Snack
1 IdealBar®
15 almonds
Or:
1 Protein A List Option
1 Carb B List Option
15 almonds

Lunch Smoothie
1 scoop IdealShake®
1 Carb D List serving
1 Fat C List serving
1 Protein B List serving
1 c. any milk
Or: choose from the recipes in the IdealPlan

Mid-Afternoon Snack
1 Protein B List Serving
1 Carb E List Serving
Optional: 1 IdealBoost™ stick pack
Or: choose from the recipes in the IdealPlan

Dinner:
1 serving any lean meat - 4-6 oz (approx size of palm of hand)
1 Fat D List serving
1 Carb F List serving
Unlimited vegetables*
Or: choose from the recipes in the IdealPlan

Approximate daily calories: 2100

40% carbs	30% proteins	30% fats

Food Lists

Milk Options:
Almond Milk
Soy Milk
Skim Milk
Low fat Milk
Unsweetened Coconut Milk
Coconut Water
Rice Milk

Fruit Servings
1 banana
1 apple
1 orange
1 peach
1 pear
1 mango
2 tangerines
2 apricots
2 kiwis
1 c. berries/cherries/pineapple
1 ½ c. any melon (watermelon, cantaloupe, honeydew, etc)
1 ½ c. grapes
1 c. any fruit juice/veggie juice
Or: Any fruit for approx 100 calories

Carb B List (Snack Ideas):
1 flavored rice cakes
½ c. low sugar cereal (e.g., Plain cheerios, Rice Chex, Wheaties, etc)
1 low fat graham crackers
½ serving Whole Wheat Crackers
½ serving fruit (see fruit list)
½ serving pop chips/baked chips
Or: Any low fat carb for approx 50 calories

UNDER 250 lbs

Carb D List (Shake Add-Ins):

½ c. oats
2 T. chia seeds
1 fruit serving (see fruit list)
4 T. PB2 peanut butter powder
2 T. Honey/Agave/Real Maple Syrup
½ c. Plain Cheerios stirred in (or other low sugar cereal)
1 flavored yogurt
2 low fat graham crackers
Or: Any low fat carb for approx 150 calories

Carb E List (Snack Ideas):

2 flavored rice cakes
1 c. low sugar cereal (e.g., Plain cheerios, Rice Chex, Wheaties, etc)
2 low fat graham crackers
1 serving Whole Wheat Crackers
1 serving fruit
1 slice Whole wheat bread
3 c. Air Popped Popcorn
1 serving Popped/baked chips
Or: Any low fat carb for approx 100 calories

Carb F List (Dinner Options):

¾ c. brown/white rice
¾ c. couscous
¾ c. quinoa
¾ c. whole wheat pasta
1 medium sweet/red/white potato
1 whole wheat tortilla
3 corn tortillas
1 ½ slices Whole Wheat bread
1 ½ servings fruit (see fruit list)
Or: Any low fat carb for approx 150 calories

Protein A Servings (Shake Add-Ins/Snack Options):

½ c. low fat cottage cheese
¾ c. plain fat free Greek yogurt
½ scoop whey protein
1 80-100 calorie flavored Greek yogurt (e.g., Chobani)
¾ c. liquid egg whites (can be added to shakes to make them smooth and creamy)
1 egg (hard boiled are easily transportable)
1 oz beef jerky
3 oz Turkey slices
1 low fat string cheese
1 servings tuna
Or: Any protein for approx 100 calories

Protein B Servings (Shake Add-Ins/Snack Options):

¾ c. low fat cottage cheese
1 c. plain fat free Greek yogurt
1 scoop whey protein
150 calorie flavored Greek yogurt (e.g., Chobani)
1 c. liquid egg whites (can be added to shakes to make them smooth and creamy)
2 eggs (hard boiled are easily transportable)
2 oz beef jerky
5 oz Turkey slices
2 low fat string cheese
1 ½ servings tuna
Or: Any protein for approx 150 calories

Fat C List (Shake Add-Ins):

2 T. peanut butter
¾ avocado
4 T. flax seed
1 ½ T. coconut oil
6 T. coconut flakes
1 ½ oz dark chocolate
Or: Any low sugar fat for approx 200 calories

Fat D List (Dinner Options):

2 oz cheese
2 T. any nuts/seeds/nut butter
½ c. feta cheese
2 T. any oil (coconut, extra virgin olive oil, grapeseed oil, etc)
2 T. any salad dressing
⅔ avocado
Or: Any low sugar fat for approx 200 calories

Freebie Shake Add-Ins:

2 T. Sugar free fat free pudding powder
1 T. Cocoa Powder
Any Extracts - vanilla, coconut, almond, maple, orange, etc
Sugar Free Syrups (e.g., Torani and DaVinci)
¼ t. Crystal Light mix
Any Vegetables (e.g., cucumber, spinach, kale, peppers, tomatoes, carrots, etc)

***Vegetable Cheat Sheet**

Fibrous veggies are allowed with any meal in any amount (e.g., asparagus, broccoli, Brussels sprouts, cabbage, cauliflower, celery, okra, cucumber, eggplant, collard greens, tomato, leek, lettuce, any mushroom, green onion, onion, bell pepper, radish, snow peas, spinach, zucchini, fennel, green beans, pickles).

Carrots, peas and squash are not "free" veggies but can be enjoyed occasionally.

Corn and potatoes are counted as grains/carbs in the meal plan.

*For the complete plan, including recipes and weight loss nutrition tips, refer to the full **IdealPlan** guide.*

The **IdealPlan** *solves all the problems* of weight loss:

Unbelievably simple. The biggest secret to fat loss is eating the right foods, in the right calorie amounts, with the right ratio of proteins, carbs and fats. Don't panic: we've done all of this for you in the IdealPlan.

Tastes delicious. Losing weight doesn't require torturing your taste buds. The IdealPlan is five flavorful meals and snacks every day, including two smooth and yummy IdealShakes to satisfy your sweet tooth.

Keeps you full for hours. Hunger is the enemy of weight loss (and ironically, most diets leave you that way). But with frequent meals and the powerful craving-crusher Slendesta®, you'll never go hungry on the IdealPlan.

Gives you energy. Balanced nutrition spread across five meals a day lets you trade those energy dips (that make you want to reach for a soda and a candy bar) for sustained energy all day long.

More convenient than fast food. It doesn't get quicker than unwrapping an IdealBar or blending up a smoothie with IdealShake! And your other meals and snacks on the Plan can be prepped together just once a week.