



Why choose Jenny Craig For Men?

DID YOU KNOW...

More than half of men in North America are overweight; and men tend to gain most of their weight around their waist, which may lead to metabolic problems such as type 2 diabetes, high blood pressure, and high cholesterol and triglycerides.

What are some benefits of weight loss?

- Weight loss can decrease the risk of some of the leading health risks for men: cardiovascular disease, cancer, high blood pressure and type 2 diabetes.^{1,2}
- Jenny Craig For Men provides a diet high in fiber and promotes physical activity that can help to reduce colon cancer risk.³
- Weight management can help to improve your self-esteem.⁴



Mark G. lost 25 lbs on Jenny Craig!*

Robert M. lost 36 lbs on Jenny Craig!*



HOW DO I GET STARTED?

Call **1-877-Jenny70** to schedule your **FREE consultation** or visit **www.jennycraigformen.com** for more information.

Also, **visit your employer intranet or member website** for your Jenny Craig discount or ask your Jenny Craig representative.

1. Anderson JW, Konz EC. Obesity and disease management: effects of weight loss on comorbid conditions. *Obes Res.* 2001;9:326S-334S.
 2. Vidal J. Updated review on the benefits of weight loss. *Int J Obes.* 2002;26:S25-S28.
 3. Park Y. Dietary fiber intake and risk of colorectal cancer: a pooled analysis of prospective cohort studies. *JAMA.* 2009;294:2849-2857.
 4. Blaine BE, Rodman J, Newman JM. Weight loss treatment and psychological well-being a review and meta-analysis. *J Health Psychology.* 2007;12:66-82.

*Clients following our program, on average, lose 1-2 lbs per week.

Jenny Craig
for Men®



A Comprehensive Approach to Weight Loss

FOOD

Over 80 delicious Jenny's Cuisine® breakfast, lunch, dinner and snack items.

- Portion-controlled, satisfying meals
- Easy to prepare—all you do is pop them in the microwave
- No weighing or counting points
- Choice of menus that best fit your personal tastes and budget
- Enjoy beer or French fries on occasion, without jeopardizing your weight loss progress
- Protein content that meets the needs of men who are physically active and working to build or maintain lean body mass
- Incorporate the Volumetrics® approach, which allows you to fill your plate so you can eat more food, feel fuller and still lose weight
- Provides a range of calorie levels to support the higher calorie needs of men



BODY

Your consultant has a variety of strategies to help you plan activity into your schedule.

- Moderate and safe weight loss of one to two pounds per week promotes primarily fat loss and minimizes the loss of lean muscle mass
- Choose from different types of activity including:
 - natural activity like increasing your daily steps
 - recreational activity like playing sports with your kids or friends
 - planned activity like going for a jog or lifting weights at the gym



MIND

Weekly consultations from a “coach” (a trained weight loss consultant) who understands your challenges and teaches you skills and strategies to enable you to lose and manage your weight.



- Address specific challenges unique to you and your needs
- Combat stress by prioritizing your responsibilities and time
- Free eTools including an Activity Planner and Progress Tracker to help you monitor your success
- Learn strategies to help overcome inner criticism, make weight loss a priority, practice moderation and support change

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