



Diet Designs is a delicious, scientifically proven lifestyle program that provides everything you need to:

- lose weight
 - optimize energy and health
 - slow the aging process
 - satisfy your taste buds
 - transform your eating habits
 - stop the yo-yo diet cycle
- starting today and lasting for life.*

Nationally renowned nutritionist Carrie Wiatt founded Diet Designs more than a decade ago to put her passion for food to work for people who wanted the most out of life. In the process, she revolutionized the model for eating and living well.

Today, Diet Designs is the healthy lifestyle leader among Hollywood's elite and everyone who hungers for fitness and great food. Welcome to Diet Designs, a unique and positive experience of pleasure and personal growth for your whole body and mind.

The Diet Designs Programs

Diet Designs Fresh

A small indulgence for your daily pleasure and busy life.

The original Diet Designs plan delivers fresh, gourmet, personally portioned meals directly to your door. \$145-\$230 per week plus shipping and delivery.

Diet Designs Daily

Bring Hollywood's hottest diet plan home.

Enjoy a streamlined version of the same celebrity program that made Diet Designs famous, at a fraction of the price. \$40 includes program, custom meal plan, recipes, and 4-week support plan.

Diet Designs Personal

A plan that works with your own personality style.

Identify your unique eating personality and match your meals to your individual patterns. \$20.

Three delicious designs, one destination: enlightened living to unleash your personal best. To get there, visit www.DietDesigns.com or call us at (310) 253-9079. Enjoy the taste of a healthy lifestyle today.

Enlightened eating for today...
and for life.



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Diet Designs founder and president Carrie Wiatt is a nutritionist, chef, media personality, and nationally recognized authority on healthy eating and cooking. Known for her celebrity clients, Carrie is author of the acclaimed books Eating By Design and Portion Savvy and has brought her fresh take on self-care public as host of the syndicated television series Living Better with Carrie Wiatt. She is frequently seen in magazines such as People, W, Elle, and Good Housekeeping, and on television shows including the Today show, Extra, E! Entertainment and more. Wiatt holds a Master's degree in Nutrition and Food Science from California State University at Northridge.

The Foundation:

The Food & the Philosophy

Diet Designs offers a dynamic approach to better living that joins the art of dining with the science of nutrition to form a foundation for lifelong health. Founded in 1990, Diet Designs led the evolution toward healthy, high-flavor eating. Today, we take the concept to a new level by targeting the latest scientific research to the tastiest culinary breakthroughs to create personalized plans for fitness and pleasure. Diet Designs is your partner in achieving peak potential.

The Blueprint:

Diet Designs Basics

Every body needs a blueprint, and the Diet Designs plans are based on proven principles of food's biochemical effects and the emotional and sensual experience of eating. The elements of the Diet Designs blueprint include:

- A wide variety of **nutritionally powerful foods** that naturally support optimal health and excite your taste buds every day.
- **Delicious dishes** ranging from comfort food to gourmet cuisine and international adventures, full of flavor but low in fat and calories.
- **Interval eating** in a schedule scientifically designed to stimulate metabolism, stabilize blood sugar, decrease

hunger, control cholesterol, and boost energy, mood, and mental alertness.

- **Portion control**, because calories do count in both losing weight and living longer. We calculate your Personal Energy Equation to calibrate your calories to your body's basal metabolic rate.
- **Proportional balance** to provide the optimal mix of fuel for fat-burning and health. Each custom plan is based on a balance of 50-60% carbohydrate, 20-25% protein, 20-25% fat, and a potent blend of vitamins, minerals, phytochemicals, and antioxidants.
- **Personalized plans**, because no two bodies or tastes are alike. High-stress professionals, pregnant and nursing mothers, athletes, kids, teens, college students, seniors—each have different wants, needs, and schedules.
- **Exercise made easy** with workouts developed to maximize the diet's benefits and motivate your progress.
- **Empowering information** that cuts through the clutter to simplify healthy living. Restaurant and travel guidelines, shopping lists, our leading-edge newsletter and more enlighten your efforts with news you can use now.



Zen Chicken Lettuce Cups, Crispy Corn Cakes with Black Bean Salsa, and Marble Cheesecake Brownies are some of the irresistible flavors featured in Diet Designs menus.

The Results:

The Diet Designs Lifestyle

Our programs are calibrated to provide fast and lasting results. Diet Designs is a lifestyle with lifelong benefits, including:

- **Healthy weight loss and management.** Stop yo-yo dieting forever by balancing your Personal Energy Equation with the food and exercise you like best.
- **Increased energy**, achieved by optimizing metabolism and biochemistry to unlock food's natural fuel for mental and physical vitality.
- **Better health.** Enjoy enhanced immunity, improved mood, and reduced risk of hypertension, heart disease and stroke, diabetes, osteoporosis, and various cancers.
- **Anti-aging**—a daily way to stop the clock and keep your physiological age far behind your calendar years.
- **Inner and outer glow.** By sculpting your body, nourishing skin and hair, enhancing circulation, and building confidence, the Diet Designs programs spark your personal flame and bring your best look to light.
- **A positive relationship with food.** We address the emotional side of eating to make food your friend and every meal a life-affirming pleasure.
- **The maintenance mindset.** Our programs are designed to evolve your eating attitude for a lifetime of fitness. When you reach your weight loss goals, you'll celebrate with a maintenance plan to keep you fit and feed your passion for healthy living...for good.

