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**DON'T YOU JUST LOVE IT WHEN
A PLAN COMES TOGETHER?**

**SO YOU'VE GOT YOUR PLAN.
HERE'S WHAT YOU DO NEXT.**

Go online, ring our free info line, or contact
your local LighterLife mentor. Lose your waist.

LIGHTERLIFEFORMEN.COM

0800 2 988 988

ROI 1800 927 213

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THE SMALL PRINT

LighterLife Total is for men with a body mass index (BMI) of 30 or more – that's at least three stone overweight. Check your BMI at www.lighterlifeformen.com. Total is a clinically monitored programme that complies with national recommendations, including NICE guidelines, on the use of very-low-calorie diets. If your BMI is 25-29.9, go for LighterLife Lite, our low-calorie diet. It works. Find full details on all programmes on our website, www.lighterlifeformen.com.

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THE MAN PLAN

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-  **YOU'RE A MAN.**
 -  **YOU WANT TO LOSE WEIGHT QUICKLY.**
 -  **YOU WANT IT TO LAST.**
 -  **SO HERE'S THE PLAN.**
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LighterLife
for men

SO WHAT'S THE PLAN?

IT'S YOUR BATTLE PLAN FOR
YOUR WAR ON WAIST.

IT'S...

-  **FAST**
-  **SIMPLE**
-  **SAFE**
-  **AND IT LASTS**

IT'S LIGHTERLIFE TOTAL FOR MEN.

Get in touch with us today
and change your life for good.

DESIGNED
SPECIFICALLY
FOR MEN

LIGHTERLIFEFORMEN.COM

WHAT WILL HAPPEN IF YOU DO VERSUS WHAT WILL HAPPEN IF YOU DON'T

SIMPLE.

IF YOU DO...

- You'll swap all your usual food for four Foodpacks a day. And cut out the beers. That's it. No calorie counting, no fuss.
- You'll be motivated, coached and supported in your men-only team. No big girlie groups here.
- You'll change the way you think about food and drink so you make better choices in the future.
- You'll get free, ongoing support for waist management.

IF YOU DON'T...

Nothing will happen. Nothing will change. You'll stay the way you are. A fat man without a plan is just a fat man.



HERE'S HOW THE MAN PLAN WORKS...

1. It's a very-low-calorie diet – just soups, shakes, bars, porridge and chilli. No shopping, cooking, or eating anything else. It doesn't get simpler than that.
2. You get the nutrients you need to stay healthy while you're losing weight.
3. You burn your stored fat for energy. And a side effect of this natural and very effective weight-loss process is that you're less likely to feel hungry.
4. Which means you're more likely to stick to your plan.

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FASTER THAN A SPACE



BEFORE



AFTER



“ Being on Foodpacks was easy. The weight came off week after week. ”

CHRISTIAN

Height: 6' 3"

Start weight: 20 st

Waist loss: 12 inches
46 inches to 34 inches
in 6 months

Maintaining since: 2007

THE MAN PLAN

TEAM SUPPORT

EVERYONE KNOWS FOOTBALL TEAMS PLAY BETTER IN FRONT OF THEIR HOME CROWD.

SUPPORT IS POWERFUL STUFF, AND IT'S NO DIFFERENT IN WEIGHT LOSS.

When you start LighterLife for Men, you join a LighterLife team with a qualified LighterLife mentor to find out why you've put the weight on and work out how to keep it off in the future (let's face it, if it was just about eating less and moving more, you'd have got it sorted yourself by now).

In your team we give you the tools to keep maintaining your waist loss for the rest of your life.

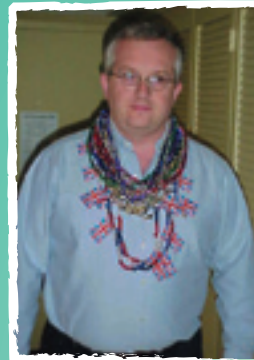
And here's the proof (obviously not in the pudding): since 2007, over 10,000 men in the UK and the Republic of Ireland have kicked their gut into touch with LighterLife for Men.

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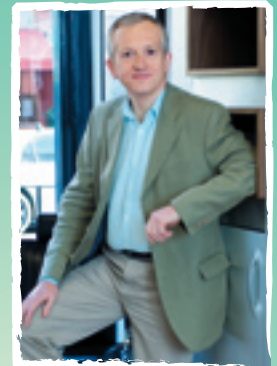
AS SAFE AS



BEFORE



AFTER



“ LighterLife revolutionised my fitness. I started with a walking programme... and in 2009 I did the London Marathon. ”

JIM

Height: 5' 11"

Start weight: 20st 8lb

Waist loss: 8 inches
42 inches to 34 inches
in 5 months

Maintaining since: 2007

THE MAN PLAN