

HP  
HERBAL PLAN

21 DAY

# Shake & Shred Challenge



HERBALIFE  
NUTRITION



# *Welcome To The Herbal Plan 21 Day Shake & Shred Challenge!*

This is a three week plan that has been designed to help you lose weight through diet and exercise.

We've created a healthy meal plan for you to follow using our delicious Herbal Plan shakes and products, alongside healthy meal choices. As well as your healthy eating, we'll be encouraging you to exercise three times a week, and we've put together some amazing workout videos for you to follow.

Plus you'll have access to lots of motivational and informational videos from our in-house nutritionist, Jen. She'll be providing all the advice and guidance you'll need on exercising and losing weight at the same time as meeting all your nutritional needs. You'll also notice tasks throughout the 21 days of this challenge that will help to keep you accountable and motivated to make healthy habits that will last a lifetime.

So, are you ready? Shake & Shred, let's go!

# Challenge Overview

## Technique Focus Week

# WEEK 1

It's week 1, day 1 of your brand new challenge, you've made a huge decision to be here, so you're already doing great!

This week we'll be focused on setting your goals and getting to grips with the right techniques for some of the best exercises you've ever done! Then, each day use our menu planner and calorie guide to eat according to your calorie and weight loss goals that you'll set on day 1.

Starting anything new is daunting, so we're here to support you, every step of the way. You've totally got this! So that you're fully prepared, here's what to expect from this week. We'll do this at the beginning of each week so that you know where you are, and there are no hidden surprises that can overwhelm you and knock you off track.

You'll notice that you have a task every day to complete. These range from watching a video to perfecting an exercise technique so that you get the most from each workout. On three days this week, there will also be an exercise video to follow that will get you moving and used to exercise, whilst helping you to Shake & Shred!

DAY	TOPIC	TASK
1	Goal Setting Workout	Set Your Goals Take Your Measurements Take Progress Photos Set Calorie Goals Create Your Shopping List Get Familiar With The Fitness Tracker <b>Workout Bootcamp 1</b>
2	Deadlift Technique Mindset : It's All About You	Watch Deadlift Video Perfect Deadlifts Watch Mindset Video <b>Rest Day</b>
3	Workout	<b>Workout Bootcamp 2</b>
4	Squat Technique Mindset : It's Your Journey	Watch Squat Video Perfect Squats Watch Mindset Video <b>Rest Day</b>
5	Workout	<b>Workout Bootcamp 3</b>
6	Clean And Press Technique Mindset : Keep It Going	Watch Clean And Press Video Perfect Clean And Press Watch Mindset Video <b>Rest Day</b>
7	Fitness Challenge	Complete Fitness Challenge And Record Results On Your Fitness Tracker

# Challenge Overview

## Technique Focus Week

WEEK 1

Here’s your fitness tracker and a rundown of the exercise you’ll be doing this week. We’ve included space for you to tick off each workout when it’s done and to record how you found it.

### Fitness Tracker

DAY	WORKOUT	Completed ✓	Did you enjoy the workout? (circle)	Rate 1 (easy) to 10 (hard) How challenging was the workout?
1	Bootcamp 1		Y/N	/10
2	REST			
3	Bootcamp 2		Y/N	/10
4	REST			
5	Bootcamp 3		Y/N	/10
6	REST			
7	Fitness Challenge		No. of rounds completed:	

Now, we’ll go into a little more detail on each task day for this week.

**TASK** *Set Your Goals*

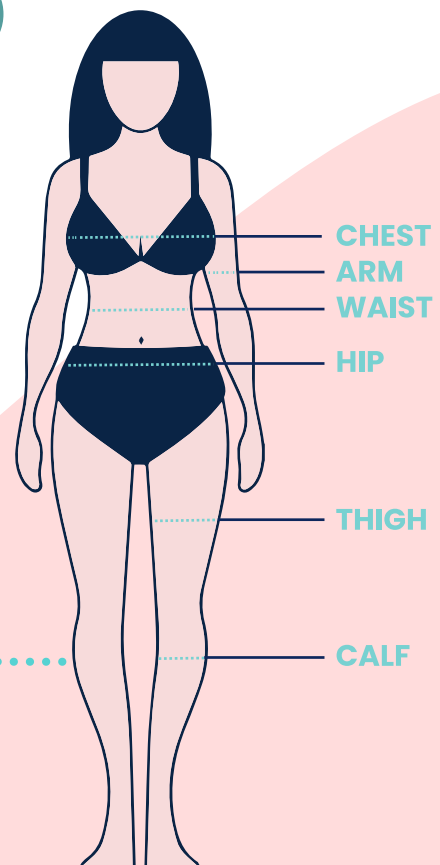
Setting goals is one of the most important first steps on any weight loss plan. Having a goal will help you remain focused and on track and will help to keep you motivated. The idea of a goal isn't something that's vague, such as "I want to lose weight" or isn't achievable, such as "I want to lose a stone in a week".

Having vague or unattainable goals will only do one of two things - throw us off track or make us give up.

Instead, set small, achievable goals that will add up to your main goal. For example, "I want to lose two pounds a week for three weeks". Then, when all your hard work pays off and you meet these goals, you'll be motivated to do more and more!

**TASK** *Take Your Measurements*

Guess what? When trying to lose weight, it's not all about the number on the scales! Yes, this is an important number, but it isn't the be-all and end-all. What's just as important are your measurements. Here's how to take those all-important vital stat measurements.





## TASK *Take Progress Photos*

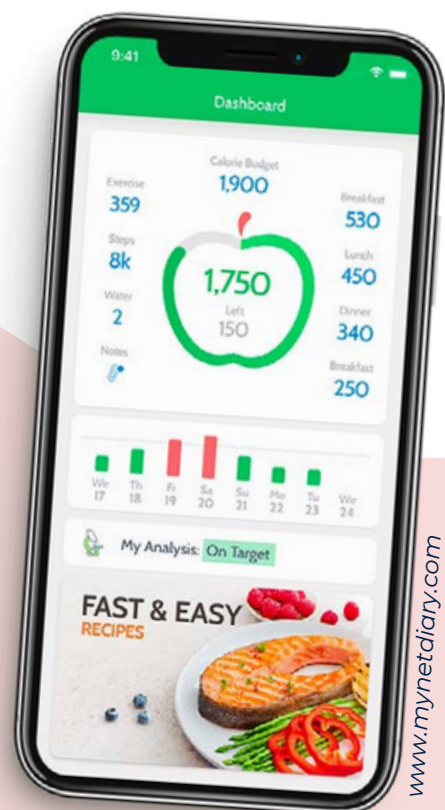
Just as important as measurements is a photograph taken now, that you can use to compare yourself to in three weeks time. Here's how to take your photos, you can keep them to yourself or use them at the end to share your progress and motivate others!



## TASK *Set Calorie Goals*

Weight loss is all about a calorie deficit, that is, burning more calories than you're consuming, so more calories out than calories in.

If your calorie intake is too low, however, it can become unsustainable and you'll begin to feel too hungry and more likely to snack and eat things that you'd rather not. Also, remaining in a calorie deficit for too long is detrimental as you could end up reaching a plateau that will mean weight will become too stubborn to shift. So it's important to reassess your calorie intake every four to six weeks. Here's a handy [calorie calculator](#) that will help you set your calorie intake goals. Once you have been allocated your daily calorie allowance, be sure to click and download your food plan.



## TASK *Create Your Shopping List*

Meal planning, using a shopping list, is your number one secret weapon in weight loss without exercise! Having all the ingredients and shakes you need each week will make you less likely to eat the foods you'd rather avoid. Once you have downloaded your meal plan, check out the [Recipe Page](#) and see what tasty ingredients you need. Then take a look in your fridge and food cupboard, take a couple of 'shelfies' (pics of your shelves and fridge that you can take to the shops to remind you what you already have) and make a list that you'll stick to.

## TASK *Get Familiar With The Fitness Tracker*

Tracking your workouts is really important as it will help see at a glance where you're doing well and where you might need to make some tweaks to improve, such as watching one of the instructional videos to help you perfect a certain technique.

Having the right technique will help you in two ways - it will help you get the most from each exercise and it will help reduce your chances of sustaining an injury that could put you out of action and scupper your weight loss plans.

You'll find your fitness tracker above, make sure you use it!



## *Workout : Bootcamp 1*

You won't need any equipment for this one, just a mat - but it's designed to get you sweaty so keep that water bottle to hand! Don't forget to tick it off on your fitness tracker.



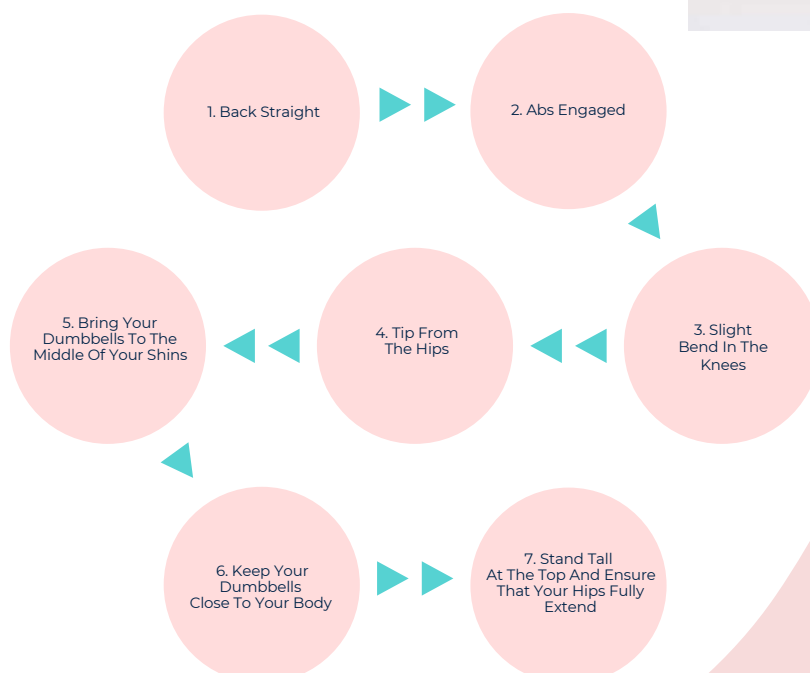
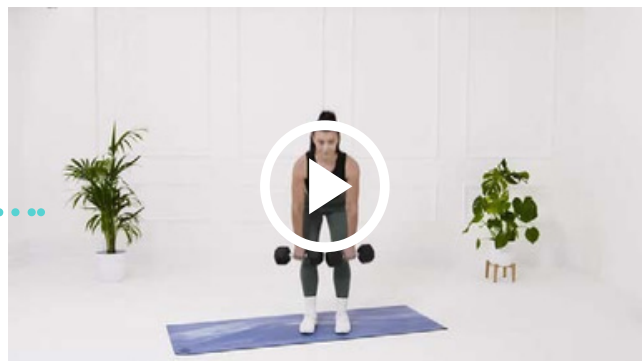
And that's it, day 1, done! It might've felt like quite a lot to take on board today, but we promise, from now on, all your planning is done. All you need to do now is come along with us on the journey of discovery into eating and exercising for weight loss - and Shake & Shred!

## Day 2

### *Deadlift Technique & Mindset : It's All About You*

Good form is everything in exercise and today, you'll be learning how to perfect a deadlift. Watch our video to help you, and then practise either in the mirror or film yourself so you can look back and see how you're doing.

You'll need your dumbbells for this one :





# WEEK 1

## WATCH *It's All About You*

In your mindset video today, Jen is talking about the importance of setting goals and making sure your goals are important to you, no one else.

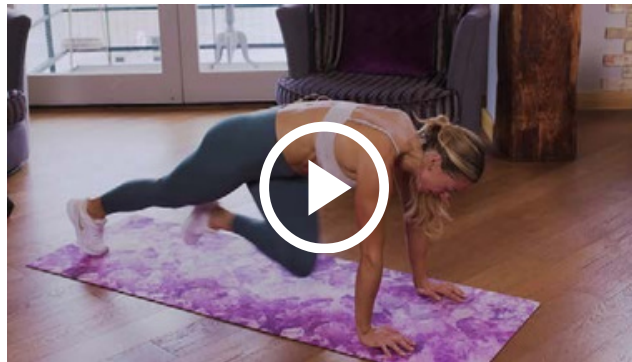


## Day 3



### *Workout : Bootcamp 2*

Today it's the turn of Bootcamp 2. Again you won't need anything but your mat, and a large bottle of water! Don't forget to tick it off on your fitness tracker.

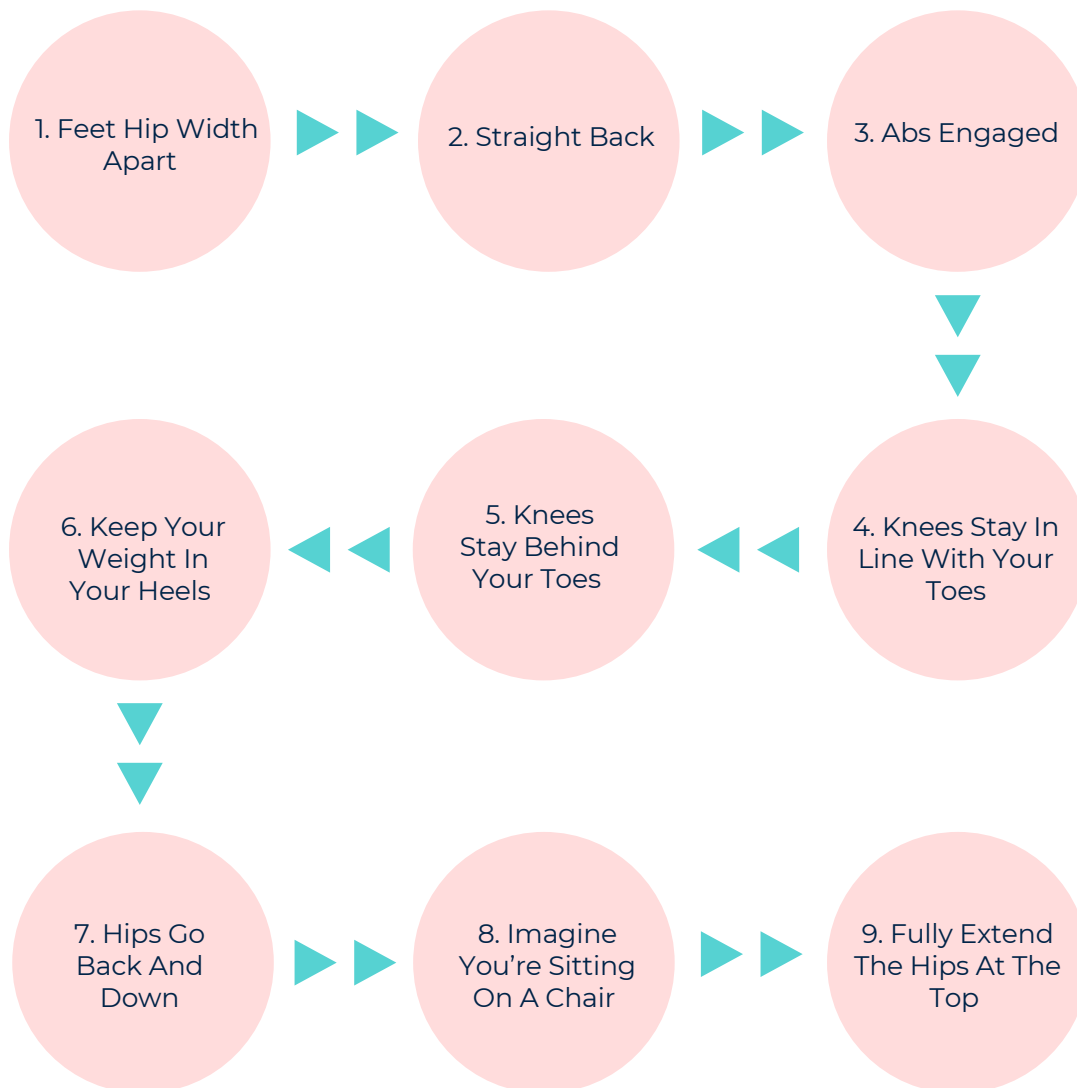


## Day 4

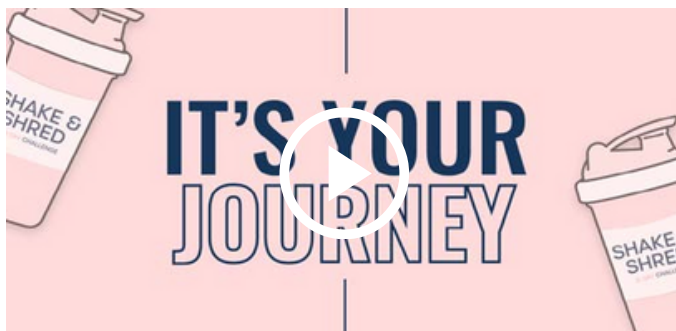
### *Squat Technique & Mindset : It's Your Journey*

Just like you did with perfecting your deadlift technique, today you'll be learning how to perform the perfect squat. Again, practise in the mirror or film yourself - handy for tracking your progress!





## WATCH *It's Your Journey*



In your mindset video today, Jen is on hand to remind you that we all have good and bad days. The trick is to celebrate the good ones and learn from the bad ones. Trust the process and never punish yourself for a bad day.

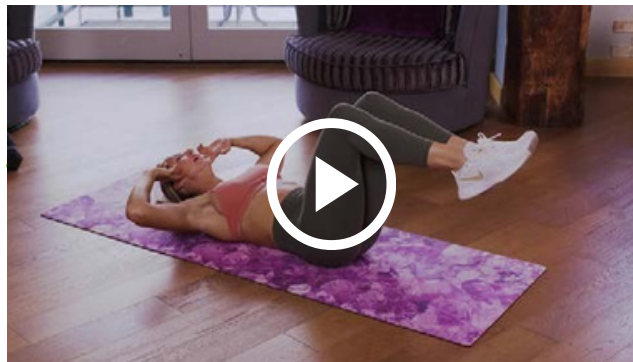
# WEEK 1

## Day 5



### Workout : Bootcamp 3

Today it's the turn of Bootcamp 3. How are you finding them? Like Bootcamps 1 & 2, you won't need anything but your mat, and a large bottle of water! Don't forget to tick it off on your fitness tracker.



## Day 6

### Clean & Press Technique & Mindset : Keep It Going

As we're fans of saying - good form and the right technique when it comes to exercise is the key to getting results. Today, we're talking about the clean and press technique. Again, make the mirror or your camera phone your best friend! You'll need your dumbbells again for this one.

1. Back Straight

2. Abs Engaged

3. Keep Your Dumbbells Close To Your Body

4. Lean Up With Your Elbows

5. Rotate Your Elbows To Bring Them Under Your Dumbbells

6. Extend At The Top But Keep A Slight Bend In Your Elbows

7. Reverse The Move On The Way Down



## TASK *Keep It Going*



In your mindset video today, Jen will be keeping you super motivated by encouraging you to surround yourself with positive, supportive people.

## Day 7 *Fitness Challenge*



It's fitness challenge day! The fitness challenge is here to help you track your progress and see how your health and fitness are improving. Each week we'll ask you to complete the challenge and record it on your fitness tracker.

*Remember, it's your challenge. The only benchmark is you and how you improve week on week, not how you compare to someone else!*

# Challenge Overview

## Benefits Focus Week

## WEEK 2

Welcome to week 2, how did you find week 1? We hope you loved it. How do those muscles feel? Week 2 is all about discovering the benefits of different types of exercise, so here's what you have in store, including your fitness tracker.

DAY	TOPIC	TASK
1	Progress Check In Workout	Retake Your Measurements Retake Progress Photos Fitness Tracker Overview <b>Workout Bootcamp 4</b>
2	Knowledge : Benefits Of Cardio	Watch Video <b>Rest Day</b>
3	Workout	<b>Workout Bootcamp 5</b>
4	Knowledge : Benefits Of Weights	Watch Video <b>Rest</b> Day
5	Workout	<b>Workout Bootcamp 6</b>
6	Knowledge : Benefits Of Core Exercise	Watch Video <b>Rest</b> Day
7	Fitness Challenge	Complete Fitness Challenge And Record Results On Your Fitness Tracker



# Challenge Overview

Benefits Focus Week

WEEK 2

## Fitness Tracker

DAY	WORKOUT	Completed ✓	Did you enjoy the workout? (circle)	Rate 1 (easy) to 10 (hard) How challenging was the workout?
1	Bootcamp 4		Y/N /10	
2	REST			
3	Bootcamp 5		Y/N	/10
4	REST			
5	Bootcamp 6		Y/N	/10
6	REST			
7	Fitness Challenge		No. of rounds completed:	

## Day 1

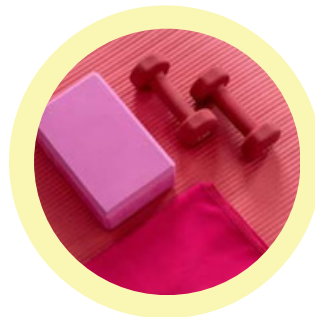
### Progress Check In & Workout

# WEEK 2

How's it going? Do you feel any different? Weight loss is a marathon, not a sprint, and everyone loses weight at different rates, so don't lose hope and don't compare yourself to anyone else! You're doing amazing!

#### TASK *Retake Your Measurements & Progress Photos*

Just as you did last week, take your measurements and photos, as these will be a great record for you to keep on track and motivated! Take a look at your fitness tracker from last week too, to see if there are any improvements you can make this week - or do more of the same awesome work!



#### *Workout : Bootcamp 4*

Today it's the turn of Bootcamp 4 - and you'll need two dumbbells so get ready for a super strength workout! Don't forget to tick it off on your fitness tracker.

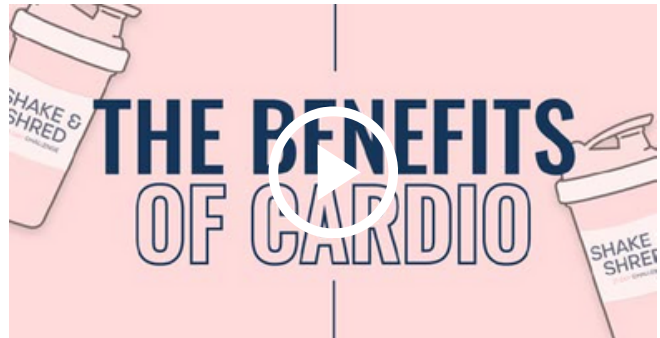


## Day 2

### Knowledge : Benefits Of Cardio

## WEEK 2

Cardio, or aerobic, exercise is exercise that gets your heart and breathing rates going, causing you to feel out of breath (and amazing). Today, Jenny talks about the benefits of cardio exercise, of which there are many!.



## Day 3



### Workout : Bootcamp 5

You won't need any equipment for this cardio based workout, just your usual exercise mat - but it's designed to get you sweaty so keep that water bottle to hand! Don't forget to tick it off on your fitness tracker.



## Day 4

### Knowledge : Benefits Of Weights



Weightlifting won't turn you into a muscle bound bodybuilder - let's make that clear! Weights are not to be feared, instead, they help build muscle and tone, which is what we're here for, right?

*Let Jenny explain more in today's video.*

# WEEK 2

## Day 5



### Workout : Bootcamp 6

Today it's the turn of Bootcamp 6 - and you'll need two dumbbells again, let's feel the burn! Don't forget to tick it off on your fitness tracker.



## Day 6

### Knowledge : Benefits Of Core Exercise



Exercising your core is far more than achieving a six pack, it's about improving posture, helping relieve back pain and preventing injuries.

*Today, Jen explains why a strong core is so beneficial.*

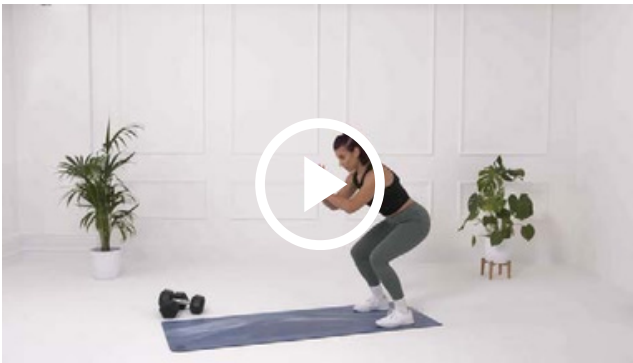


## Day 7 Fitness Challenge

# WEEK 2

It's fitness challenge day again! The fitness challenge is here to help you track your progress and see how your health and fitness are improving. If you've improved, then well done! If you haven't seen any changes, that's ok. We all progress at different rates and in different ways, so trust the process.

*Remember*, it's your challenge. The only benchmark is you and how you improve week on week, not how you compare to someone else! Don't forget to record your results on the fitness tracker.





# Challenge Overview

## Fitting Fitness Into Your Lifestyle Week

## WEEK 3

Welcome to week 3, how did you find week 2? Are you starting to notice any changes? Do you feel any fitter? Week 3 is all about fitting fitness into your lifestyle, so here's what you have in store, including your fitness tracker.

DAY	TOPIC	TASK
1	Progress Check In Workout	Retake Your Measurements Retake Progress Photos Fitness Tracker Overview <b>Workout Bootcamp 4</b>
2	Knowledge & Mindset : How To Make Time For Fitness	Watch Video <b>Rest Day</b>
3	Workout	<b>Workout Bootcamp 5</b>
4	Knowledge & Mindset : Being More Active In Your Daily Life	Watch Video <b>Rest Day</b>
5	Workout	<b>Workout Bootcamp 6</b>
6	Knowledge & Mindset : The Importance Of Progression And Variety	Watch Video <b>Rest Day</b>
7	Fitness Challenge Final Progress Check In	Complete Fitness Challenge And Record Results On Your Fitness Tracker Retake Your Measurements Retake Progress Photos

# Challenge Overview

Fitting Fitness Into Your Lifestyle Week

WEEK 3

Fitness Tracker

DAY	WORKOUT	Completed ✓	Did you enjoy the workout? (circle)	Rate 1 (easy) to 10 (hard) How challenging was the workout?
1	Bootcamp 4		Y/N /10	
2	REST			
3	Bootcamp 5		Y/N	/10
4	REST			
5	Bootcamp 6		Y/N	/10
6	REST			
7	Fitness Challenge		No. of rounds completed:	

# Day 1

## Progress Check In & Workout

# WEEK 3

How's it going? Do you feel any different? Weight loss is a marathon, not a sprint, and everyone loses weight at different rates, so don't lose hope and don't compare yourself to anyone else! You're doing amazing!

### TASK *Retake Your Measurements & Progress Photos*

Just as you did last week, take your measurements and photos, as these will be a great record for you to keep on track and motivated! Take a look at your fitness tracker from last week too, to see if there are any improvements you can make this week - or do more of the same awesome work!



### *Workout : Bootcamp 4*

You might recognise this Bootcamp from last week - you'll be completing the same workouts as last week, to help you perfect your techniques. You'll need two dumbbells so get ready for a super strength workout! Don't forget to tick it off on your fitness tracker.



## Day 2

### Knowledge & Mindset : How To Make Time For Fitness

# WEEK 3



A busy life, family commitments, a demanding job, people to look after - it all means that it can be so hard to make time for ourselves, least of all for fitness. We totally get that. But it's not impossible.

*Let Jenny explain how in today's video.*

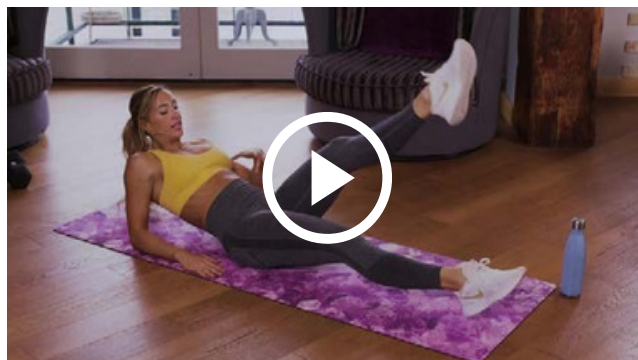


## Day 3



### Workout : Bootcamp 5

Today it's the turn of Bootcamp 5 again - You won't need any equipment for this cardio based workout, just your usual exercise mat - but it's designed to get you sweaty so keep that water bottle to hand! Don't forget to tick it off on your fitness tracker.

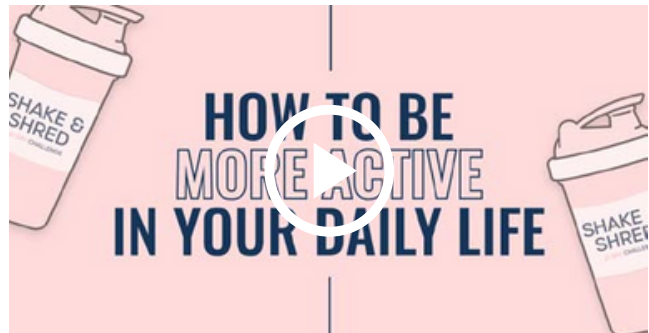


## Day 4

### Knowledge & Mindset : Being More Active In Your Daily Life

Adding more movement into your day really can make a difference to your health, fitness and weight loss journey.

*In today's video, Jen shares her top tips for adding more activity into your day.*



## Day 5



### Workout : Bootcamp 6

Today it's the return of Bootcamp 6 - and you'll need two dumbbells again, let's feel the burn! Don't forget to tick it off on your fitness tracker.



## Day 6

### Knowledge & Mindset : The Importance Of Progression & Variety

Exercise is all about getting stronger and mixing things up so that you don't get bored and you're continually challenging yourself - that's how you really get results. In today's video Jen explains why continually progressing your workouts and adding variety is so important.





## Day 7 Fitness Challenge & Final Progress Check In

# WEEK 3

You've done it, you awesome human being - you've reached the end of your 21 day Shake & Shred Challenge!

It's the fitness challenge day! The fitness challenge is here to help you track your progress and see how your health and fitness are improving. If you've improved, then well done! If you haven't seen any changes, that's ok. We all progress at different rates and in different ways, so trust the process.

**Remember**, it's your challenge - the only benchmark is you and how you improve week on week, not how you compare to someone else! Don't forget to record your results on the fitness tracker.



Now it's time to take your final measurements and progress photos. How did you do? Don't forget, just because the challenge has come to an end, it doesn't mean that you'll slip back into your old ways.

Take everything you've learned and turn it into your new, healthy lifestyle. We know you're going to feel great!

