

HP
HERBAL PLAN

21 DAY

Shake, Burn & Tone Challenge





Welcome To The Herbal Plan 21 Day Shake, Burn & Tone 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.

There's also an optional fourth workout each week and all workouts have an emphasis on resistance exercise that helps to improve muscle tone.

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 come on Shake, Burn & Tone, let's make a start!

Challenge Overview

Weight Training Explained Focus Week

WEEK 1

It's week 1, day 1 of your brand new challenge - you've already taken the first step on your journey to health and fitness, so go you! This week we'll be focused on setting your goals and learning what great things weight training can do for you. 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 performing a strength challenge to help you track your progress. We'll also be encouraging you to hit a step count target of 10,000 steps.

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, Burn & Tone! You then have the option to exercise on a fourth day, too.

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 Aim For 10,000 Steps Workout Upper & Lower Workout 1
2	Strength Challenge 1 : Squats Knowledge & Mindset : What Happens When You Lift Weights	Complete Strength Challenge : Squats Watch Mindset Video Aim For 10,000 Steps
3	Workout	Workout Cardio & Core 1 Aim For 10,000 Steps
4	Strength Challenge 2 : Push Ups Knowledge/Mindset : The Benefits Of Strength Training	Watch Mindset Video Aim For 10,000 Steps
5	Workout	Workout Resistance Upper & Lower 1 Aim For 10,000 Steps
6	Workout (Optional) Knowledge & Mindset : What To Eat When Weight Training	Workout Cardio & Core 1 (Optional) Watch Mindset Video Aim For 10,000 Steps
7	Fitness Challenge	Complete Fitness Challenge And Record Results On Your Fitness Tracker Aim For 10,000 Steps Or Go For A Jog, Bike Ride Or Swim

Challenge Overview

Weight Training Explained 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	Upper & Lower Workout 1		Y/N	N/A
2	Squats Challenge		No. of reps completed =	
3	Cardio & Core Workout 1		Y/N	/10
4	Push Ups Challenge		No. of reps completed =	
5	Upper & Lower Workout 1		Y/N	/10
6	Cardio & Core Workout 1 (optional)		No. of reps completed =	
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.

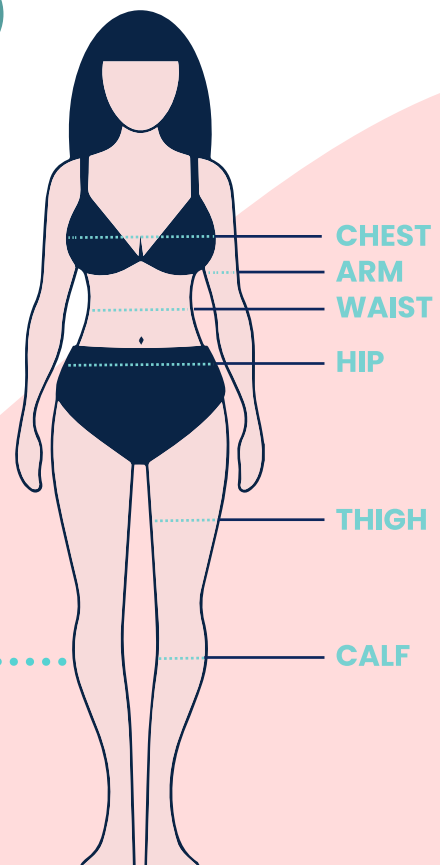
Instead, set small, achievable goals that will add up to your main goal. For example, "I want to lose two pounds a week for three weeks". Then, when all your hard work pays off and you meet these goals, you'll be motivated to do more and more!

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*

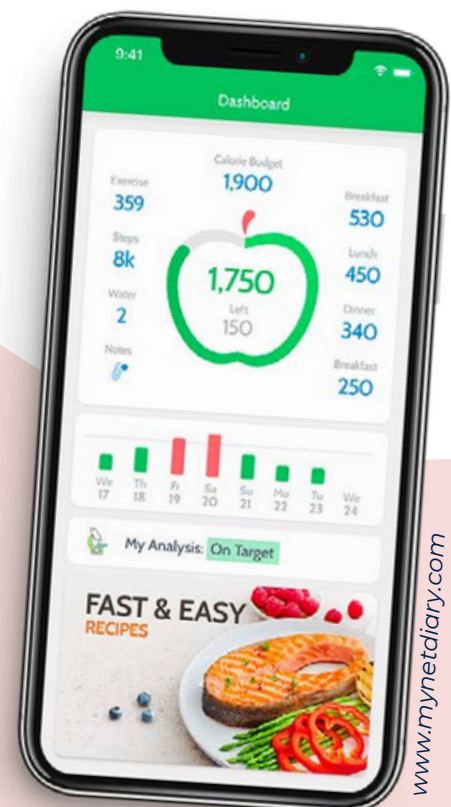
Just as important as measurements is a photograph taken now, that you can use to compare yourself to in three weeks time. Here's how to take your photos, you can keep them to yourself or use them at the end to share your progress and motivate others!



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



Workout : Upper & Lower Workout 1

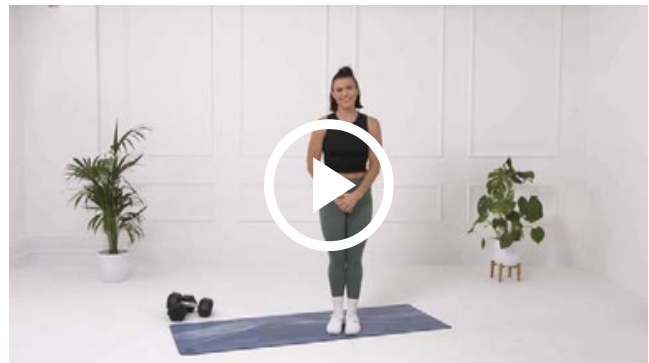
You'll need dumbbells for this one and it's designed to get you sweaty so keep that water bottle to hand! Don't forget to tick it off on your fitness tracker. Also aim to complete 10,000 steps today.



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, Burn & Tone!

Day 2 Squat Challenge

The idea of our strength challenges is to help track the progress of the endurance in your upper and lower body. Today it's all about the lower body and squats, so watch the video to complete the challenge and don't forget to record your results in your fitness tracker. Also aim to complete 10,000 steps today.



Knowledge & Mindset : What Happens When We Lift Weights

When we lift weights, there are lots of processes going on within our muscles that help to make them leaner and stronger.

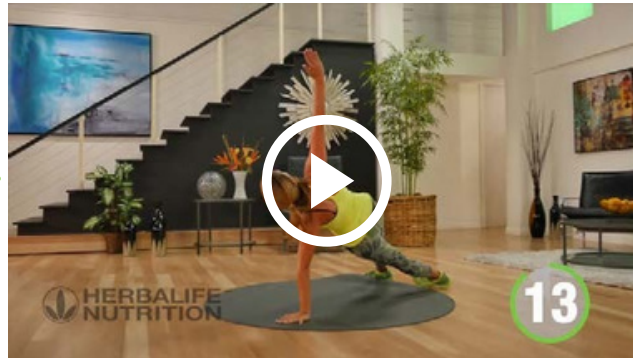
Today, Jenny explains exactly what happens to our bodies when we lift weights.





Workout : Cardio & Core Workout 1

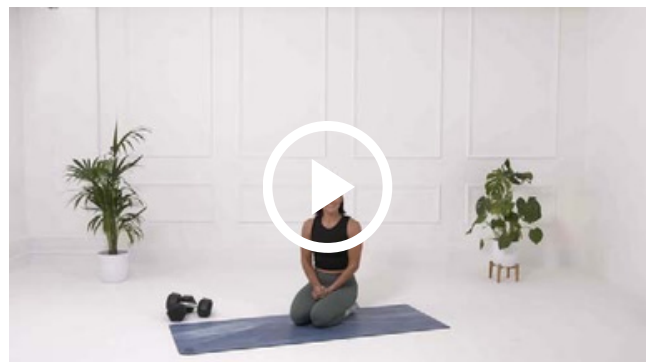
Today it's the turn of Cardio & Core Workout 1 - get ready for it, it's a sweaty one! Don't forget to tick it off on your fitness tracker. Also, aim for 10,000 steps today.



Day 4

Push Up Challenge

The idea of our strength challenges is to help track the progress of the endurance in your upper and lower body. Today it's all about the upper body and push ups, so watch the video to complete the challenge and don't forget to record your results in your fitness tracker. Also aim to complete 10,000 steps today.



Knowledge & Mindset : The Benefits Of Strength Training



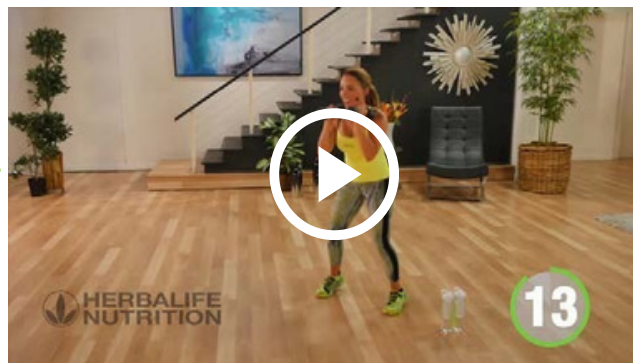
Strength training helps us to build muscle as well as burn fat and improve so many areas of our fitness.

Let Jenny explain more in today's video!



Workout : Resistance Upper & Lower 1

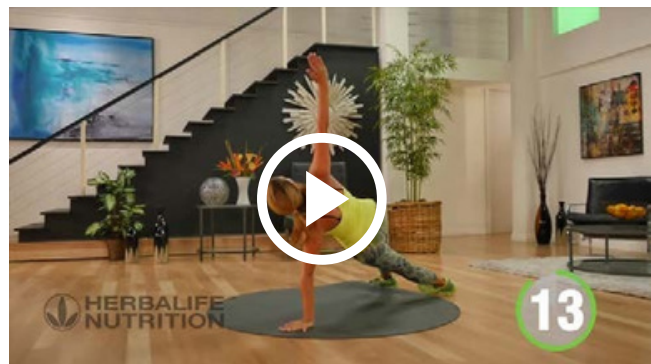
Today it's the turn of Resistance Upper & Lower Workout 1 - don't forget your bottle of water, you'll need it! Also, don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.



Day 6

Optional Workout : Cardio & Core

Today you can choose to rest and reflect on all you've done this week, or to complete the workout from day 3 again. If you do work out, don't forget to record it in your fitness tracker. Either way, aim to complete 10,000 steps today.



Knowledge & Mindset : What To Eat When Weight Training



Today, Jenny talks about the importance of eating the right foods and making the right choices when we're weight training.



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, both in terms of your full body strength and endurance and your cardiovascular endurance.

Each week we'll ask you to complete the challenge and record it on your fitness tracker. Also, aim for 10,000 steps today or go for a jog, bike ride or swim.

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

Weights & Progression Focus Week

WEEK 2

Welcome to week 2, how did you find week 1? We hope you loved it. How do those muscles feel? It feels good to be using them so much, doesn't it?

Week 2 is all about using weights to progress your training, 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 Aim For 10,000 Steps Workout Resistance Upper & Lower 2
2	Strength Challenge 1 : Squats Knowledge & Mindset: How To Add Intensity	Complete Strength Challenge: Squats Watch Mindset Video Aim For 10,000 Steps
3	Workout	Workout Cardio & Core 2 Aim For 10,000 Steps
4	Strength Challenge 2: Push Ups / Knowledge & Mindset: Equipment	Complete Strength Challenge: Push Ups Watch Mindset Video Aim For 10,000 Steps
5	Workout	Workout Resistance Upper & Lower 2 Aim For 10,000 Steps
6	Workout (Optional) Knowledge & Mindset: The Importance Of Progressive Overload	Workout Cardio & Core 2 (Optional) Watch Mindset Video Aim For 10,000 Steps
7	Fitness Challenge	Complete Fitness Challenge And Record Results On Your Fitness Tracker Aim For 10,000 Steps Or Go For A Jog, Bike Ride Or Swim

Challenge Overview

Weights & Progression 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	Upper & Lower Workout 2		Y/N	/10
2	Squats Challenge			
3	Cardio & Core Workout 2		Y/N	/10
4	Push Ups Challenge			
5	Upper & Lower Workout 2		Y/N	/10
6	Cardio & Core Workout 2 (optional)		Y/N	/10
7	Fitness Challenge		No. of rounds completed:	

Day 1

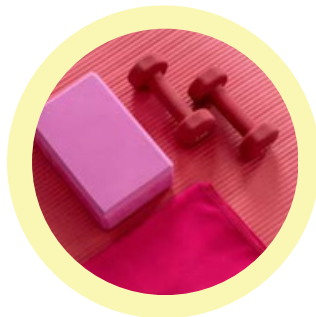
Progress Check In & Workout

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!

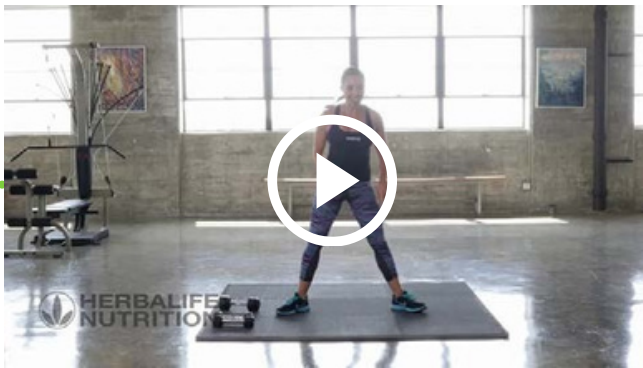
TASK *Retake Your Measurements & Progress Photos*

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 : Resistance Upper & Lower 2

We've got another sweaty one for you today, so keep that water bottle to hand! Don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.



Day 2 Squat Challenge

The idea of our strength challenges is to help track the progress of the endurance in your upper and lower body. Today it's all about the lower body and squats again, so just like last week, watch the video to complete the challenge and don't forget to record your results in your fitness tracker. Also aim to complete 10,000 steps today.



Knowledge & Mindset : How To Add Intensity



When we train with weights, it's important to gradually increase the intensity, so that we're always challenging ourselves.

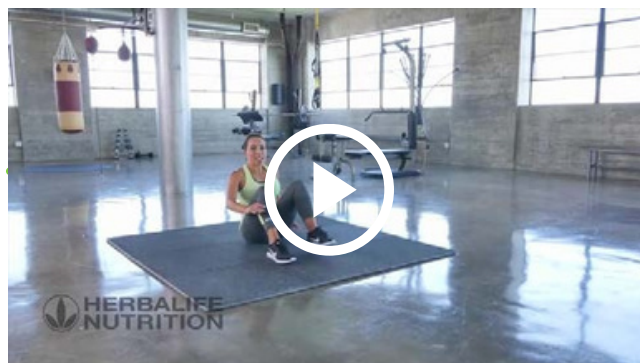
Today in her video, Jenny explains how to do this effectively and safely.

Day 3



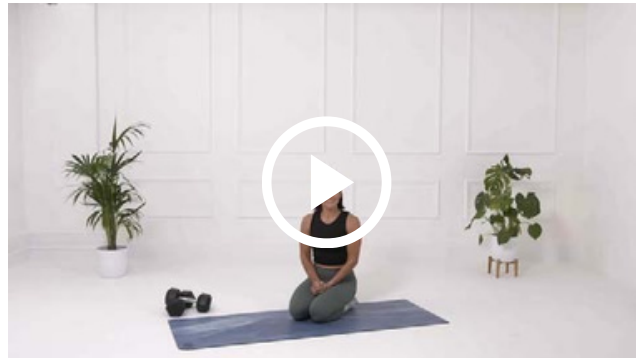
Workout : Cardio & Core Workout 2

Today it's the turn of Cardio & Core Workout 2 - get ready for it, it's a sweaty one, even sweatier than last week! Don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.



Day 4 Push Up Challenge

The idea of our strength challenges is to help track the progress of the endurance in your upper and lower body. Today it's all about the upper body and push ups again, so just like last week, watch the video to complete the challenge and don't forget to record your results in your fitness tracker. Also aim to complete 10,000 steps today.



Knowledge & Mindset : Equipment

Equipment such as dumbbells and other weights are a pivotal part of any strength training routine, but they can be daunting.

*Let Jenny put your mind at rest
and explain more in today's video!*



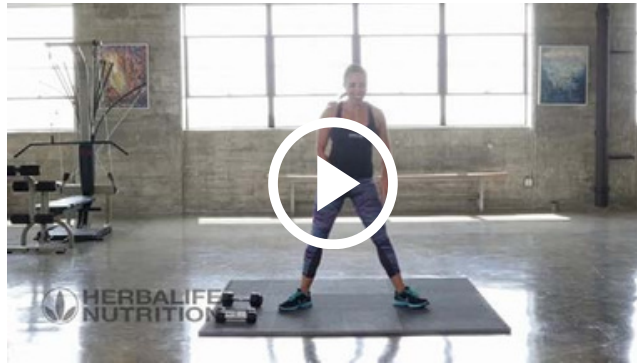
Day 5

WEEK 2



Workout : Resistance Upper & Lower 2

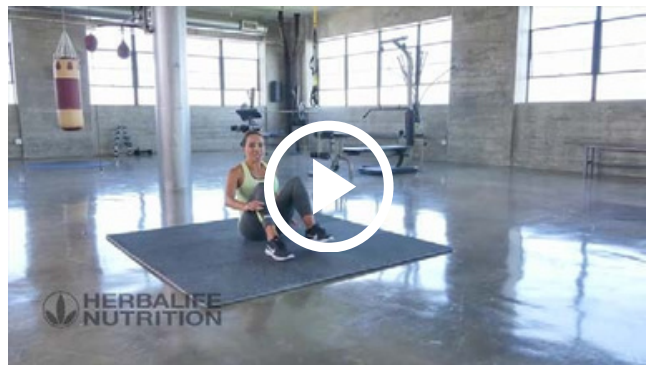
Today it's the turn of Resistance Upper & Lower Workout 2 - don't forget your bottle of water, you'll need it! Also, don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.



Day 6

Optional Workout : Cardio & Core

Today you can choose to rest and reflect on all you've done this week, or to complete the workout from day 3 again. If you do work out, don't forget to record it in your fitness tracker. Either way, aim to complete 10,000 steps today.



Knowledge & Mindset : The Importance Of Progressive Overload

Today, Jenny talks about the importance of progressive overload. Unsure what that is, we'll hand over to Jenny for the full lowdown!



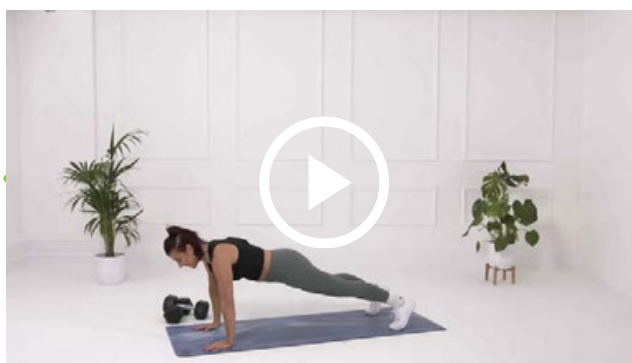


Fitness Challenge

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, both in terms of your full body strength and endurance and your cardiovascular endurance.

Each week we'll ask you to complete the challenge and record it on your fitness tracker. Also, aim for 10,000 steps today or go for a jog, bike ride or swim.

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

How to Prevent Injury & Sore Muscles Focus 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 preventing injury, so here's what you have in store, including your fitness tracker.

DAY	TOPIC	TASK
1	Progress Check In	Retake Your Measurements Retake Progress Photos Fitness Tracker Overview Aim For 10,000 Steps Workout Resistance Upper & Lower 2
2	Strength Challenge 1 : Squats Knowledge & Mindset : How To Deal With Sore Muscles (Doms)	Complete Strength Challenge : Squats Watch Mindset Video Aim For 10,000 Steps
3	Workout	Workout Cardio & Core 2 Aim For 10,000 Steps
4	Strength Challenge 2 : Push Ups Knowledge & Mindset : The Importance Of Rest And Recovery	Complete Strength Challenge : Push Ups Watch Mindset Video Aim For 10,000 Steps
5	Workout	Workout Resistance Upper & Lower 2 Aim For 10,000 Steps
6	Workout (Optional) Knowledge & Mindset : The Importance Of Flexibility	Workout Cardio & Core 2 (Optional) Watch Mindset Video Aim For 10,000 Steps
7	Fitness Challenge Final Progress Check In	Complete Fitness Challenge And Record Results On Your Fitness Tracker Retake Your Measurements Retake Progress Photos Aim For 10,000 Steps Or Go For A Jog, Bike Ride Or Swim

Challenge Overview

How to Prevent Injury & Sore Muscles Focus 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	Upper & Lower Workout 2			
2	Squats Challenge		No. of reps completed =	
3	Cardio & Core Workout 2		Y/N	/10
4	Push Ups Challenge		No. of reps completed =	
5	Upper & Lower Workout 2		Y/N	/10
6	Cardio & Core Workout 2 (optional)		Y/N	/10
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!



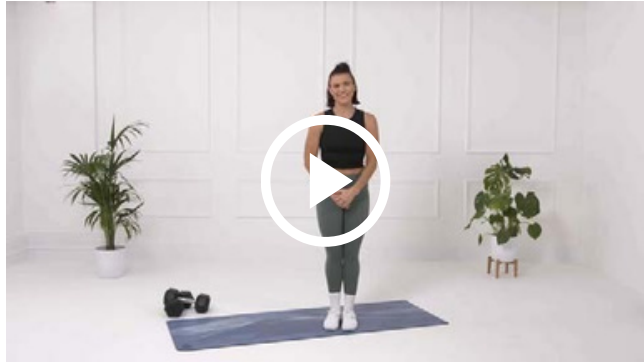
Workout : Resistance Upper & Lower 2

We've got another sweaty one for you today, so keep that water bottle to hand! Don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.



Day 2 Squats Challenge

The idea of our strength challenges is to help track the progress of the endurance in your upper and lower body. Today it's all about the lower body and squats again, so just like last week, watch the video to complete the challenge and don't forget to record your results in your fitness tracker. Have you noticed any progress? Also aim to complete 10,000 steps today.



Knowledge & Mindset: *How to Deal with sore muscles (DOMS)*

How do your muscles feel? If they're aching and sore, that's a completely normal response to exercise and it's called DOMS, or delayed onset muscle soreness.

In today's video, Jenny explains why we get DOMS and how we can manage it.

Day 3



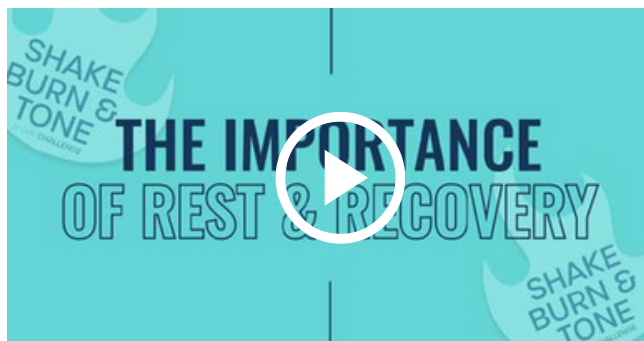
Workout : Cardio & Core Workout 2

Today it's the turn of Cardio & Core Workout 2 - and as you'll know from last week, it's a sweaty one! Don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.



Day 4 Press Up Challenge

The idea of our strength challenges is to help track the progress of the endurance in your upper and lower body. Today it's all about the upper body and push ups again, so just like last week, watch the video to complete the challenge and don't forget to record your results in your fitness tracker. Have you noticed any changes? Also aim to complete 10,000 steps today.



Today in her video, Jenny explains why rest days are so important.

Knowledge & Mindset: The importance of rest & Recovery

Rest days are just as important as training days when we're following a diet and exercise plan. They allow our muscles to recover and repair, helping to build lean muscle mass.

Day 5



Workout : Resistance Upper & Lower 2

Today it's the turn of Resistance Upper & Lower Workout 2 again, will you find it any different to last week? Don't forget your bottle of water, you'll need it! Also, don't forget to tick it off on your fitness tracker and aim for 10,000 steps today.

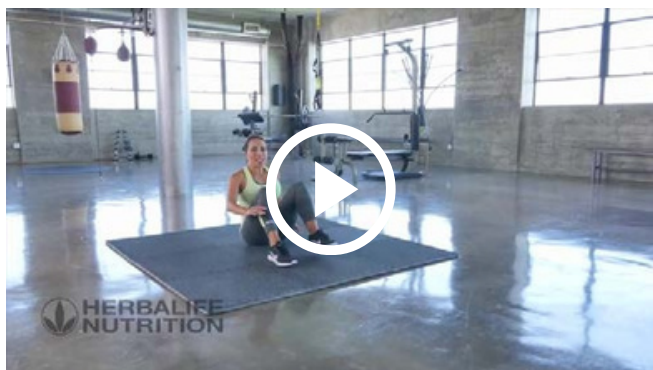


Day 6

Optional Workout : Cardio & Core 2

WEEK 3

Today you can choose to rest and reflect on all you've done this week, or to complete the workout from day 3 again. If you do work out, don't forget to record it in your fitness tracker. Either way, aim to complete 10,000 steps today.



Knowledge & Mindset : The Importance Of Flexibility

Flexibility and stretching are another important part of an exercise routine as having more flexibility helps to protect us from injury.

Find out more reasons why stretching is so vital by watching Jen's video today.





Fitness Challenge

It's the final fitness challenge, and you've reached the end of your 21 day plan! The fitness challenge is here to help you track your progress and see how your health and fitness are improving, both in terms of your full body strength and endurance and your cardiovascular endurance. Look back over the 3 weeks, have you increased your number? Or maybe you haven't increased the number but your technique has improved or you found the challenge easier today than you did in week 1? Just be sure to celebrate any success!

Also, aim for 10,000 steps today or go for a jog, bike ride or swim.

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



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!

