

HP

HERBAL PLAN

21 DAY

Shake It Off Challenge





Welcome To The Herbal Plan 21 Day Shake It Off Challenge!

This is a three week plan that has been designed to help you lose weight through diet alone with no exercise.

We've created a healthy meal plan using our delicious Herbal Plan shakes and products, alongside healthy meal choices, 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 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? Let's go!

Challenge Overview

New Food Focus Week

WEEK 1

So here it is, week 1, day 1. This week we'll be focused on setting your goals and trying new foods. 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.

We know you've got this! Starting anything new is daunting, so we're here to support you, every step of the way.

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's no hidden surprises that can overwhelm you and knock you off track.

You'll notice that you have a task every day, except on the motivation days. On your two motivation days this week, you don't have to do anything new, just reflect on what you've learned so far, focus on your meals for the day, and how you can incorporate all this fantastic new knowledge into your everyday life.

DAY	TOPIC	TASK
1	Goal Setting	Set Your Goals Take Your Measurements Take Progress Photos Set Calorie Goals Create Your Shopping List
2	Variety Is Key : Veggies	Try A New Vegetable
3	Variety Is Key : Fruit	Try A New Fruit
4	Motivation	Reflect And Focus
5	Variety Is Key : Protein	Try A New Source Of Protein
6	Variety Is Key : Carbs	Try A New Source Of Carbohydrate
7	Motivation	Reflect & Focus

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 "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".

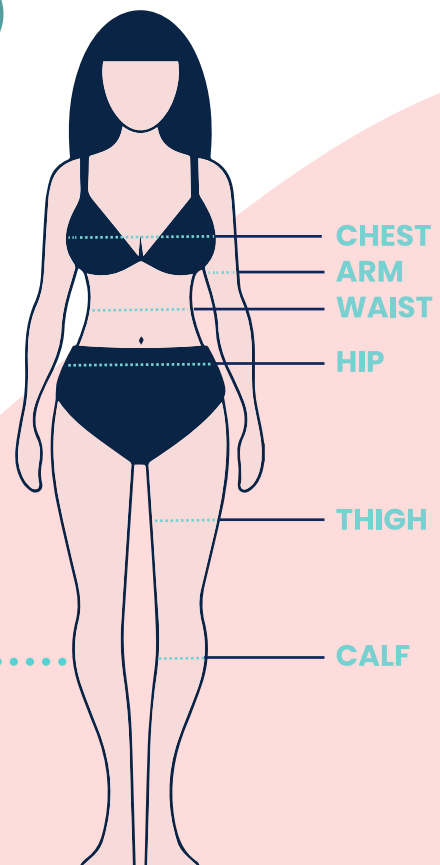
Then, when all your hard work pays off and you meet these goals, you'll be motivated to do more and more!

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*

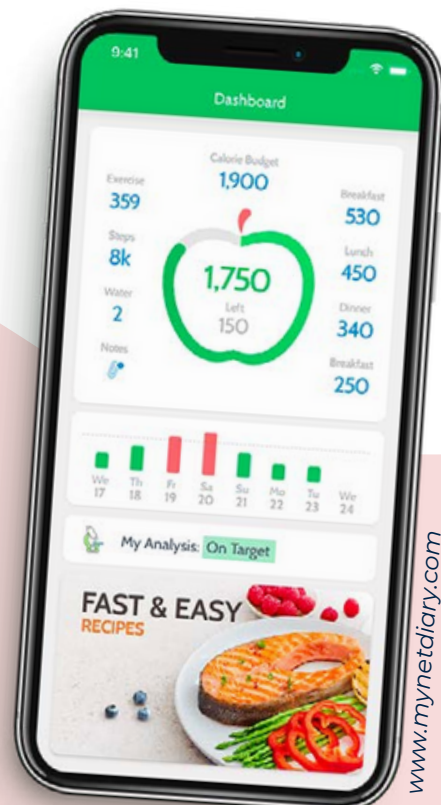
Just as important as measurements is a photograph taken now, that you can use to compare yourself to in three weeks time. Here's how to take your photos, you can keep them to yourself or use them at the end to share your progress and motivate others!



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.



www.mynetdiary.com

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.

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 for weight loss - and Shake it Off!

Day 2 *Variety Is Key : Veggies*

Vegetables come in all different shapes and sizes as well as colours - and it's the colours that are important. Eating the rainbow means eating a variety of differently coloured vegetables, from orange sweet potatoes and green peas to yellow peppers and purple aubergines.

Vegetables are packed with vitamins and minerals that each contribute to our overall health and wellbeing, as well as compounds called antioxidants. Each different colour vegetable contains different compounds called flavonoids that provide different antioxidants.

Antioxidants help to protect the immune system, that in turn helps to prevent us catching bugs and becoming ill. Vegetables are also rich in belly-filling fibre that keeps us full, at the same time as being low in calories. The fuller we are by consuming fewer calories, the easier it will become to lose weight.

TASK *Try A New Vegetable*

What will you try today? An avocado and cheese pitta perhaps?
A side of kale? Or maybe some sweetcorn fritters?

Day 3

Variety Is Key : Fruit

WEEK 1

Like veggies, fruits are nutrient dense and low in calories. They provide a wide range of different vitamins, minerals and antioxidants, as well as fibre. Fruits can also help to satisfy a sweet craving and make the ideal snack.

TASK *Try A New Fruit*

What will it be today? A tasty plum? Or perhaps an apple with peanut butter (a tasty combo!)



Day 4

Motivation

So far this week you've learned how to set goals and why fruits and vegetables are so healthy and important for weight loss.

Today, reflect and focus on what you've learned and what new fruits and vegetables you're going to add to your diet for the rest of the week. You've taken on board so much, give yourself a massive congratulations!

Day 5

Variety Is Key : Protein

WEEK 1

Protein is one of the macronutrients, along with carbs and fats. Macronutrients provide calories and energy - in the case of protein, 1g provides 4 calories. Protein provides slow release energy that keeps us fuller for longer, so it's a good idea to make each meal protein rich.

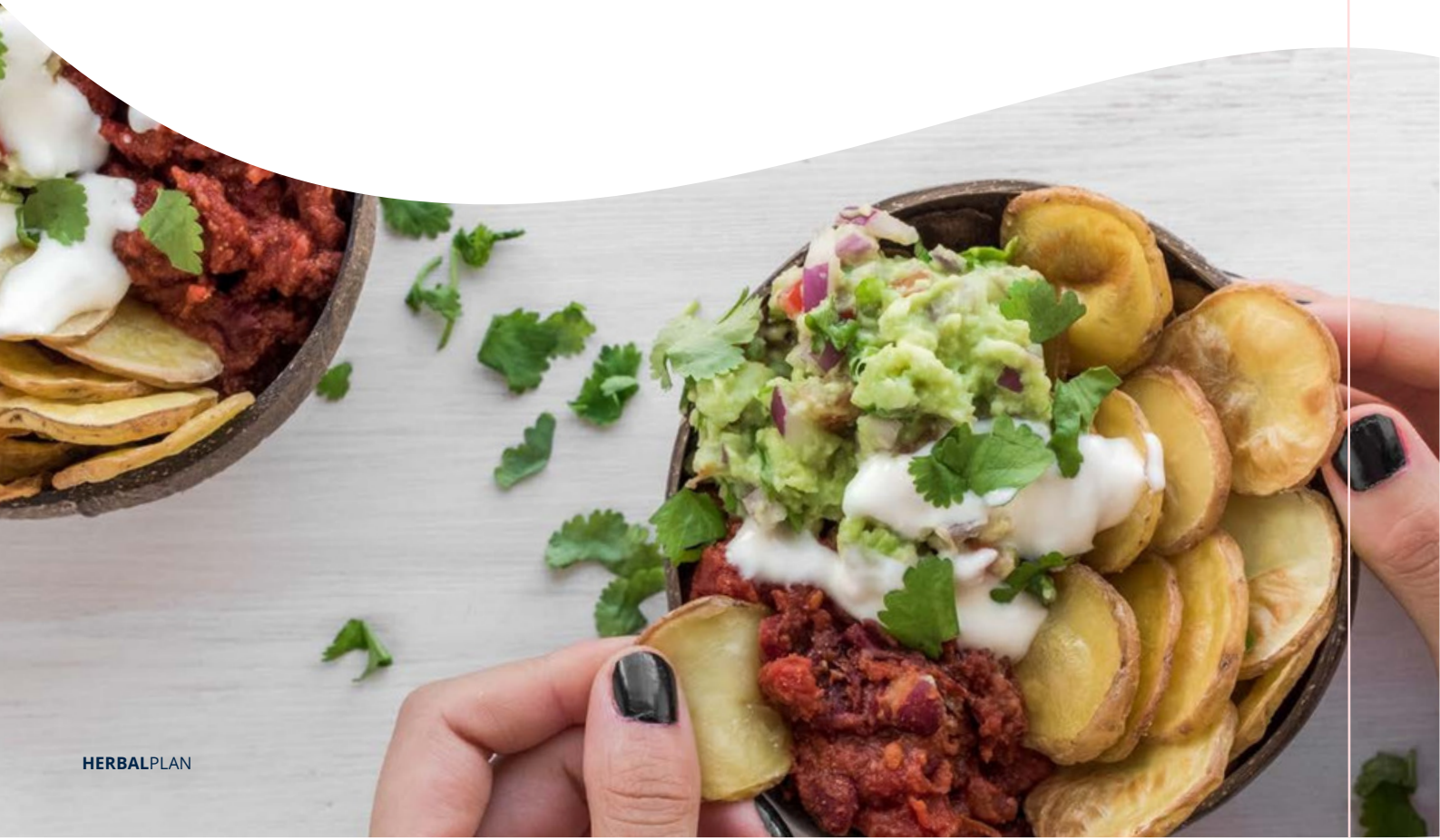
Most animal products, such as meat, fish, eggs and dairy, provide protein, but in terms of weight loss, some are better than others. Red and processed meats and full fat dairy products also provide a lot of saturated fats. So it's better to stick to lean meat such as chicken and turkey breast, as well as fish, eggs, and low fat dairy.

It's also entirely possible to get all of your protein needs from plant-based foods. Excellent plant-based protein rich foods include soya (including tofu), beans, pulses, lentils, chickpeas, quinoa, nuts and seeds.

Eating a protein rich diet will help to provide energy and keep you full - which will ultimately help you lose weight.

TASK *Try A New Source Of Protein*

Will you try a jacket potato with hummus today? Or perhaps a cod steak?



WEEK 1



Day 6 Variety Is Key : Carbs

Like protein, carbohydrate is a macronutrient that provides energy and calories. All carbs are broken down into sugars during digestion, flooding the blood with sugar. This provides a great energy rush, but the problem is, we'll soon crash and crave more sugar.

But the good news is - not all carbs are bad for us. Choose slow release carbs in brown bread, pasta and rice over the white versions, and your blood sugar levels will be kept much more stable, and you'll be less likely to have a sweet craving.

TASK *Try a new source of carbohydrate*

- Sweet potato wedges or mashed chickpeas on brown pittas.
- What will it be today?

Day 7 Motivation

Now you can add knowledge of proteins and carbs to your dietary armoury, go you! That means you can head off into week 2 knowing that you have all it takes to lose weight and Shake it Off permanently!

Challenge Overview

What's in Your Food Focus Week

WEEK 2

Welcome to week 2, how did you find week 1? We hope you loved it and you're bursting with all your new knowledge!

Week 2 is all about discovering what's in your food, so here's what you can expect.

DAY	TOPIC	TASK
1	Progress check in	Retake your measurements Retake progress photos
2	Carbs explained	Watch Jenny's video
3	Fats explained	Watch Jenny's video
4	Motivation	Reflect and focus
5	Proteins explained	Watch Jenny's video
6	Calorie counting	Play our game!
7	Motivation	Reflect and focus

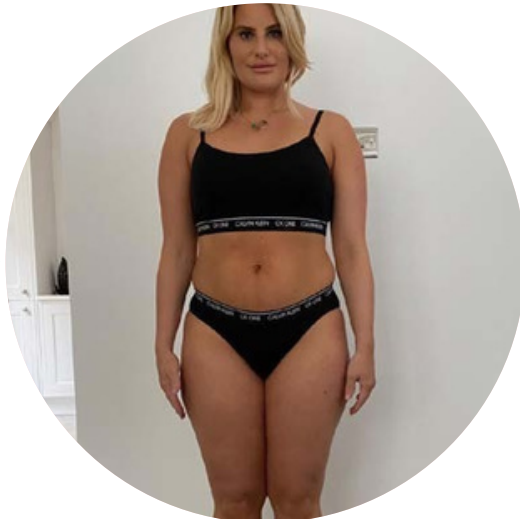
Day 1 Progress Check In

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!



Day 2 *Carbs Explained*

Carbohydrates are not to be feared and provide essential vitamins and minerals as well as energy (4 calories per gram).

Watch Jen's video to find out everything you need to know!

Day 3 Fats Explained

WEEK 2

Fats are the third macronutrient along with carbs and proteins, but are more calorific, providing 9 calories per gram. But we need some fat in our diet to stay healthy and absorb certain vitamins.



Watch Jen's video to find out what fats you need to be adding to your diet.

Day 4 Motivation

How's it going? We hope you're enjoying learning about carbs and fats, tomorrow, you'll be learning more about proteins. Wherever you are in your fitness journey, remember, it's your journey. And you're doing amazing!



Day 5 Proteins Explained



Protein provides 4 calories per gram, just like carbs do, and they provide this energy as a slow release, helping to keep us fuller for longer.

In her latest video, Jenny talks about our need for protein, and why it's so important.

Day 6 Calorie Counting

WEEK 2

Who's up for a fun game? It will help you get used to thinking about the calories in the food you eat. If one chocolate bar or latte is the same number of calories as a filling snack packed with vitamins and protein, could your calories be used better elsewhere? Think about the ten foods listed below, and take a guess at how many calories they contain and record them in the guess column. Then use an online calorie counting app such as My Fitness Pal to record the actual number.

How did you do?

FOOD	CALORIES GUESS	CALORIES ACTUAL
1 Medium Banana		
4 Oatcakes And Hummus		
1 Apple And A Tablespoon Of Peanut Butter		
2 Slices Of Wholemeal Toast And 1 Medium Avocado		
Handful Of Carrot And Cucumber Sticks & Low Fat Cream		
Cheese 4 Rice Cakes And Cheddar Cheese		
Small Tin Of Tuna And A Medium Jacket Potato		
1 Chicken Breast And Undressed Salad		
A Large Latte With Full Fat Milk And Two Sugars		
Your Favourite Chocolate Bar		

Day 7 Motivation

You've reached the end of week 2. Well done you! How's your eating and meal planning going? Are you feeling full enough each day? If not, you could use our calorie counter again to reassess your calorie intake.

What meals have you really enjoyed this week? Are you ready for more of the same next week? You're doing so well, keep going strong!

Challenge Overview

Labelling & Tracking Focus Week

WEEK 3

You've reached week 3, give yourself a huge cheer of congratulations! It's not easy embarking on a weight loss programme, so you really are awesome.

Week 3 is all about labelling and tracking, so here's what we have in store for you.

DAY	TOPIC	TASK
1	Progress check in	Retake your measurements Retake progress photos
2	Food labels explained	Watch Jenny's video
3	Motivation	Reflect and focus
4	Diet foods explained	Watch Jenny's video
5	Motivation	Reflect and focus
6	How to track food	Watch Jenny's video
7	Final progress check in	Retake your measurements Retake progress photos

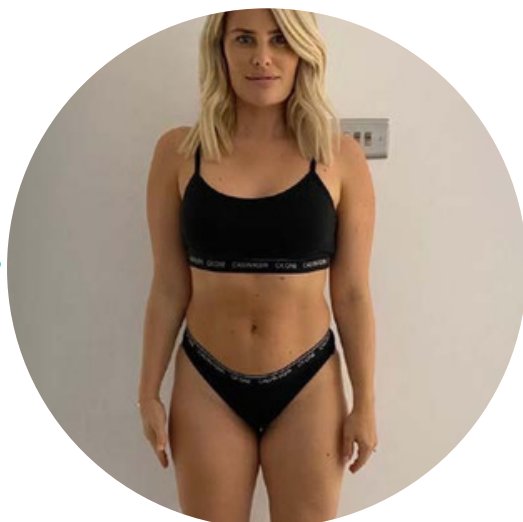
Day 1 Progress Check In

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!



Day 2 *Food Labels Explained*

Understanding food labels can be tricky. How do you tell your nutritional values from your ingredients and your serving size from your serving suggestion?

Let Jenny make things easier for you, take a look at her video now.

WEEK 3

Day 3 Motivation

You're halfway through your final week of this 3 week challenge, how amazing does that feel? Have you noticed any changes? Have you thought about the lifestyle habits you'll take from these three weeks into the rest of your life?

You truly have got this, and if your motivation is slipping, feel free to go back through this guide to remind yourself of your why.



Day 4 Diet Foods Explained

Supermarkets and food shops are filled with foods that promise to be “diet” foods that will help you lose weight. But not all are as they seem. For example, a low fat food often contains high levels of sugar and salt, which are far from diet-friendly!

Watch Jenny's video and you'll become a professional at spotting the foods that are actually good for you.

Day 5 Motivation

Only a few days are left of this 21-day challenge - and you're doing amazingly well! Today, celebrate all your wins, no matter how big or small. Are you avoiding sugar in your coffee this morning? Celebrate that. Did you choose hummus and rice cakes instead of a chocolate bar? A definite cause for celebration. Do your clothes feel a little bit loser? *You're a superstar!*

Day 6

How To Track Food

Keeping a food diary is ideal for keeping track, seeing where you're doing well and spotting any patterns where you might slip up.

In Jenny's video, she'll talk you through how to easily track your food.



Day 7

Progress Check In

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

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!

Plus, you could now sign up to the 21 day Shake & Shred Challenge. You'll carry on with your healthy diet, plus add in some exercise!

