

THE FRESH 180

WELCOME TO THE FRESH 180

Success Guide

Welcome to The Fresh 180!

The Fresh 180 is a comprehensive, whole person approach to health. This is not a diet or exercise program; this is living your life to its fullest.

The Fresh 180 will help:

- Integrate wellness into your daily life
- Set measurable goals to improve your nutrition, physical activity and motivation
- Provide skills for improved well-being and improved productivity
- Encourage successful meal planning using the well-documented Fresh 20 meal service

The program is designed to improve your knowledge and intuition. The Fresh 180 was created from a desire to expel unrealistic expectations, break away from the dieting cycle and avoid the inevitable frustration and guilt that are byproducts of deprivation.

Our team of experts will help you make lifestyle changes that support: increased energy, momentum toward your weight loss and maintenance goals, improved success with shopping and meal planning and so much more.

The Fresh 180 pillars of health

- Nutrition (Finding the right, flexible diet for you)
- Fitness (Crafting a personalized workout plan for where you are in life right now)
- Life Skills (The start/stop method)
- Healthy Living (Setting up the right environment)
- Community (Sharing and Gratitude)
- Discipline (Understanding how to maintain a healthy lifestyle)

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What to Expect

The Fresh 180 is focused on small changes that can lead to significant results. As a participant in the Fresh 180 you:

- Will receive daily emails and life hacks
- Have access to online content including audio and video content, allowing you to control the pace at which you engage in the program
- Learn from experts in many areas of wellness including nutrition and fitness
- Have access to the private Facebook forum
- Receive 8 weeks of Breakfast, Lunch and Dinner menu plans and snack suggestions
- Learn how to develop your own meal plans for long-term continued success
- Receive many cooking strategies from the exceptional Fresh 20 recipe development team
- Receive 6 incredibly powerful wellness seminars
- Have access to weekly check-ins and recaps to review the week

About the Menus

The Fresh 180 includes 8 weeks of Breakfast, Lunch and Dinner menus. We designed 6 days' worth of meals per week to allow for a flex day. The flex day is a day you might choose to have leftovers, make a family-size salad, eat out or dine with friends.

The Fresh 180 menus are designed to be customized. The base of 3 meals and 1 snack will provide a range between 1400-1500 calories. However, everyone has different nutrition needs so we provide a general snack list using ingredients you may have on hand and a snack list for each set of menus using ingredients from that week's shopping list. We will help you learn to give your body the fuel it needs without excess.

A Note on Nutrition: ADD don't subtract

The Fresh 180 menus include a variety of wholesome foods: vegetables, fresh fruit, legumes, whole grains, healthy fats and lean proteins.

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Our meal plans include an abundance of fresh vegetables with every meal. Including more vegetables is a great way to control your weight and improve health. This is one of the most important lifestyle changes you can make.

You will notice many healthy fats in all of the menus including avocado, nuts, seeds and olive oil. Fat helps us absorb other nutrients and helps you feel full longer. Make the transition to replace any unhealthy saturated or trans-fat in your diet with the healthier options we recommend.

Include plenty of water, infused water, herbal teas, green tea and white tea. Remember that by the time you are thirsty, you are already dehydrated, so stay ahead of thirst and dehydration by planning your fluids. Just like calories, everyone has different fluid needs. 8 glasses (64 ounces) is an overall starting point. If you exercise a lot, live in a warm climate or travel, you will likely need to start with a bit more than this.

FUEL your body

If your body is accustomed to processed foods, added sugars, and/or caffeine, you may find you miss or crave these foods at first. The food you eat is your body's fuel, so, for optimal health and performance, the steps you take during the next 6-months to remove these calorie-dense, nutrient-poor foods from your diet will help promote long-term benefits. If you have not done so yet, clear your pantry of these foods.

Learning to eat well is a skill that never goes away. If you ever feel overwhelmed with meal shopping or prep, keep in mind that this is all a process toward a lifestyle change that will continue to impact you and your family in positive ways. Find ways to make prep more enjoyable by doing it with friends or family or turning on some music. In the future you may find that you have moments in life when eating well unfortunately gets overlooked due to life circumstances or events. Keep in mind that you now have a plethora of wonderful recipes and skills that you learned and practiced to get you back on track.

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RESOURCES

We have numerous resources available to help you through the Fresh 180 program. Our goal is to help you achieve yours.

- If you need encouragement, want to post photos of your meals or have questions, the private [Facebook](#) forum is a great resource. In the forum you will have access to our experts as well as other members to help provide clarity, support and motivation.
- If you have any technical issues or need help accessing content, contact customer support at support@thefresh20.zendesk.com.
- If you have questions about how to implement some of the weekly lessons, join our live calls and weekly recaps. Details about how to access these resources will be posted in the members area beginning February 1st.

ACHIEVE

Surround yourself with people who make you feel good and support your decisions. Open up your mind and heart to this experience and enjoy the moment!

FAQ

1. How do I get started?

You already have access to the first week of menus. Start by cleaning out your refrigerator and pantry and bringing in healthy food. Clear 10 calendar minutes a day to read your email and access the daily materials. If you don't have comfortable walking shoes, this is another excellent first step to take

2. Can my whole family participate?

Yes! This is a family friendly program. Our meal plans use only whole foods – no shakes, no bars, no gimmicks. We love kids lunch box photos!

3. I follow a specific diet, will that impact my success in the program?

This program is modifiable to various calories ranges and dietary preferences. Our classic menu is gluten free-friendly and we also offer a vegetarian menu. If you need help making modifications to accommodate your preferences, send us a note, we are here to help.

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FAQ CONT...

4. I have not exercised in 5 years; how do I get started?

This is a come-as-you-are event. If exercise has taken a backseat to other priorities and obligations, don't worry. Start small, 10 minutes a day or stretching or walking is all you need to get started. If you are a seasoned athlete or gym lover, awesome – learn new exercise strategies and ways to round-out your current program. During the program we'll help you develop a personalized fitness plan based on your goals, interests and lifestyle.

5. I am ready for a change...how do I get the most out of this program?

Participate. Engage in the community. Surround yourself with support. Be encouraged by others and share your stories of success and struggle. Studies continue to show the benefit of group dynamics, so while you can take this at your own pace, we recommended engaging in the community to get the most out of the program

6. Will I lose weight?

A natural side-effect of removing processed food and increased awareness is often weight loss. If you want to lose weight, modify your individual calories. If you want to maintain, modify your exercise and calories to a range appropriate for maintenance.

7. Can I eat snacks?

Yes, we have included general snack choices and will also send a specific snack guide with each meal plan. The base calorie range includes 3 meals and 1 snack. You can increase calories by adding a bit at meal time or adding an additional snack during the day. *As our nutritionists always say: avoid snack foods and use snacking as an additional opportunity to incorporate nutritious foods into your day!*

8. Can I eat at restaurants?

Yes! This is about living life which often includes meals out. The purpose of The Fresh 180 is to build healthy habits and make better choices. Turn to the Facebook group for support with dining out decisions or reach out and we will help with suggestions. Ask questions and remember to be your own health advocate!



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Disclaimer: Information distributed by Fresh 180 is not meant as a substitute for advice provided by your own physician or health professional. The information provided is for educational purposes and is not intended to replace an individual relationship with a health care professional nor is it intended to diagnose, treat, cure or prevent disease.

This program is not a substitute for working individually with a trained health professional. Participants in The Fresh 180 are responsible for accessing the services of a health care professional before starting any lifestyle program.

All nutrition information has been completed using professional nutrition software, however there are factors which contribute to variance in nutrition information.

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