New Atkins step-by-step
Your Quick Start Guide to truly satisfying weight loss

A balanced low carb eating plan that fits easily into your life
Welcome to New Atkins

Welcome to the New Atkins nutritional approach to weight loss. Getting started is as simple as reading this step-by-step guide. It contains all you need to know to help you achieve your weight loss and health goals by explaining how our low carbohydrate (carb) diet works and what to expect in each of the four Phases. Plus you have the tools and support you will need to ensure you’ll be truly satisfied with the results.

As you probably already know, the New Atkins Diet is reformulated and improved. It’s based on extensive research into the effect of over-consumption of carbs and how the body stores and burns fat. Atkins has been providing educational information about low carb eating for over 40 years. The New Atkins Diet plan gives you:

- A healthy, balanced eating plan
- Quick weight loss results
- A range of delicious snacks and low carb products
- A host of free tools and support
- An easy-to-follow diet that fits into your everyday life

Truly satisfying weight loss starts here.

The New Atkins Team
New Atkins really works, and here’s how

The best way to think about New Atkins is not as a diet, but as a healthier approach to eating that’s easy to maintain, and which leads to weight loss. It works by teaching your body to burn its own fat reserves for energy, rather than using carbs from your diet as the primary energy source. You will lower the amount of processed carbs you eat but you can still enjoy tasty, filling foods and snacks that contain protein, fibre and fat.

With the wealth of foods available to us, we have become used to eating more foods laden with carbs – very often sugar and processed flour. We live busy lives and, without thinking, reach for ready-meals and snacks to give us a quick fix of energy. This is the trap. Because now we’re in a cycle of eating empty carbs, feeling hungry again very soon, so eating more and more carbs. All carbs that aren’t used by the body for energy are converted to body fat, mostly in the cells around our waist and hips. And so, unless we change our eating habits, we put on weight quickly.

Diets that involve cutting calories rarely work because they leave you feeling unsatisfied and hungry. However, by reducing the amount of carbs we eat, we can turn the body into a fat-burning machine by a process known as Ketosis. When we cut our carb intake, the body burns fat for fuel instead. This includes stored body fat. Day by day, your fat reserves decrease.

For more detailed information about the diet and the science behind it, visit the New Atkins page at atkins.com.

Four Phases of truly satisfying weight loss

**Phase 1**

**INDUCTION**

- Your goal is to lose 20lbs (9kg) or more
- You’re inactive or have a slow metabolism
- You’ve regained the weight you once lost
- You want to lose a little bit of weight, but quickly

**Phase 2**

**ONGOING WEIGHT LOSS**

- Your goal is to lose less than 20lbs (9kg)
- You’re happy to lose weight a little more slowly
- You have more weight to lose but want to enjoy more food choices than offered in Phase 1
- You’re a vegetarian

**Phase 3**

**PRE-MAINTENANCE**

Once you reach your goal weight, Phase 3 will help you establish a way of eating that enables you to stay there while enjoying a wide variety of foods.

**Phase 4**

**MAINTENANCE**

Your guide to staying slim, Phase 4 is all about maintaining your ideal weight.

**What are Net Carbs?**

Net Carbs are the types of carbs you need to count in your daily intake. Fibre and polyols (sugar alcohols) do not have an impact on blood sugar, so they are not Net Carbs and don’t need to be included in your daily count.

**What are your weight loss goals?**

Knowing your Body Mass Index (BMI) will help you to determine your weight loss goal and keep track of your progress. Use our FREE BMI calculator tool at atkins.com.

In every Phase, eating a variety of foods from protein and good fat sources, as well as high-fibre, nutrient-packed vegetables is important. These foods will control blood sugar, leaving you feeling satisfied and ensuring any cravings are banished.

If you’d like some advice, just ask our nutritionist by visiting the community section of atkins.com.
Phase 1

Induction

20g Net Carbs per day

The start of a lighter, happier you

This is where it all begins. A two-week period designed to jump-start your body into burning the excess fat you want to lose. You’ll turn your body from a carb-burning machine into a fat-burning machine - so you can expect to lose as much as 15lbs (6.8kg) in the first two weeks.

Did you know?
Sugar is actually a processed carb. Your body will crave sugary food if it wants a quick burst of energy. When all the sugar isn’t used, the hormone ‘insulin’ will transfer and store it as fat.

What happens in Phase 1

You effectively put the brakes on your weight gain and stop eating the empty carbs. You order your body to find energy from another source – your body’s fat reserves. The Induction Phase normally lasts for two weeks, but you can stay in it a little longer if you wish to continue to lose weight at a faster rate and you have more than 14lbs (6.4kg) to lose before moving on to Phase 2.

What to expect

You’ll notice the food you’re eating doesn’t contain the sugar and empty carbs your body is conditioned to expect. At the start you’ll miss the carbs you’re not eating. But don’t forget, we have a delicious range of snacks to help you manage any sugary cravings. Turn to page 20 for details. Once you’ve kept your carb intake below 20 grams for a few days, you can expect your body to go into Ketosis. This is the process whereby you start burning fat for fuel. It can sometimes cause mild symptoms like a light headache. Don’t worry, this should pass quickly as your body adjusts.

Phase 1 foods

Foundations

- Leafy greens and other non-starchy vegetables should make up 12 to 15 grams of your daily Net Carb intake.

Natural fats

- Add flavour and satiety with olive oil, butter, avocado, olives and other natural fats.

You can also have

- Two Atkins bars or shakes labelled as suitable for Phase 1
- Up to 100 grams of cheese
- 30 grams of unsweetened cream
- Up to three tablespoons of lemon or lime juice (great for salad dressing)

Protein sources

110-170 grams of protein rich foods such as chicken, turkey, beef, fish, shellfish, lamb, pork, veal, eggs, tofu and other soy products.

Vitamins and minerals

- Also take a good multivitamin/mineral and an omega-3 supplement daily.
- Up to three packets of non-calorific sweeteners e.g. stevia, sucralose
- Diet beverages made with non-calorific sweeteners
Atkins Advantage Chocolate shake mix and ready-to-drink

When you want to enjoy a milkshake and satisfy chocolate cravings, our delicious shake mix and ready-to-drink chocolate shakes are the answer! They only contain 1.3 Net Carbs per serving and are also available in Cappuccino flavour.

Foods to avoid in Phase 1

It’s important to stay away from certain foods for the first two weeks of Induction. After this you can start to re-introduce certain carbs as indicated:

- Nuts and seeds – after two weeks on Induction
- Berries, cherries and melon – after two weeks on Induction
- Dairy foods such as whole milk yogurt – in Phase 2
- Lentils, kidney beans, green beans, peas and chickpeas – in Phase 2
- Alcoholic drinks including wine and spirits with diet mixers (in moderation) – in Phase 2
- Other fruits and juices – in Phase 3
- Starchy vegetables such as carrots and parsnips – in Phase 3
- Whole grains such as rice, oats and barley – in Phase 3

Certain foods will NOT be introduced, including sweets, crisps and other processed carbs:

- Soft drinks sweetened with sugar or syrup
- Sweets, chocolate, cookies and cake
- Bread, muffins, pasties
- Chips, crisps, potatoes, pasta and any other foods made with flour, corn or any other grains
- Low-fat foods and any ‘diet’ products unless they’re low carb

Start planning your meals today

Find your free Phase 1 meal planner included with this guide, or visit the meal planner page at atkins.com to create your own personalised meal plan.
You can now add 5g Net Carbs each day, per week.

Ongoing weight loss

Coming into Phase 2 is a really exciting time. By now your body will be burning its fat reserves and you’ll be noticing changes in both how you look and feel. But that doesn’t mean it’s time to stop. Phase 2 is about keeping that weight loss going while re-introducing more foods and flavours into your diet.

Vegetarians should start in Phase 2, introducing 30 grams of carbs per day.

What happens in Phase 2

In Phase 2 you maintain the momentum of your weight loss. Even though you start to re-introduce more carbs into your diet, by sticking to your recommended amount of protein, good fats and fibre, you stay satisfied and in control of both your weight loss and cravings.

What to expect

Now you can really start to enjoy the versatility of New Atkins by including tasty new foods and recipes. Whether you’re dining out, cooking for a special occasion or just rustling up the evening meal, you’ll eat great food while continuing to lose weight.

Atkins Day Break Crunchy Muesli

All the ingredients for the perfect start to your day – a delicious low carb breakfast cereal. Only containing 6.4 grams Net Carbs per portion.
**Foods you can enjoy**

What you need to do in Phase 2 is maintain the structure of meals in Phase 1. So keep the same portions, continue adding those natural fats and consuming the leafy foundation vegetables.

Phase 2 allows you to steadily increase your carbs by 5 grams per week. So you can start adding **nuts and seeds**, a few **berries** and more dairy products, including **ricotta and cottage cheese**, plus **plain and whole-milk yoghurt** and small portions of **peas and green beans**. Remember to introduce these foods in the recommended order:

1. Foundation vegetables: leafy greens and other low carb vegetables
2. Dairy foods high in fat and low in carbs: cream, sour cream and most hard cheeses
3. Nuts and seeds (but not chestnuts)
4. Berries, cherries and melon (but not watermelon)
5. Whole-milk yoghurt and fresh cheeses, such as ricotta and cottage cheese
6. Legumes, including chick peas and lentils
7. Tomato and vegetable juice ‘cocktail’ (plus more lemon and lime juice)
8. Other fruits (but not fruit juices or dried fruits)
9. Higher carb vegetables, such as winter squash, carrots and green beans
10. Small amounts of whole grains

As a rule, if you’re introducing a new food into your meals, keep it to a minimum to start with, slowly adding more according to your Net Carb allowance.

**Step it up**

While the New Atkins Diet is a nutritional approach to losing weight, we also encourage you to take up more exercise. Now you’re adding a few more carbs to your diet, and with a little less weight to carry, Phase 2 is the perfect time to start activities that will help you burn even more fat.

**Snack time**

You can now enjoy a range of delicious Endulge bars as part of Phase 2.
How are you feeling? Lighter? Slimmer? More energetic? You should be because you’re approaching your goal weight. Getting this far is a great achievement and you should feel really proud of yourself. Once you reach your goal weight, Phase 3 will help you establish a way of eating that enables you to maintain your new healthy weight.

**What happens in Phase 3**
You stay in the fat-burning mode, while increasing your Net Carbs by 10 grams per week, to a level of 40 to 100 grams per day. This keeps your body from gaining weight, as you continue to enjoy more varied food.

**What to expect**
Now it’s a matter of eating the right amount of carbs (and this amount will be individual to you) to ensure you keep losing weight, slowly. By increasing your carbs in small amounts, while keeping a watchful eye on your weight, you’ll find your perfect carb balance.

Please note, this is a case of trial and error. You may re-introduce too many carbs and weight loss may stall, or cravings return. Don’t worry – it’s easy to restore the balance by reducing the carbs for a short time again.

**Why not try adding a little...**

- **EXTRA FRUIT**
- **SWEET POTATOES**
- **BUTTERNUT SQUASH**
- **BROWN RICE**
- **OATMEAL**

**Perfect for Phase 3**
Strips of stir-fry beef with sugar snap peas, and red and green peppers. For more foods to try in Phase 3 visit our recipes page at [atkins.com](http://atkins.com).
**What to do if the cravings are back?**

Phase 3 cravings are quite common, but you must change what you eat to be able to control these cravings. They’re occurring because the amount of carbs you’ve re-introduced has been too great. Now your body wants to return to the old ways – burning carbs for fuel rather than using your fat reserves. It’s easily fixed, just drop 10 grams of carbs for a week, then add 5 grams once the cravings have stopped.

**What to do if your weight loss stalls?**

Don’t be frustrated if your weight loss stalls at this stage. Adding the carbs back into your diet can do this. If you still want to lose a few more pounds, then just reduce your daily carbs by 10 grams until weight loss starts again. Then fine-tune your carb intake by adding carbs in smaller amounts. There may also be a food your body simply wants to store as fat. Keep an eye on what you’ve recently re-introduced to your meals and try to avoid the culprits.

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**Share your experiences**

Why not share your experiences of weight loss with others on our community web forums. Swap tips, share recipes and get vital encouragement. Visit the community section at atkins.com today and join in the conversation.

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**Atkins Crackers**

A truly satisfying and crunchy snack that tastes great with your favourite cheese or savoury accompaniments. Each cracker contains only 2.5 grams Net Carbs.

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**Keep the balance**

To keep at your target weight, use the Net Carb calculator on atkins.com.
Maintenance

Reaching your weight loss goal is the most satisfying feeling in the world. Now you’re ready to enjoy a healthier, more active life. You’ve proved to yourself you can lose the weight, and keep it off too. But now you can give yourself a new goal. The New Atkins Diet doesn’t stop once you’ve lost weight; it’s a nutritional approach and way of eating that will keep you at your goal weight.

The Maintenance Phase is where you remain, to keep to your ideal weight. If you stick to your carb balance, you’ll easily do so. If you do have a period where you eat high-carb foods and gain some weight, or see a return of cravings, or other signs that you’re losing the ‘Atkins Edge’, simply drop to 10 to 20 grams below your carb balance and regain control.

What happens in Phase 4
You know what works for you, how to lose weight, how to deal with the cravings and how many carbs your body really needs. Being realistic, you’re probably going to gain a few pounds at some point. These fluctuations are normal, and as long as you adjust your carb intake, maintaining your ideal weight will be straightforward.

Enjoy your new healthier and active life

Commit to staying satisfied
Whether it’s Christmas, dining out or going on holiday, life is full of challenges to staying on track. If you find yourself eating too many carbs and gaining weight (say 5lbs/2.3kg), just recommmit to your New Atkins eating plan again. You’ll soon be back at your ideal weight.

Did you know?
Millions of people around the world have achieved satisfying weight loss on the New Atkins Diet.

Pasta that’s low in carbs?
Now that’s truly satisfying.
Yes, you can enjoy delicious and filling pasta dishes as part of your New Atkins eating plan. Our Penne and Fusilli contain 70% less carbs than regular pasta, but all of the flavour. ‘Buon appetito!’
Staying satisfied

With the knowledge you’ve developed over the past few months, you should consider yourself a New Atkins follower. But it’s essential to keep to the food foundations of our diet (see Phase 1) to reduce the chances of weight gain. If you’re ever tempted to make an exception, make it a rare event, a one-off, then there shouldn’t be any noticeable long-term effects.

Atkins Endulge Bars

Why give up your favourite indulgences? You can satisfy your cravings for something rich and chocolaty, and give yourself a well-deserved treat, with a bar from our Endulge range.

Salade Niçoise

Enjoy a delicious salad using fresh tuna, boiled egg, tomatoes, anchovies, green beans, red onion and black olives.

For over 900 delicious recipes, visit the recipe section of atkins.com.
More satisfying ways to lose weight

Eat your way to the body you want with Atkins bars, shakes, and foods. They’re absolutely delicious – low in sugar and carbs – the perfect complement to your New Atkins healthy-eating plan. Used together, they’re the best way to achieve weight loss success.

- Satisfy sweet cravings
- Low in sugar
- Low in carbs
- Full of fibre and protein
- Perfect for when you’re on the go

Sound too good to be true? Then taste it too. Our range of tasty snacks and meal solutions are available at all major supermarkets and chemists. Find your nearest store using the store locator at atkins.com or order online.

There are four ranges to choose from:

**Advantage Range**

Take your pick from a wide variety of great tasting bars, shake mix powders, ready-to-drink shakes and crunchy crackers. Ideal for a snack on the run, or a satisfying low carb alternative.

**Day Break Range**

Tasty additions to breakfast or mid-morning snacks including crunchy bars, a ready-to-drink shake, bread mix and muesli.

**Endulge Range**

This guilt-free range features indulgent, great-tasting chocolate bars just like everyone’s traditional favourite treats, but without the sugar-fuelled ‘empty’ carbs.

**Cuisine Range**

You can now enjoy delicious and filling pasta dishes as part of the New Atkins Diet. Our low carb pasta contains 70% less carbs than regular pasta, but all of the flavour. ‘Buon appetito!’

**Vanessa Hughes said:**

“It’s great you can enjoy tasty treats while still losing weight. I always carry an Atkins Day Break Cappuccino Nut bar in my handbag to make sure I can enjoy a low carb, low sugar snack while I’m out and about. But when I’m at home I love the chocolate and vanilla Advantage Shake mix powders – perfect for satisfying my sweet cravings.”

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The New and Improved Atkins Diet

Your simple, healthy and effective low carb weight loss plan. It works!

Get all the support you need at atkins.com

- Ask our Atkins Nutritionist
- Personalised meal planner
- Net Carb counter
- Find out more about the science behind New Atkins
- BMI calculator
- Over 900 recipes
- Personalised weight loss tracker
- Community forum and more...

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