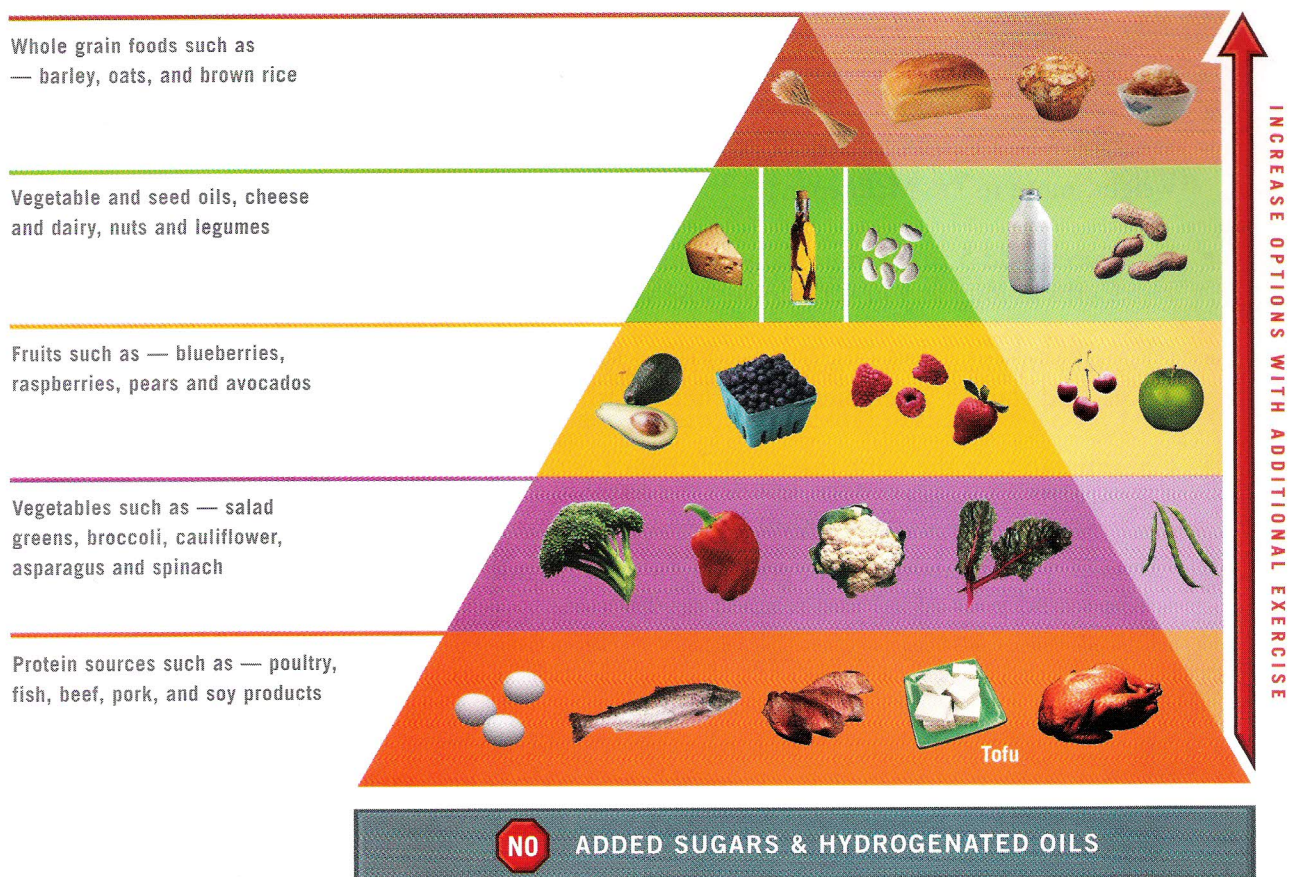


INTRODUCING: THE ATKINS FOOD PYRAMID™

A Sensible Approach to a Healthy Lifestyle from Atkins, the Low Carb Experts.



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HERE'S WHAT TO DO:

1. Limit and control certain carbohydrates to achieve and maintain a healthy weight.
2. Choose carbohydrates wisely (vegetables, fruits, legumes, whole grains), avoiding refined carbohydrates and foods with added sugars.
3. Eat until you are satisfied:
 - to maintain weight, eat in proportion to the pyramid.
 - to lose weight, focus on protein, leafy vegetables and healthy oils.
4. Everyone's metabolism and lifestyle are different. Discover your individual carb level to achieve and maintain a healthy weight. Raise this level with additional exercise.*

*Always check with your physician before starting any weight loss or exercise program.

- Atkins is a 4-phase approach that encourages eating nutrient-dense foods. You do not need packaged products to do Atkins correctly, but we do offer food products that can help make it even easier.

www.atkins.com

ATKINS can help