

OPTAVIA™

A woman with curly hair, wearing a white knit sweater, is smiling and holding up a colorful striped scarf. She is standing on a hillside overlooking a cityscape. The background shows a dense urban area with many buildings and a clear sky.

OPTAVIA™ GUIDE

Your First 30 Days of Integration
to Lifelong Transformation,
One Healthy Habit At A Time™.



Table of Contents

Welcome to OPTAVIA ™!	4
Daily Support	6
Six Steps to Optimal Health™	8
The Optimal Weight 5 & 1 Plan®	15
What is a Lean and Green Meal?	17
The Optimal Health 3 & 3 Plan®	25
Additional Resources & Support	27
OPTAVIA 30 ™	28
Week 1	31
Week 2	35
Week 3	39
Week 4	43
Week 5	47



Welcome to **OPTAVIA™**!

At **OPTAVIA**, we believe you can live the biggest life possible, but that requires a healthy you. We help you achieve lifelong transformation by incorporating healthy habits into everything you do. These habits get your mind and body working together, to work for you. Every simple new habit, every healthy decision, every positive change leads to more.

You're now part of the **OPTAVIA** community, here to help you become your most fulfilled you. Our proven nutrition takes you where you want to go, our **OPTAVIA** Coaches™ make sure you never go it alone.

At **OPTAVIA**, we believe Optimal Health™ is about what's added to your life, not what's subtracted from the scale. It all starts with achieving a healthy weight. This is the catalyst for bigger changes. When you achieve your optimal weight, you increase your health, confidence and vitality and you create space for a bigger, more fulfilling life.

The Habits of Health

OPTAVIA succeeds where other programs fail because we incorporate Healthy Habits in everything we do. Developed by our co-founder, Dr. Wayne Andersen, Dr. A's Habits of Health System is an innovative lifestyle approach that gets your mind and body working together to work for you by helping you to replace unhealthy habits with healthy ones that contribute to your long-term success.

Congratulations, you have taken the critical first step.

OPTAVIA is simple and easy to follow.

When you join the **OPTAVIA** community, you will enjoy access to:

Fuelings and Programs, backed by Science

Our proven Optimal Weight 5 & 1 Plan® jumpstarts your weight loss. Five of your daily meals are **OPTAVIA** Fuelings. You'll choose from more than 60 delicious, convenient, nutritionally interchangeable, scientifically-designed Fuelings. On our plan, your body enters a gentle, but efficient fat-burning state, which is essential for losing weight. Each Fueling contains high-quality protein which helps retain lean muscle mass, and also contains a patented probiotic, GanedenBC³⁰®, making a healthier digestive tract easier. In addition to your five Fuelings, you learn another healthy habit, how to make a lean and green meal for you and your family.

OPTAVIA's proprietary products and programs are based on over 36 years of experience of helping people lose weight.

Our Scientific Advisory Board is a cross-disciplinary panel of expert physicians and scientists that advise on evidence-based research and the most up-to-date science to help guide our portfolio of products and programs.

When you understand what optimal nutrition looks like, healthy eating becomes second nature.

Your **OPTAVIA Coach™** and Community

OPTAVIA Coaches are the lifeblood of our program. They're one of the biggest differences we offer. Study after study shows that support and guidance increase your chances for success in reaching your optimal weight*. No matter what you're facing, your Coach has likely been in your very same shoes and can help steer you to success. Committed and caring, your Coach will help you learn the Habits of Health that create Optimal Health™ and lead to lifelong transformation. Your Coach will support you and help you celebrate the little victories that add up to the big ones.

When you're part of **OPTAVIA**, you're part of a community of like-minded people who support each other through and through.

The **OPTAVIA** community features:

- Support calls with a caring community
- **OPTAVIA** community events
- Our knowledgeable Nutrition Support Team
- Exclusive offers from **OPTAVIA Premier™** to help you stay on plan, save money, and receive **FREE** shipping.**

* Appel, L.J., et al., Comparative effectiveness of weight-loss interventions in clinical practice. *N Engl J Med*, 2011. 365(21): p. 1959-68.

** Terms and conditions apply



Daily Support

Your First 30 Days of Integration to Lifelong Transformation, One Healthy Habit At A Time.™

Over the next 30 days, on your **OPTAVIA 30™** journey, your **OPTAVIA Coach™**, and our daily support plan will help steer you to success as you start incorporating healthy habits that create Optimal Health™.

We recommend following these tips for success:



Before you begin.

Contact your healthcare provider before starting and throughout your **OPTAVIA™** journey, especially if you are taking medications (e.g., diabetes medications, high blood pressure medications, Coumadin® (warfarin), lithium, thyroid medications etc.)



Stay in touch with your OPTAVIA Coach for support and information.

Lean on your **OPTAVIA Coach** as you begin your journey. Set goals for your health and wellness. Remember, your Coach has likely been in your very same shoes and can help steer you to success.



Give yourself a boost with daily tips and inspiration.

Text **OPTAVIA30** to 99000 the day before you start for tips, inspiration, healthy reminders and more.**



Be a part of the fun! Engage with our community on social media using #OPTAVIA30

Share your **OPTAVIA** transformation and connect with our community by liking **OPTAVIA** on Facebook, Pinterest, and Instagram and share using **#OPTAVIA30** and tagging your **OPTAVIA Coach!** Find inspiration, share your story and inspire others.



Join weekly support calls.

Join **OPTAVIA Coaches** to learn more about the program and receive the support you need. Talk to your Coach for more information.



Visit your OPTAVIA Coach's website.

Place your **OPTAVIA Premier™** order, complete the online Wellbeing Evaluation, and find more information and support tools to help you along the way to Optimal Health.

Reference your OPTAVIA™ Guide

The more you get your mind and body working together to work for you, the more you'll start to see possibilities open up every day.

This guide will help you track your daily Fuelings, motion, activity, hydration, and much more. We outline the foundational offerings of the Optimal Weight 5 & 1 Plan® which will help you achieve a healthy weight and the Optimal Health 3 & 3 Plan® which will help you sustain your success. Plus you'll learn about the Habits of Health lifestyle six step process, which you'll use to inspire and guide you along the way to lifelong transformation.

*your bigger life
is waiting.*

Do not use the OPTAVIA Program if you are pregnant. If you have a serious acute or chronic illness (e.g., heart attack, diabetes, cancer, liver disease, kidney disease, anorexia, bulimia, etc.) do not use the OPTAVIA Program until your healthcare provider says you have recovered or stabilized. The Optimal Weight 5 & 1 Plan® is NOT appropriate for teens (13 to 18 years of age), sedentary older adults (65 years and older), nursing mothers, people with gout, some people with diabetes, and those who exercise more than 45 minutes per day. For special medical or dietary needs, refer to our program guides online and talk to your OPTAVIA Coach®.

NOTE: Rapid weight loss may cause gallstones or gallbladder disease for those at high risk. While adjusting to intake of a lower-calorie level and diet changes, some people may experience lightheadedness, dizziness or gastrointestinal disturbances. These usually are temporary.

This Program and any of its materials do not in any way constitute medical advice or substitute for medical treatment.

Summary Terms & Conditions: Our mobile text messages are intended for subscribers over the age of 13 and are delivered via USA short code 99000 and 76000. You may receive up to 35 message(s) per month for text alerts. Message and data rates may apply. This service is available to persons with text-capable phones subscribing to carriers including AT&T, Verizon Wireless, T-Mobile®, Sprint, Virgin Mobile USA, Cincinnati Bell, Centennial Wireless, Unicom, U.S. Cellular®, and Boost. For help, text HELP to 99000, email wecare@OPTAVIA.com or call +1-888-OPTAVIA**. You may stop your mobile subscription at any time by text messaging STOP to short code 99000.

Six steps to Optimal Health™

Your Steps to Integration

Our **OPTAVIA™** community provides encouragement and real answers along the path to health, confidence, and vitality. It's all built on our innovative, six-step approach that will enable you to reach your personal goals and create your own foundation for lifelong Optimal Health.

The six steps are:



*No one can predict how long you are going to live, but research suggests that making an overall lifestyle change by taking an active role in your choices and behavior, including losing weight, eating healthier, moving more, and reducing stress, has the potential to help you live a longer, healthier life.



Step 1

Prepare for Your Journey

As you take your first step toward a bigger life, your **OPTAVIA** Coach™ will be there for you, to help you see what's possible and to work with you to set the right goals for yourself. For most people, learning the habits that lead to Optimal Health™ starts with achieving a healthy weight. Talk to your Coach about:

- Any questions you have about starting your journey.
- Learning the Habits of Health lifestyle program.
- Helping you complete your Wellbeing Evaluation online.
- Guiding you to set goals for your health and wellness.

 **Recommended readings:** Chapters 1 - 5 in *Dr. A's Habits of Health* and Lessons 1 - 7 in *Living a Longer Healthier Life: The Companion Guide to Dr. A's Habits of Health*.

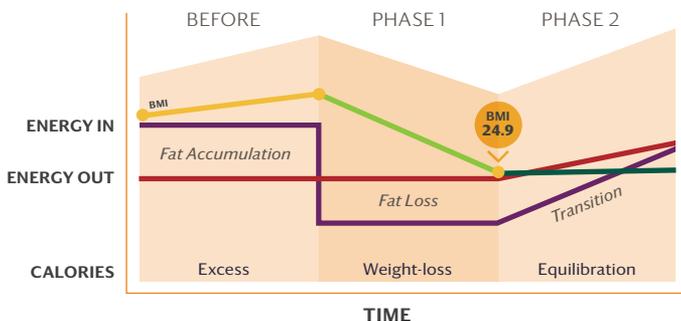
Step 2

Achieve a Healthy Weight

A healthy weight is the catalyst for bigger changes and the Optimal Weight 5 & 1 Plan® is the way to get there:

- Work with your **OPTAVIA** Coach to follow our proven Optimal Weight 5 & 1 Plan outlined in this guide.
- Notice and celebrate each victory and discuss new opportunities with your **OPTAVIA** Coach.
- Participate in our weekly community support calls.
- Understand and take charge of your energy management system.

 **Recommended readings:** Chapters 6 - 7 in *Dr. A's Habits of Health* and Lesson 8 in *Living a Longer Healthier Life: The Companion Guide to Dr. A's Habits of Health*.



*OPTAVIA™ offers specialized programs for individuals who have unique dietary needs and/or preferences and may not be able to do the Optimal Weight 5 & 1 Plan. Please speak with your OPTAVIA Coach or visit OPTAVIA.com for alternative plans.



Step 3

Transition to Healthy Eating

When you know what optimal nutrition looks like, healthy eating becomes second nature. Work with your **OPTAVIA** Coach™ to calculate a calorie intake level that maintains your new, healthy weight (or see Chapter 12 in *Dr. A's Habits of Health*). Our Optimal Health 3 & 3 Plan® includes three Optimal Health Fuelings and three balanced meals daily. Please continue to enjoy your favorite **OPTAVIA**™ Fuelings or mix it up, whatever works best with your lifestyle. Choose the right portion sizes and start increasing your total energy expenditure (calories burned daily) by moving more. Visit **OPTAVIA.com** for our energy expenditure calculator and meal plans by our Registered Dietitians. Increasing your activity is also an important part of maintaining a healthy weight. And don't forget, your **OPTAVIA** Coach, is always there for support.

 **Recommended readings:** Chapters 8 - 12 in *Dr. A's Habits of Health* and Lessons 9 - 10 in *Living a Longer Healthier Life: The Companion Guide to Dr. A's Habits of Health*.

Step 4

Live the Habits of Health

The more you incorporate healthy habits into everything you do, the better you look and feel. These changes become a positive part of your routine. Next, you will learn the Habits of Motion and Healthy Habits of Sleep, all in partnership with your **OPTAVIA** Coach to create space for a bigger life.

 **Recommended readings:** Chapters 13 - 18 in *Dr. A's Habits of Health* and Lessons 11 - 14 in *Living a Longer Healthier Life: The Companion Guide to Dr. A's Habits of Health*.



*increase your health,
confidence and vitality.*



become your most fulfilled you.



Step 5

Optimize Health for Your Age

You've integrated the foundational Habits of Health. Little victories are adding up to big ones. You're feeling healthier, more confident, and your energy levels are up. You've successfully incorporated the Habits of Health into your lifestyle.

Another aspect of your lifelong transformation is optimization. Managing stress and organizing your life around what matters most to you. This is when you see that what began as a journey to Optimal Health™ can become a powerful opportunity. Your transformation can become an inspiration to others as you move from being the Coached to the Coach. You're building a growing, successful business while showing others the way. You can become a leader in the **OPTAVIA™** community.

 **Recommended readings:** Chapters 19 - 21 in *Dr. A's Habits of Health* and Lessons 15 - 17 in *Living a Longer Healthier Life: The Companion Guide to Dr. A's Habits of Health*.

Step 6

The Potential to Live a Longer, Healthier Life

No one can predict how long you are going to live, but research suggests that making an overall lifestyle change by taking an active role in your choices and behavior, including losing weight, eating healthier, moving more, and reducing stress, has the potential to help you live a longer, healthier life.

An optimal life means staying as healthy as you can, for as long as you can. After all, with renewed health and energy, your life can become whatever you wish it to be! Optimal Health – indicated by healthy weight, healthy motion, healthy sleep, healthy habits, and the desire to get better.

- You are reaching for Ultra Health
- You are learning how to develop ultimate energy control
- You are learning to protect brain function and support a healthy body
- Continue to work with your **OPTAVIA Coach™** to help you lead a fuller, healthier life and THRIVE!

 **Recommended readings:** Chapters 22 - 26 in *Dr. A's Habits of Health*.

Today is a good day to be you! You now have the tools and an innovative system in your hands with the power to shape your life into what you want it to be. Keep reading to find out the details about how to find success the **OPTAVIA** way, through support and our programs.



A day on the
OPTIMAL WEIGHT

5 & 1
Plan[®]

The Optimal Weight 5 & 1 Plan®

Our proven Optimal Weight 5 & 1 Plan teaches you to eat six small meals a day, an important habit that helps you maintain a healthy weight. It's fast, hassle-free, simple to follow, and based on the healthy habit of eating six small meals per day – one every two to three hours. With the support of your **OPTAVIA** Coach™ and our community you'll start making progress right away.

Five of your daily meals are **OPTAVIA**™ Fuelings. Choose from more than 60 delicious, convenient, nutritionally interchangeable, scientifically-designed Fuelings including shakes, soups, bars, hot beverages, hearty choices, biscuits, pretzels, pudding, and brownies. Each Fueling has a nearly identical nutritional profile designed by our team of food scientists and refined by our Registered Dietitians and nutrition team.

Each **OPTAVIA** Fueling is scientifically formulated with the right balance of carbohydrates, protein and fat to help your body enter a gentle, but efficient fat-burning state and retain muscle mass on the Optimal Weight 5 & 1 Plan.

OPTAVIA Fuelings are clean label, and do not contain colors, flavors or sweeteners from artificial sources. Each contains the patented probiotic Ganeden**BC**³⁰® to support digestive health.*

Your **OPTAVIA** Coach can help you choose your Fuelings at the start, and you'll soon discover your own favorites.

In addition to five Fuelings each day, you'll learn healthy habits - how to make lean and green meals and choose healthy snacks for you and your family. You will begin to learn what optimal nutrition looks like and soon healthy eating will become second nature.

*As part of a balanced diet and healthy lifestyle.

5 Fuelings for the Optimal Weight 5 & 1 Plan



1 Lean and Green Meal



*you can have your
lean and green meal
any time of day.*

What is a Lean and Green Meal?

A lean and green meal includes 5 to 7 ounces of cooked lean protein plus three servings of non-starchy vegetables and up to two servings of healthy fats, depending on your lean protein choices.

Enjoy your lean and green meal any time of day – whatever works best for your schedule.

Healthy Fats

Every day, incorporate up to two servings of healthy fats into your lean and green meal. Healthy fats are important because they help your body absorb vitamins like A, D, E and K. They also help your gallbladder work properly. You'll find a list of healthy fat choices on page 18.

Lean and Green Meal: THE "LEAN"

Lean Tips:

- Portion size recommendations are for cooked weight.
- Choose meats that are grilled, baked, broiled, poached – not fried.
- Each week, try to eat at least two servings of fish rich in omega-3 fatty acids (salmon, tuna, mackerel, trout, or herring).
- Feel free to choose meatless options like soybeans or textured vegetable protein.

Choose the appropriate serving size of any protein from the list on the following pages. We've sorted protein options into lean, leaner, and leanest. All options are appropriate for the Optimal Weight 5 & 1 Plan®; this just helps you make informed food choices.



▶ **LEANEST: Choose a 7-oz. portion (cooked weight) plus 2 Healthy Fat servings.**

- **Fish:** cod, flounder, haddock, orange roughy, grouper, tilapia, mahi mahi, tuna (yellowfin steak or canned in water), wild catfish
- **Shellfish:** crab, scallops, shrimp, lobster
- **Game meat:** deer, buffalo, elk
- **Ground turkey or other meat:** ≥ 98% lean
- **Meatless options:**
 - 14 egg whites
 - 2 cups of Egg Beaters®

▶ **LEANER: Choose a 6-oz. portion (cooked weight) plus 1 Healthy Fat serving.**

- **Fish:** swordfish, trout, halibut
- **Chicken:** breast or white meat, without skin
- **Ground turkey or other meat:** 95% - 97% lean
- **Turkey:** light meat
- **Meatless options:**
 - 15 oz. Mori-nu® extra-firm tofu (bean curd)
 - 2 whole eggs plus 4 egg whites

▶ **LEAN: Choose a 5-oz. portion (cooked weight) – no Healthy Fat serving added.**

- **Fish:** salmon, tuna (bluefin steak), farmed catfish, mackerel, herring
- **Lean beef:** steak, roast, ground
- **Lamb**
- **Pork chop or pork tenderloin**
- **Ground turkey or other meat:** 85% - 94% lean
- **Chicken or turkey:** dark meat
- **Meatless options:**
 - 15 oz. Mori-nu® firm or soft tofu (bean curd)
 - 3 whole eggs (limit to once a week)

Healthy Fat Servings

A Healthy Fat serving should contain about 5 grams of fat and less than 5 grams of carbohydrate. Add 0-2 Healthy Fat servings daily based on your Lean choices:

- 1 teaspoon of canola, flaxseed, walnut, or olive oil
- Up to 2 tablespoons of low-carbohydrate salad dressing
- 5 - 10 black or green olives
- 1 tablespoon of reduced-fat margarine
- 1 ½ ounces of avocado

For those requiring additional meatless choices, please refer to our Meatless Options list on the Vegetarian Information Sheet, or contact Nutrition Support at NutritionSupport@OPTAVIA.com.

Lean and Green Meal: “THE GREEN”

Choose three servings from our Green Options list for each of your lean and green meals. We’ve sorted vegetable options into lower, moderate, and higher carbohydrate levels. Each one is appropriate on the Optimal Weight 5 & 1 Plan®; the list helps you make informed food choices.

Choose 3 servings from the Green Options List:

1 serving = ½ cup vegetables (unless otherwise specified)

▶ LOWER CARBOHYDRATE

1 cup: collards (fresh/raw), endive, lettuce (green leaf, butterhead, iceberg, romaine), mustard greens, spinach (fresh/raw), spring mix, watercress, bok choy (raw)

½ cup: celery, cucumbers, white mushrooms, radishes, sprouts (alfalfa, mung bean), turnip greens, arugula, nopales, escarole, jalapeño (raw), Swiss chard (raw), bok choy (cooked)

▶ MODERATE CARBOHYDRATE

½ cup: asparagus, cabbage, cauliflower, eggplant, fennel bulb, kale, portabella mushrooms, cooked spinach, summer squash (scallop or zucchini)

▶ HIGHER CARBOHYDRATE

½ cup: broccoli, red cabbage, collard or mustard greens (cooked), green or wax beans, kohlrabi, okra, peppers (any color), scallions (raw), summer squash (crookneck or straightneck), tomatoes (red, ripe), turnips, spaghetti squash, hearts of palm, jicama (cooked), Swiss chard (cooked)

NOTE: All vegetables promote healthful eating. But on the Optimal Weight 5 & 1 Plan, we eliminate the highest-carbohydrate vegetables (such as carrots, corn, peas, potatoes, onions, edamame, and Brussel sprouts) to enhance your results. Once you’ve achieved your healthy weight, we encourage you to include ALL vegetables for long-term health.



Extras for The Optimal Weight 5 & 1 Plan®

Optional Snacks

In addition to your five Fuelings and one lean and green meal, you may choose ONE of these optional snacks daily. Talk to your **OPTAVIA** Coach™ about plan-approved optional snacks including:

- **OPTAVIA™** Puffed Snacks
- 3 celery stalks
- 1 fruit-flavored sugar-free Popsicle®
- ½ cup serving sugar-free gelatin, such as Jell-O®
- Up to 3 pieces of sugar-free gum or mints
- 2 dill pickles spears
- ½ oz. of nuts: almonds (10 whole), walnuts (7 halves), or pistachios (20 kernels)*

*Be mindful that nuts are a rich source of healthy fat and additional calories – choose this optional snack sparingly.

Flavors of Home®

Our Flavors of Home line is the perfect answer to dinner when life's just too busy for cooking. Each Flavors of Home option is a complete lean and green meal on the **OPTAVIA™** Program—with the right portions of lean protein, vegetables, and fat. Each meal is made with nutritious, delicious ingredients that taste homemade but take only minutes to prepare.

Flavor Infusers®

Infuse your water with flavors like Mandarin Orange and Mixed Berry!**

- Essential1®: Calorie Burn (Limit to three per day)
- Essential1®: Antioxidants
- Energy Infusers

**We recommend drinking 64 ounces of water each day. Contact your healthcare provider prior to changing the amount of water you drink as it can affect levels of certain medications.

Optional Condiments

Use condiments to add flavor and zest to your meals, just remember that they contribute to overall carbohydrate intake. We recommend reading food labels for carbohydrate information and controlling condiment portions for optimal results. A condiment serving should contain no more than 1 gram of carbohydrate per serving. You can enjoy up to three condiment servings per day on the Optimal Weight 5 & 1 Plan.

Examples:

- ½ teaspoon most dried herbs and spices, pepper, catsup, BBQ sauce, or cocktail sauce
- ¼ teaspoon salt
- 1 tablespoon minced onion, yellow mustard, salsa, soy sauce, low-fat or fat-free milk/soy milk
- 2 teaspoons lemon/lime juice
- 2 tablespoons sugar-free flavored syrup (Walden Farms, Inc.[®], DaVinci[®], Torani[®], etc.)
- 1 packet zero-calorie sweetener
- 1 cup refrigerated, unsweetened original or vanilla almond or cashew milk

For a more comprehensive list of condiments, healthy fats and portion recommendations, talk to your **OPTAVIA Coach™.



*we help you realize lifelong transformation,
one healthy habit at a time.™*



Transition

Once you've achieved your healthy weight, make the transition to lifelong healthy eating. The Transition phase gradually increases your calorie intake and reintroduces a wider variety of foods. The calories you need after transition to maintain your weight varies according to your height, weight, gender, age and activity level. This 6-week transition leads to an ultimate goal of fewer than 1,550 calories a day.

sample transition chart

Week	Target # of calories	Fuelings	Lean and Green Meals	Additions
1	850 -1,050	5	1	1 cup (2 servings) of your favorite vegetables (any kind)
2	900 -1,150	4	1	In addition to your • 1 cup of your favorite vegetables ADD • 2 medium-sized pieces of fruit OR 1 cup of cubed fruit or berries (2 servings)*
3	1,100 -1,300	4	1	In addition to your • 1 cup of your favorite vegetables AND • 2 medium-sized pieces of fruit OR 1 cup of cubed fruit or berries* ADD • 1 cup of low-fat or fat-free dairy (1 serving)
4-6	1,100 -1,550	3	1	In addition to your • 1 cup of your favorite vegetables AND • 2 medium-sized pieces of fruit OR 1 cup of cubed fruit or berries* AND • 1 cup of low-fat or fat-free dairy ADD • 4 - 6-oz. serving of lean meat (1 serving)** AND 1 serving of whole grain (1 serving)***

*Fresh, or, if canned, unsweetened and packed in juice, not syrup.

**Grilled, baked, poached, or broiled – not fried.

***Examples: 1 slice of whole-grain bread, ½ whole-grain English muffin, ¾ cup high-fiber cereal, ½ cup whole-wheat pasta, or ½ cup brown rice.

Talk to your **OPTAVIA** Coach™
about optimizing the habits of health.





The Optimal Health 3 & 3 Plan®

Continuing on your path toward Optimal Health™

Once you've achieved your healthy weight, it's crucial to maintain the good habits you've learned, including fueling your body every two to three hours. To help sustain your healthy weight, we've developed the Optimal Health 3 & 3 Plan. It focuses on nutritionally balanced small meals eaten every two to three hours, like the Optimal Weight 5 & 1 Plan®, while integrating more food choices in the right portions. Your **OPTAVIA** Coach™ can tell you more about the Optimal Health 3 & 3 Plan developed by our team of Registered Dietitians..

To follow the Optimal Health 3 & 3 Plan, consume three Optimal Health Fuelings daily and three balanced meals.

become your most fulfilled you.



We're with you every step of the way



Talk to your **OPTAVIA Coach™**

Caring, knowledgeable, one-on-one support provided by your personal Coach is one of the key components that makes **OPTAVIA™** different from other programs. Lean on your **OPTAVIA Coach** for support as you begin your Optimal Health™ journey.



Develop your **Habits of Health**

Dr. A's Habits of Health System is your core curriculum to create healthy habits. This unique, comprehensive approach is essential to your long-term success. Talk to your Coach today about using this tool to transform yourself and others!



Stay motivated with **daily inspiration**

Text **OPTAVIA30** to **99000** the day before you start your **OPTAVIA 30™** journey to receive daily quick tips, inspiration, healthy reminders, and much more!*



Learn from the **OPTAVIA Community**

Tune in to weekly Coach-led support calls to ask questions, learn more about the program and products, and receive the support you need.



Discover new, delicious recipes

Visit the **OPTAVIA** Pinterest page for lean and green meals and Fuelings recipes at [Pinterest.com/OPTAVIA30](https://www.pinterest.com/OPTAVIA30).



*Summary Terms & Conditions: Our mobile text messages are intended for subscribers over the age of 13 and are delivered via USA short code 99000 and 76000. You may receive up to 35 message(s) per month for text alerts. Message and data rates may apply. This service is available to persons with text-capable phones subscribing to carriers including AT&T, Verizon Wireless, T-Mobile®, Sprint, Virgin Mobile USA, Cincinnati Bell, Centennial Wireless, Unicel, U.S. Cellular®, and Boost. For help, text HELP to 99000, email wecare@OPTAVIA.com or call +1-888-**OPTAVIA**. You may stop your mobile subscription at any time by text messaging STOP to short code 99000.

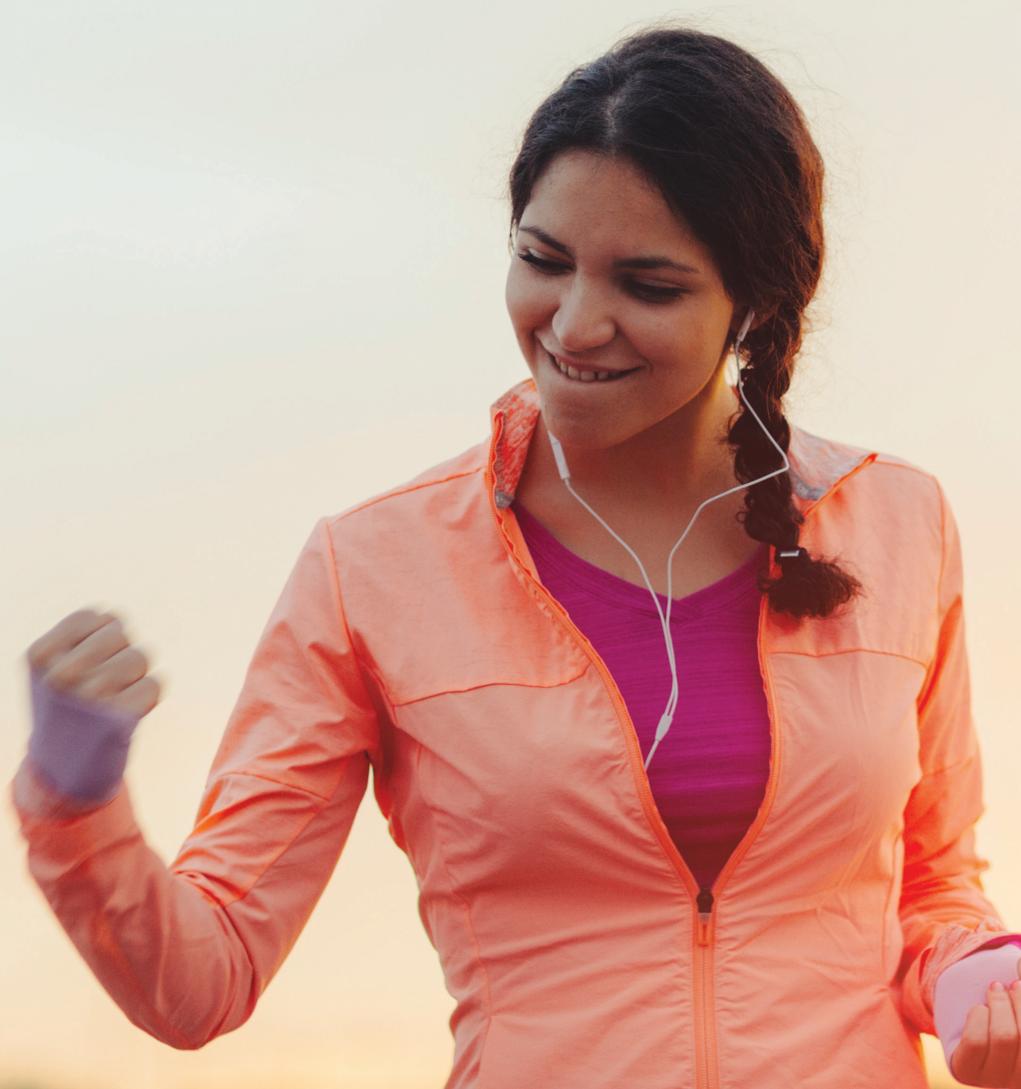


*Welcome to the first 30 days
of lifelong transformation.*

**To pursue Optimal Health™, start
integrating manageable micro Habits of
Health (mHOH) into your life.**

Developing foundational Habits of Health takes time, so we start with bite-sized micro habits to build confidence through incremental change. While these habits might seem small, they bring extraordinary results. Over time, they help train your brain, and make healthy habits second nature. During the next 30 days you will begin to see the benefits as your transformation unfolds. Make the decision to commit to these micro Habits of Health daily.

little victories add up to big ones.



The **OPTAVIA™** Way:

be extraordinary today.



Week 1:

Habits of Healthy Weight Management

Micro Habit of Health 1:
Drink one extra glass of water a day

Start the Optimal Weight 5 & 1 Plan[®] and eat six small meals per day. Then drink one more glass of water per day than you currently do. Whether in the morning, with a Fueling or in the evening, just one additional glass can be a big win. Staying hydrated is essential to health and helps fight food cravings.*

Today and this week, focus on drinking one additional glass of water each day.

*We recommend drinking 64 ounces of water each day. Talk with your healthcare provider prior to changing the amount of water you drink as it can affect levels of certain medication.

week 1 journal

	Day 1	Day 2	Day 3
Fueling	ex: OPTAVIA™ Select Chia Bliss Smoothie		
Fueling	ex: OPTAVIA Essential Silky Peanut Butter and Chocolate Chip Bar		
Fueling	ex: OPTAVIA Essential Rustic Tomato Herb Penne		
Fueling	ex: OPTAVIA Select Dark Chocolate Coconut Curry Bar		
Fueling	ex: OPTAVIA Essential Chewy Chocolate Chip Cookie		
Lean and Green Meal	ex: 5 oz. Grilled Salmon, with 1½ cups Asparagus		
Habit of Motion* (activity)	ex: Yoga		

Micro Habits of Health (mHOH)

Water Intake <i>(check off how many glasses of water you have each day)</i>  = 8 oz.	 1  2  3  4	 1  2  3  4	 1  2  3  4	
	 5  6  7  8	 5  6  7  8	 5  6  7  8	

Day 4	Day 5	Day 6	Day 7



--	--	--	--

Day 4

Lean on your **OPTAVIA** Coach™. Make a plan together to discuss this week and next. Make sure to set up the next time to connect with them so that you have a strong plan for how you will wrap up this week and plan for the next. Also, share your experience to help others. Connect to the **OPTAVIA**™ community on social media and use **#OPTAVIA30**

Day 5

If you are following our Optimal Weight 5 & 1 Plan®, you're likely experiencing the power of being in a gentle, but efficient fat-burning state. Keep up the great work! Your first five days is a perfect time to work with your **OPTAVIA** Coach to ensure success.

Day 6

Prepping your Fuelings is a way to get ready for the week ahead. Consider pre-packing Fuelings in a bag, along with a fork or measuring spoon for ultimate convenience.

Day 7

The **OPTAVIA 30**™ experience is more fun with friends, so keep sharing on social! Talk about your story, your goals, your journey and your biggest win of the week. Be sure to tag your friends and **OPTAVIA** Coach and use **#OPTAVIA30** and **#MyBiggerLife**



Quick Tips for your **OPTAVIA 30™** Journey

Day 1

Be sure to connect with your **OPTAVIA Coach™**! Your Coach will help steer you to success so reach out any time with questions or for support.

Day 2

Use your smartphone to set a gentle alarm for a reminder to enjoy your Fuelings every two to three hours daily. Alarms can be a great way to pace your day for success.

Day 3

As you are working on this week's micro Habit of Health, consider keeping a water bottle handy at your desk or in your bag when you are on the go.



The **OPTAVIA™** Way:

*you define what's
possible today.*



Week 2:

Be Mindful

Continue your week 1 micro Habit of Health by incorporating an additional glass of water daily until you reach eight glasses (64 ounces). Note the amount of water you've had each day in your log.

Micro Habit of Health 2:

Write one sentence in your OPTAVIA 30™ log each day.

As your transformation begins with healthy Fuelings, you will begin to learn mindfulness. Each day, reflect on a moment when you felt a craving and how you handled it, or write about an accomplishment. One sentence is all it takes. Mindfulness helps you avoid choices that lead you away from success. Incorporating this habit into your daily routine will give you an important record of your thoughts and feelings during your **OPTAVIA™** journey.

week 2 journal

	Day 8	Day 9	Day 10
Fueling			
Lean and Green Meal			
Habit of Motion* (activity)			

Micro Habits of Health (mHOH)

<p>Water Intake <i>(check off how many glasses of water you have each day)</i></p> <p> = 8 oz.</p>	 1  2  3  4  5  6  7  8	 1  2  3  4  5  6  7  8	 1  2  3  4  5  6  7  8
--	--	--	--

OPTAVIA™ Log	
Day 8	
Day 9	
Day 10	
Day 11	
Day 12	
Day 13	
Day 14	

Day 11	Day 12	Day 13	Day 14



 1	 2	 3	 4
 5	 6	 7	 8

Day 11

With **OPTAVIA™**, you're never alone. In addition to your **OPTAVIA Coach™**, there are thousands of people in the **OPTAVIA** community to support you. Connect with them on social media at **#OPTAVIA30** and **#MyBiggerLife** to share how mindfulness has helped you.

Day 12

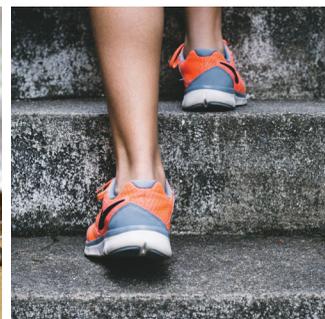
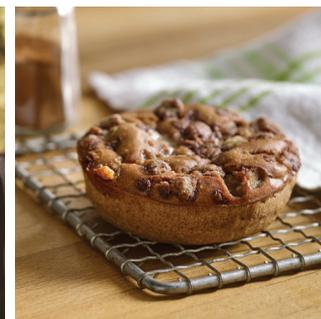
On occasion, take some extra time when preparing your lean and green meal to be mindful of what you're doing and how it's making you feel. While we lead busy lives, a new and different recipe can really spice things up.

Day 13

Progress vs. Perfection. Most of us try to succeed by being perfect. So when we just need a minor course adjustment, we may feel we've failed. Your **OPTAVIA Coach** can help you move past these feelings and give you fresh perspective along the way, as they have been in your shoes and can help steer you to success.

Day 14

Celebrate the past week and plan for the second half of your **OPTAVIA 30™** journey! Your **OPTAVIA Coach** will celebrate your victories with you and offer support from their own experiences. Share your win of the week on social using **#OPTAVIA30** and **#MyBiggerLife** and tag your **OPTAVIA Coach**.



Quick Tips

Day 8

Practice mindfulness as you eat your Fuelings this week, consuming food slowly and thoughtfully. Spend at least 15 minutes eating each meal. Cut bars into small pieces, and eat one bite at a time. Reflect on changes you're experiencing. What does an optimal life look like to you?

Day 9

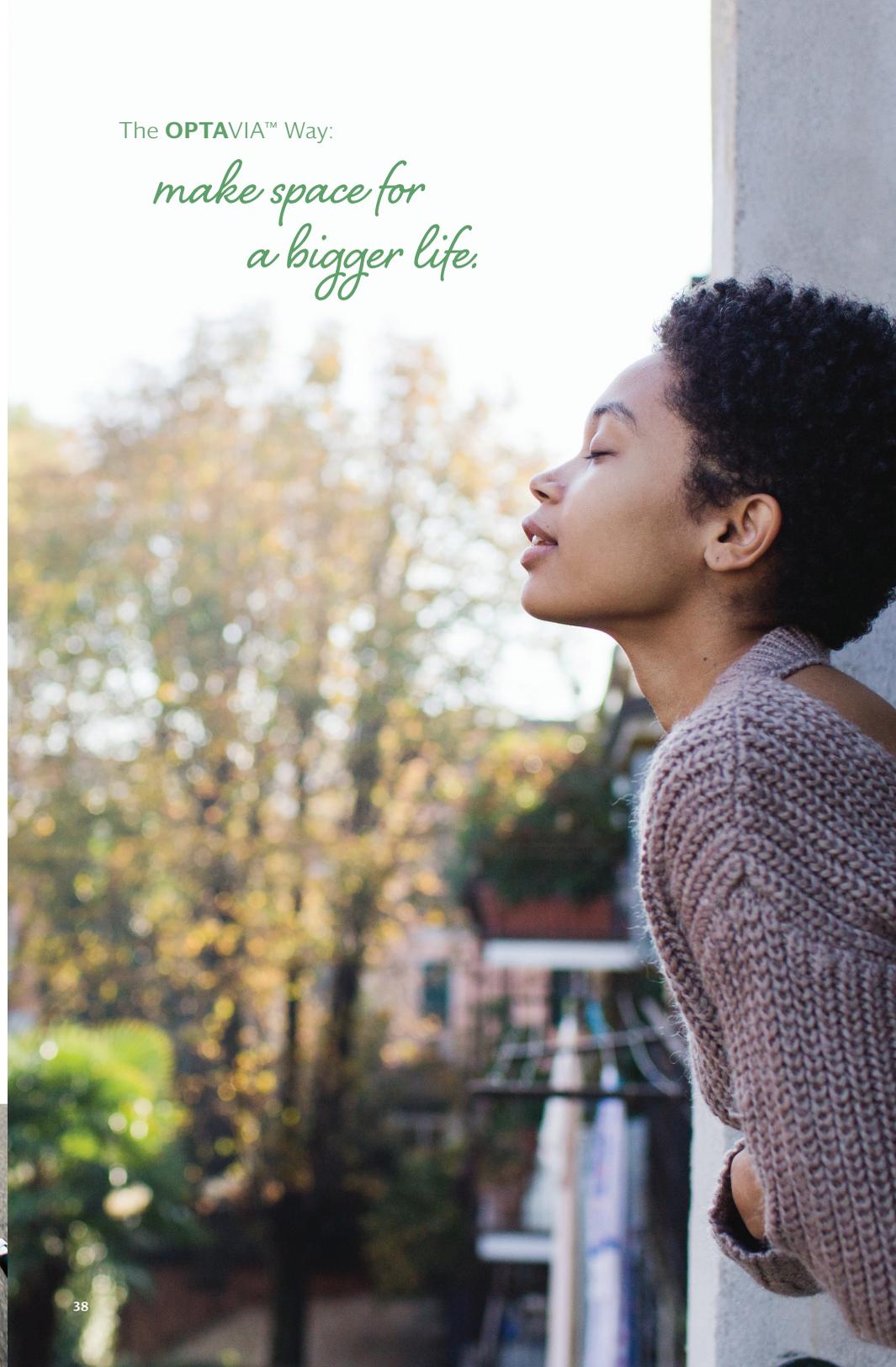
As you practice mindfulness, you will become more connected to what matters most, and begin seeing your biggest opportunities. Connect with your **OPTAVIA Coach™** for suggestions and support.

Day 10

Hydration alert! As you learned last week, hydration is vital for your health and for reaching your goals. So keep building on this Habit of Health. For a new twist, try a Flavor Infuser® in your water this week.

The **OPTAVIA™** Way:

*make space for
a bigger life.*



Week 3:

Transform with Habits of Healthy Sleep

Congratulations! You are two weeks in! You're drinking water and journaling daily, well on your way to integrating new Habits of Health into your daily life. This week's theme is healthy sleep. Sleep is a crucial part of Optimal Health™, but is often overlooked. Getting seven to eight hours of restful sleep nightly can reduce stress, reduce food cravings, prevent overeating, and improve memory.* Those are some big rewards!

Micro Habit of Health 3:

Drink one less cup of coffee, soda, or other caffeine source after 12 noon each day.

To build Habits of Healthy Sleep that support reaching a healthy weight, your new micro Habit of Health is to drink one less cup of coffee, soda, or other caffeine source after noon each day. According to the FDA, the average American drinks about 300 milligrams (mg) of caffeine per day, equivalent to three cups of coffee or eight cans of soda. If you eliminate caffeine after noon, you're more likely to get a restful night's sleep!

Additionally, following a reduced-calorie meal plan might make you more sensitive to caffeine and keep you even more awake at night.



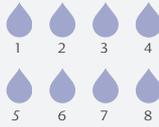
*Recommended readings: Chapter 17 in *Dr. A's Habits of Health*.

week 3 journal

	Day 15	Day 16	Day 17
Fueling			
Lean and Green Meal			
Habit of Motion* (activity)			

Micro Habits of Health (mHOH)

Water Intake
(check off how many glasses of water you have each day)
 = 8 oz.



OPTAVIA™ Log

Day 15

Day 16

Day 17

Day 18

Day 19

Day 20

Day 21

After 12 PM, did you have 1 less cup of caffeine?
(check the cup if you cut one each day and fill out how many you had)



Day 18	Day 19	Day 20	Day 21



--	--	--	--

--	--	--	--

Day 18

Feeling more energetic as you focus on Optimal Health™ and your new micro Habits of Health? Use that new energy to share an accomplishment with your **OPTAVIA** Coach™, and with the **OPTAVIA**™ community via social media at **#OPTAVIA30** and **#MyBiggerLife**

Day 19

Most of us are connected to our mobile devices all day and well into the night. By charging your phone out of reach, you'll likely get more sleep, and enjoy relaxed time to reflect on the day's successes and prepare for tomorrow.

Day 20

By now you will have found some favorite Fuelings. Tell your **OPTAVIA** Coach which options you love and make sure you're set for your next order. Your **OPTAVIA** Coach can show you how to edit your order template to get all of your new found favorites!

Day 21

It's time to celebrate! For three weeks, you've been integrating the four elements of our proven system, including the Habits of Health into your daily life. Three weeks ago, did you think this was possible? Use social media to share how your life has been transforming. Be sure to tag your **OPTAVIA** Coach and use **#OPTAVIA30** and **#MyBiggerLife**



Quick Tips

Day 15

Drinking less caffeine can improve your sleep quality. Your **OPTAVIA** Coach™ is a great resource for simple steps leading to healthier sleep.*

Day 16

As you build on micro Habits of Health, you'll start to see some significant transformations. Drinking more water and practicing mindfulness, together with this week's micro habit of sleep, sets the foundation for Optimal Health™ and wellbeing.

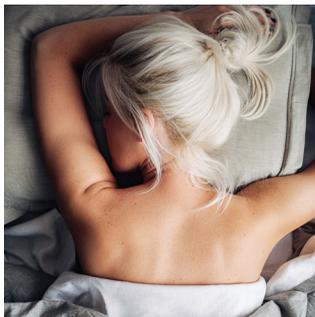
Day 17

Had a long day and need an extra crunch? An optional snack can be just the boost you need to fuel your day in a healthy way. Check with your **OPTAVIA** Coach for ideas, or refer to the Optional Snacks section in this guide on page 20.

The **OPTAVIA**™ Way:

*you have the power to
shape your life today.*

 ***Recommended readings:** Chapter 17 in *Dr. A's Habits of Health*.



Week 4:

Share the Habits of Healthy Motion

Intense workouts, especially if you're not ready, may do more harm than good. The Habits of Health you've already integrated— eating healthy Fuelings every two to three hours, drinking more water, journaling, sleeping better by consuming less caffeine, and being mindful — are making a difference in your life. Now, we recommend you start being more active via this micro Habit of Health.

Micro Habit of Health 4:
Stand for an extra 2 minutes a day

Your new micro Habit of Health for the week is to stand up during your favorite TV show or while reading a book. Standing activates almost every muscle in your body as you stabilize your posture. It sounds small, but one of the biggest health recommendations in years is to sit down less, so 2 minutes extra of standing a day is a good start! Share this practice with your family and friends to introduce more motion into their lives.*

*When on the Optimal Weight 5 & 1 Plan®, we recommend 30 minutes of moderate exercise while limiting exercise to 45 minutes of light to moderate physical activity each day.

week 4 journal

	Day 22	Day 23	Day 24
Fueling			
Lean and Green Meal			
Habit of Motion* (activity)			

Micro Habits of Health (mHOH)

<p>Water Intake (check off how many glasses of water you have each day)</p> <p> = 8 oz.</p>	 1  2  3  4  5  6  7  8	 1  2  3  4  5  6  7  8	 1  2  3  4  5  6  7  8
---	--	--	--

OPTAVIA™ Log			
Day 22			
Day 23			
Day 24			
Day 25			
Day 26			
Day 27			
Day 28			

<p>After 12 PM, did you have 1 less cup of caffeine? (check the cup if you cut one each day and fill out how many you had)</p>	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/>
Standing	<input type="checkbox"/> Standing for 2 minutes extra	<input type="checkbox"/> Standing for 2 minutes extra	<input type="checkbox"/> Standing for 2 minutes extra

Day 25	Day 26	Day 27	Day 28



--	--	--	--

<input type="checkbox"/> Standing for 2 minutes extra			

*Recommended readings: Chapter 14 in *Dr. A's Habits of Health*.

Day 25

Note how your clothes fit as your body changes, which doesn't always show up instantly on the scale. Remember, it's about a healthier you, living a bigger life. Journal how you feel physically, mentally, and emotionally. Who in your life might benefit from what you're doing? Tag them in a post with your **OPTAVIA** Coach™ on social media, or connect them directly. You can even pay it forward and decide to Coach them yourself!

Day 26

Tried one of our meal makeovers? Awaken your taste buds by mixing things up a bit! Visit our **OPTAVIA**™ Pinterest page, share your favorite recipe and include friends who may be ready for Optimal Health™. Tag your **OPTAVIA** Coach as they may have recipes to share.

Day 27

You've been journaling for several days now. Today, reread your daily entries and reflect on your next health goals. Your **OPTAVIA** Coach will help you continue to successfully integrate the Habits of Health and create a plan of action to ensure your continued success for Lifelong Transformation, One Healthy Habit At A Time™.

Day 28

One of the best ways to make physical activity even more enjoyable is to share the experience. What group activity can you arrange for family or friends? Share with your social networks and when local connections comment, invite them to join you! Be sure to tag **#OPTAVIA30** and **#MyBiggerLife**



Quick Tips

Day 22

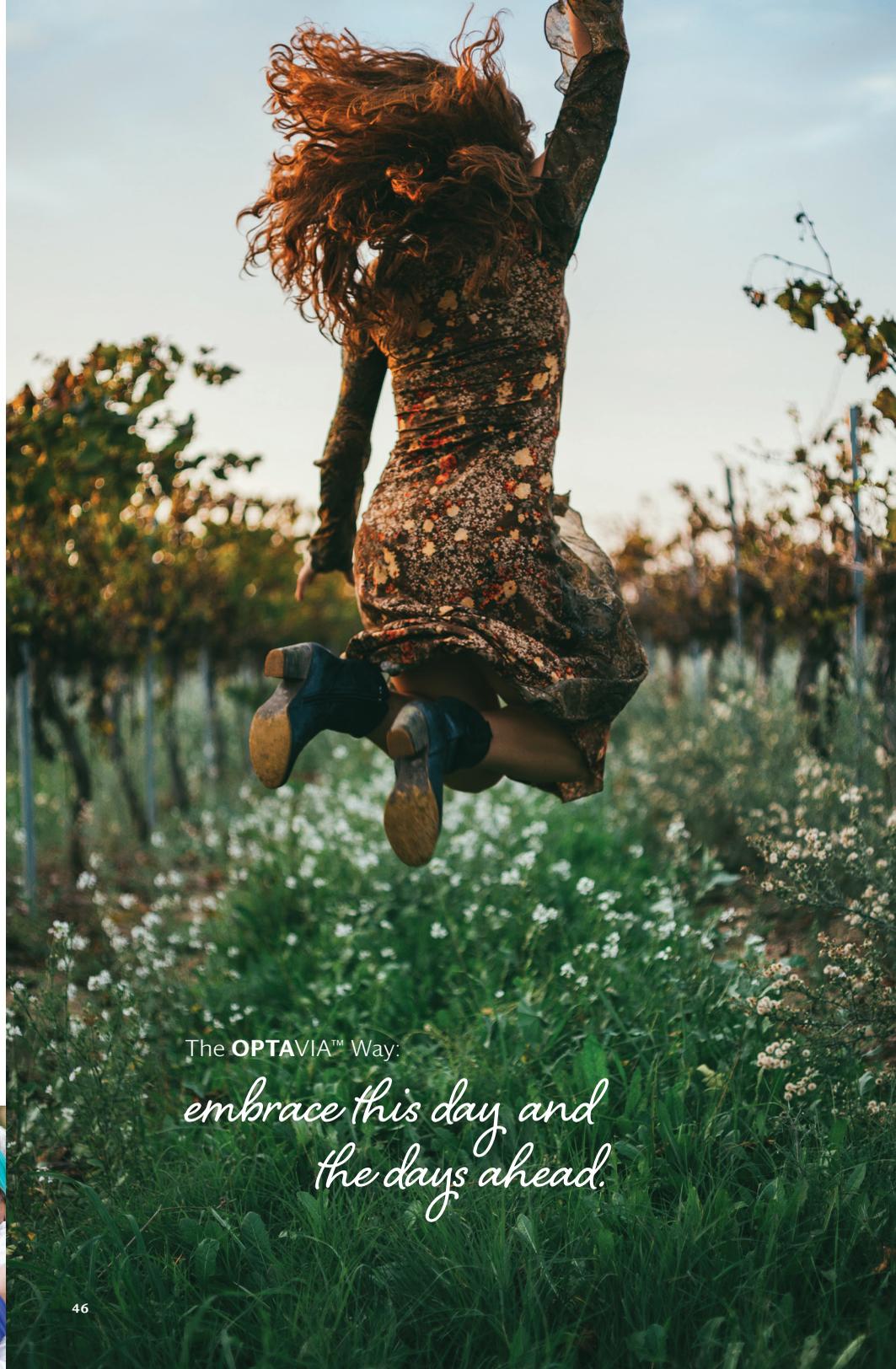
You now know sitting for long periods can be unhealthy. As you integrate standing more as a micro Habit of Health, think about friends and family who could benefit from a bit more activity. How can you share the Habits of Healthy Motion?

Day 23

Sometimes when we start our journey, our goals center on the scale. But we believe Optimal Health™ is about what's added to your life, not what's subtracted. Reflect on your larger health goals. List reasons why you joined the **OPTAVIA**™ community and share them with your **OPTAVIA** Coach™. This will give you positive reinforcement when you need it.

Day 24

Two more minutes of standing will build a foundation for more activity. Spread the benefits to people you care about most. By walking with your family to the store, strolling after dinner or hiking with the kids, you're building Habits of Healthy Motion for those you love!



The **OPTAVIA**™ Way:

*embrace this day and
the days ahead.*



Week 5:

Celebrate and Continue

You are about to finish your first 30 days! The steps you've taken are remarkable. You may have had challenges at times, but the obstacle is often the way. You made it this far, and that momentum is powerful as you continue on your transformational journey.

Micro Habit of Health 5:
Celebrate Your Victories

Reflecting on your accomplishments and pausing to celebrate can be as important as integrating new Habits of Health. Step back and say, "Wow, I really did that!" Share your excitement on Facebook and other social media, and tag your **OPTAVIA** Coach™ using **#OPTAVIA30** and **#MyBiggerLife**. Call your **OPTAVIA** Coach to celebrate and discuss your next 30 days!

week 5 journal

	Day 29	Day 30
Fueling		
Lean and Green Meal		
Habit of Motion* (activity)		
Micro Habits of Health (mHOH)		
Water Intake <i>(check off how many glasses of water you have each day)</i>  = 8 oz.	 1  2  3  4  5  6  7  8	 1  2  3  4  5  6  7  8
OPTAVIA Log		
Day 29		
Day 30		
After 12 noon, did you have 1 less cup of caffeine? <i>(check the cup if you cut one each day and fill out how many you had)</i>	 <input type="checkbox"/>	 <input type="checkbox"/>
Standing	<input type="checkbox"/> Standing for 2 minutes extra	<input type="checkbox"/> Standing for 2 minutes extra
How did you reward yourself?		
Day 29		
Day 30		

1 Describe three things that you learned so far on your **OPTAVIA™** journey.

2 What are you most excited about as you continue your **OPTAVIA** journey?

3 Who in your life would benefit from beginning their own **OPTAVIA** journey?

Quick Tips

Day 29

Celebrate! You began your **OPTAVIA™** journey to lifelong transformation, incorporated micro Habits of Health, were supported by your **OPTAVIA Coach™** and the **OPTAVIA** community, and adopted healthy eating habits through Fuelings!

Day 30

Congratulations – you completed your first 30 days! A great way to mark these changes is to post a before and after picture (or even just an after of how your life has changed in 30 days). Share it on social media using the official **OPTAVIA 30™** badge found on the **OPTAVIA 30** Facebook page, and #MyBiggerLife.

The first 30 days are a great start! **OPTAVIA 30** is there whenever you need to refocus. This is a way of life that keeps unfolding on your six-step path to Optimal Health™. Reach out to your **OPTAVIA Coach™** to discuss and set goals as you continue to plan your next goals.

Check with your **OPTAVIA Coach for assistance on how to compliantly post before/after pictures.*



Your **OPTAVIA** Coach™ is your guide on
your journey to Lifelong Transformation,
One Healthy Habit At A Time.™

Contact Your **OPTAVIA** Coach

Name _____

ID# _____

Phone# _____

Email _____

Your Client ID# _____

Website _____



OPTAVIA™

your bigger life is waiting.

#OPTAVIA30
#MyBiggerLife





OPTAVIA™



1.888.OPTAVIA
www.OPTAVIA.com
Owings Mills, Maryland
32240-CUI_OPTAVIAGUIDE_062317

