



COST COMPARISON: NORTH AMERICA'S MOST POPULAR DIETS

(Source: CBS "The Early Show" January 8, 2010)



WEIGHT LOSS METHOD <i>(Comparisons based on the use of pre-packaged meal plans)</i>	LBS LOST/MONTH	COST/MONTH	COST/LB
Weight Watchers	<i>up to:</i> 8 lbs/month	\$716	\$90
NutriSystem	<i>up to:</i> 8 lbs/month	\$529	\$66
Jenny Craig	<i>up to:</i> 8 lbs/month	\$715	\$90
Atkins	<i>up to:</i> 12 lbs/month	\$948	\$79
South Beach	<i>up to:</i> 8 lbs/month	\$818	\$102
The "Jared" Subway Diet	<i>Not Disclosed</i>	\$432	<i>Not Disclosed</i>
IDEAL PROTEIN*	<i>up to:</i> 20 lbs/month	\$360	\$18

**The Ideal Protein Protocol is a medically developed and supervised, four-phase, partial meal replacement weight loss program that targets fat loss while preserving muscle mass. It's only available through licensed healthcare professionals who provide one-on-one weekly support and education that not only helps you lose the weight, but keep it off.*