

# Matching Your Food Plan to Your Life Plan



(NAPSA)—Cindy Moseley is a busy project manager at a graphics design firm. “My days are unpredictable and often hectic. From kids to work to errands, I need a weight-loss program that fits my lifestyle.”

According to Karen Miller-Kovach, Chief Scientific Officer at Weight Watchers International, Inc., Moseley is not alone. “Losing weight and keeping it off can be challenging, especially for people with busy lives. The key to maintaining weight loss is to lose the weight in a healthy way. To do that, you need to match your food plan to your personal preferences and lifestyle.”

To help people find a food plan that fits them best, Weight Watchers recently introduced the TurnAround™ program, which provides members with two different approaches to healthy, sustainable weight loss. The program was tested with more than 10,000 people to ensure high levels of satisfaction and healthy weight loss.

“You can enjoy the full variety of foods while counting POINTS, or focus on a core list of wholesome foods with no counting,” said Ms. Moseley. “The TurnAround program will definitely fit my hec-

tic schedule.”

According to Ms. Miller-Kovach, “Having these two eating approaches allows members to maintain their continuity in the Weight Watchers program while being able to switch from one Plan to the other when circumstances dictate. Livability should be a critical component in anyone’s weight-loss program. The way you eat needs to match the way you live.”

Kimberly Miller, a secretary, chose the Flex Plan. “I feel free on the Flex Plan because I can enjoy the full range of food options and deal with any meal occasion at home, on the go or when dining out. I can truly have my cake and eat it too!”

The Core Plan controls calories by focusing on a core list of wholesome, nutritious foods without counting. The list includes foods from all of the food groups—fruits and vegetables, grains and starches, lean meats, fish and poultry, eggs and dairy products—to ensure livability and that all nutritional requirements are met.

“The Core Foods List was created to provide maximum eating satisfaction without empty calories by emphasizing foods that

have low-energy density, or few calories per unit volume,” said Ms. Miller-Kovach. “One of the key things scientific research has shown is that from a very young age, people are trained to eat a volume of food, not a certain amount of calories.”

Moseley chose the Core Plan. “I am eating so much healthier than before Weight Watchers. I feel like the Core Plan is made for me and my lifestyle.”

Although some people prefer one Plan to the other, some like Monica Fulcher, who runs an in-home daycare service, have found success by switching between the two. “TurnAround lets me pick a food plan based on what my life dictates in a given week.”

“We developed the TurnAround program to allow people to find the approach that works best for their lifestyle and personal preferences,” said Ms. Miller-Kovach. “Combining sound nutrition, behavior modification and physical activity in a supportive environment can create lasting weight-loss success.”

To learn more about TurnAround and Weight Watchers’ other services, visit [www.WeightWatchers.com](http://www.WeightWatchers.com).