

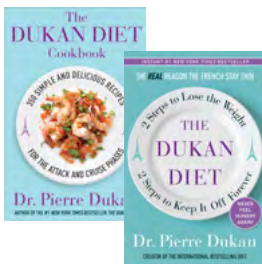
DukanDiet™

PRESS KIT

The Dukan Diet started in France, where it is the # 1 diet, and has since become a **worldwide phenomenon**. It is a high protein, low fat, low carbohydrate diet designed for healthy eating and lifelong weight management. The Dukan Diet discards counting calories and allows unrestricted amounts of 100 approved foods.

The Dukan Diet was created by Dr. Pierre Dukan, the renowned French medical doctor who has **helped people to successfully lose weight for over 40 years**. While he began his medical career specializing in neurology, Dr. Dukan discovered and refined his successful weight loss method while working with over 40,000 of his patients in General Practice. Since then he has spent his career helping people lose weight and keep it off forever.

Dr. Dukan created the following resources to maximize the results of his diet:



Dukan Diet Books

The Dukan Diet, a **#1 New York Times Best Seller**, is the essential guide that explains the Dukan Diet's 4 phase method. It offers clear, simple instructions, as well as menu planners and delicious recipes for long-term success. *The Dukan Diet Cookbook* contains **350 simple, French-inspired recipes** to help achieve weight loss and is great for everyone from home cooks to foodies!



DukanDiet.com

At DukanDiet.com, visitors can learn about the 4 phases, read Dukan Success Stories and join Dukan Coaching after receiving a customized weight loss program schedule by phase when they **calculate their True Weight**.



Dukan Diet Coaching

Dukan Diet Coaching, the only truly personalized daily interactive online weight loss coaching program, provides members with Dr. Dukan's daily instructions, **live support from coaches and nutritionists**, and tools to help them successfully reach and maintain their True Weight.



Dukan Diet Products

ShopDukanDiet.com offers foods and supplements that support and accelerate weight loss during the Dukan Diet. Our line of foods are **healthy, natural, sugar-free and low sodium and are great for everybody** - including children and diabetics. We have several unique ways to get your daily oat bran in all phases with our delicious cookies, bars and muffins.



The Dukan Diet consists of 4 phases – 2 steps to lose the weight and 2 steps to keep it off for life.

Before beginning, dieters should calculate their **True Weight - a realistic, healthy weight that can be reached and maintained for life** – at www.dukandiet.com



Phase 1 – Attack

The Attack phase is short (2 to 7 days) and consists of 68 Pure Protein foods that can be eaten in unlimited quantities. This creates a kick-start to the diet and **dramatic weight loss is achieved**.



Phase 2 – Cruise

The Cruise phase adds 32 unlimited vegetables and will **take you to your True Weight**. Gradual, but steady, weight loss is achieved by evenly alternating Pure Protein days with Protein + Vegetables days. The average length of this phase is based on an average loss of 1 pound every 3 days.



Phase 3 – Consolidation

The Consolidation phase is designed to **prevent the rebound effect** by gradually returning foods such as fruit, cheese and bread, and allowing two starches and two “celebration” meals per week. During this time dieters are most vulnerable, as the body has a tendency to quickly regain lost pounds. This phase follows a strict timeline of 5 days per every pound lost.



Phase 4 – Stabilization

The Stabilization phase is the final maintenance stage of the diet and the one you will follow for the rest of your life. You will have learned how to eat healthy in the Consolidation phase and may return to eating whatever you like without regaining the weight, provided you **follow 3 simple rules**:

- Consume 3 Tablespoons of oat bran per day
- Choose to take the stairs whenever possible
- Have one Pure Protein day (following the Attack phase instructions) every week



Oat Bran

Oat bran is the cornerstone of the Dukan Diet and is consumed daily in all phases. Oat bran creates a feeling of fullness, slows down sugar absorption, helps lower cholesterol, and absorbs and removes 5% of daily calorie intake.

Our Success Stories come from both men and women, telling how the Dukan Diet changed their lives and range from those who finally lost those last stubborn 10 pounds to those who've lost **over 100 pounds**.

Greg Lost

112
lbs

“ The thing I like most about Dr. Dukan's approach is, your weight loss is only the beginning of the plan, and his roadmap takes you the rest of the way to lasting weight loss. ”

Before



After



Brittainy Lost

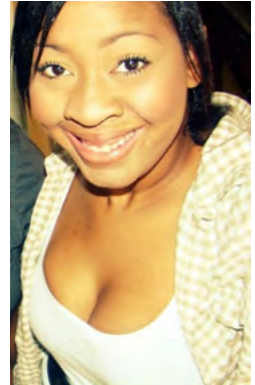
63
lbs

“ Dukan changed my life! I still have a ways to go, but, 28lbs in 6 weeks is nothing to argue with! ”

Before



After



Donna Lost

45
lbs

“ My sister had just started the Dukan diet and suggested that I do it with her. We have a combined weight loss of 105 lbs! ”

Before



After





Find Your True Weight

Your True Weight is unique and based on your answers to 11 questions. It is the **realistic weight** you can reach, then maintain for life. Find it at www.dukandiet.com



View Your 4 Phase Program

Your **personalized program** shows you the length of each phase and how much weight you will lose during each phase as determined by the True Weight Calculator.



Join Coaching

Purchase your program, **choose your start date**, complete a questionnaire that will help us start coaching you, then log in to your Slimming Apartment.

Dukan Coaching is the only truly personalized online weight loss coaching program. **Daily interaction makes it unique.** As a Coached Member:


Every morning, you receive motivation instructions from Dr. Dukan, exercises for the day and 3 daily menus to choose from.


Every evening, you report about your day: your weight, measurements, physical activity, motivation level, frustrations, food lapses and foods you miss and this determines your daily instructions for the next morning.


Dukan Coaching **costs less than \$5 per week** – less than any other online diet program – and includes full Consolidation of your True Weight.


Get Support and Motivation to Reach Your Goals!


Your Dukan Diet Coaching Program Includes:


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Access to our Support Team and Nutritionist
You can email or call our Dukan Support Team directly for help or ask them questions on our daily Live Chat.
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Daily Motivation Instructions
Every day you receive instructions to help keep your motivation strong through the diet.
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Truly Personalized Daily Interaction
Every morning you get new instructions for the day based on your report from the night before.
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10% Off at ShopDukanDiet.com
You'll get 10% off every order of our amazing products created to help you reach your True Weight.
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Hundreds of Recipes
Gourmet and simple recipes for appetizers, entrées, snacks and desserts for all phases of the diet.
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Community Support
Connect and share recipes or get tips for dining out and travel.

And More!