



DUKAN DIET BOOKS

Available in print and digital editions

- “The Dukan Diet,” a **#1 New York Times Best Seller**, is the essential guide to the Dukan Diet and the **4 phases to reach and keep True Weight**. It offers clear, simple instructions, menu planners and recipes for immediate and long-term success.
- “The Dukan Diet Cookbook” contains **350 simple, French-inspired recipes** to help achieve and maintain weight loss while enjoying delicious food!

DUKANDIET.com

- DukanDiet.com provides a direct portal to **personalized advice from Dr. Pierre Dukan** and resources for success in the 4 phases of The Dukan Diet.
- Visitors to DukanDiet.com can **calculate their True Weight**, **purchase Dukan Diet products** and sign-up for **Dukan Diet Coaching**, a Dukan Diet signature offering that provides members with resources for success.



DUKAN DIET COACHING

- Dukan Diet Coaching is **the only truly personalized, interactive, daily online weight loss coaching program**. Dukan Diet Coaches tailor their approach to each individual’s Dukan Diet profile and lifestyle, which is essential to long-term success. Before starting Dukan Diet Coaching, members find their True Weight and then answer 80 questions that define their personalized program in detail. This program is adjusted daily based on a short, personalized report from the previous day.
- At **less than \$1 a day** – Dukan Diet Coaching costs less than any other online diet coaching program.
- According to a 2010 survey conducted by the French Institute of Public Opinion (IFOP), **nearly 80 percent of Dukan Diet coached members managed to reach and keep their True Weight over 7 months**.*



* French Institute of Public Opinion Survey “Evaluation of people who have stabilized their weight” 2010

DUKAN DIET RESOURCES are available to our members at DukanDiet.com to help guide them through weight loss, starting in the Attack phase and continuing for life.

DUKAN DIET PRODUCTS are made with healthy ingredients and are unique to the Dukan Diet. Our products have **no added sugar, are low in sodium and are preservative and additive-free**. Products are available at ShopDukanDiet.com (U.S.) and ShopDukanDiet.ca (Canada).



Dukan Diet Oat Bran Products

- Oat bran is the cornerstone of The Dukan Diet and is **eaten daily in all phases**.
- Dukan Diet Organic Oat Bran is made using **Dr. Dukan's proprietary Milling and Sifting Index M2bisB6™**. This index ensures the perfect size and purity of bran particles, which increases their absorptive qualities and helps satiety or fullness.
- Dukan Diet Oat Bran products come in a variety of delicious options – several flavors of Bars, Cookies, Vanilla Almond Granola, Muffin Mixes and Oat Bran – and each package includes the recommended serving for each phase.

Dukan Diet Supplements

- Dukan Diet Supplements are carefully **formulated with natural ingredients** to help you reach and keep your True Weight.
- The Dukan Diet offers a **multivitamin with bio-available ingredients**, a natural diuretic to help with water retention and other supplements to support weight loss.
- Dukan Diet Supplements may be used in all phases.**



Dukan Diet Foods & Food Enhancers

- The Dukan Diet offers a multitude of healthy foods, snacks and ingredients that taste great, enhance recipes and can help you reach and keep your True Weight. **Made with wholesome, natural ingredients**, Dukan Diet foods are a convenient and delicious way to support weight loss and keep weight off.
- The Dukan Diet offers Shirataki Rice and Noodles, Turkey Jerky, Goji Berries, Marinara Sauce, Organic Cocoa Powder, Organic Stevia and Freeze-Dried Butternut Squash among other flavorful foods and enhancers.
- Packaging provides recommended servings for each phase of The Dukan Diet.

