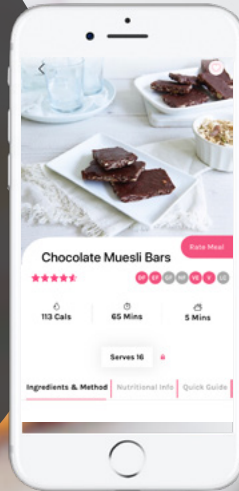


Join the 28 Day Weight Loss Challenge and access

- ✓ 4000+ FAMILY FRIENDLY RECIPES
- ✓ 350+ EXERCISE VIDEOS (HIIT, YOGA ETC)
- ✓ WEEKLY, PERSONALISED MEAL PLANS
- ✓ CUSTOMISABLE EASY TO USE APP
- ✓ TRACK YOUR WEIGHT LOSS PROGRESS
- ✓ 24/7 SUPPORT
- ✓ COMMUNITY OF 1000s OF LIKE-MINDED MUMS



THE BELLY BLASTER

28 DAY WEIGHT LOSS CHALLENGE



Welcome!

Welcome to The Healthy Mummy, we are so excited to have you join us!

The belly area is often a cause for concern with many mums, and not just immediately after giving birth. Our busy lives and the stress of being a mum can sometimes make it harder for us to focus on reducing fat from this area.

The Belly Blaster 28 Day Weight Loss Challenge is designed to blast belly fat. This challenge is loaded with delicious meals and amazing workouts to help beat the bulge. Our fabulous team of chefs and nutritionists have created meal plans loaded with easy to prepare, delicious, family friendly meals that are filled with belly busting ingredients to cleanse and flatten your tummy, while also being kind to your wallet.

We also have amazing long play belly blasting workout videos that increase your cardio and help you get some impressive weight loss results. We've put together this guide to give you a sneak peek at the Belly Blaster 28 Day Weight Loss Challenge and so you can begin to bust belly fat today!

We hope you love it and that it helps you get the results you want.

Love Rhian

and The Healthy Mummy team

UNDERSTANDING BODY FAT FOR HEALTH & WEIGHT LOSS

THERE ARE TWO MAIN TYPES OF TUMMY FAT

SUBCUTANEOUS Fat

For new mums, subcutaneous fat is the most noticeable type of fat on the stomach and lies just under the surface of the skin. Women are most likely to accumulate this sort of fat around their abdomen, hips and buttocks. Subcutaneous fat is noticeable and can cause dimpling like cellulite.

This fat serves as the body's energy storage system. If more calories are consumed than the body uses, extra calories are laid down as subcutaneous fat. Conversely, when more calories are burned than consumed, subcutaneous fat is the first sort of fat to be burned off by the body to meet the increased demands for energy.

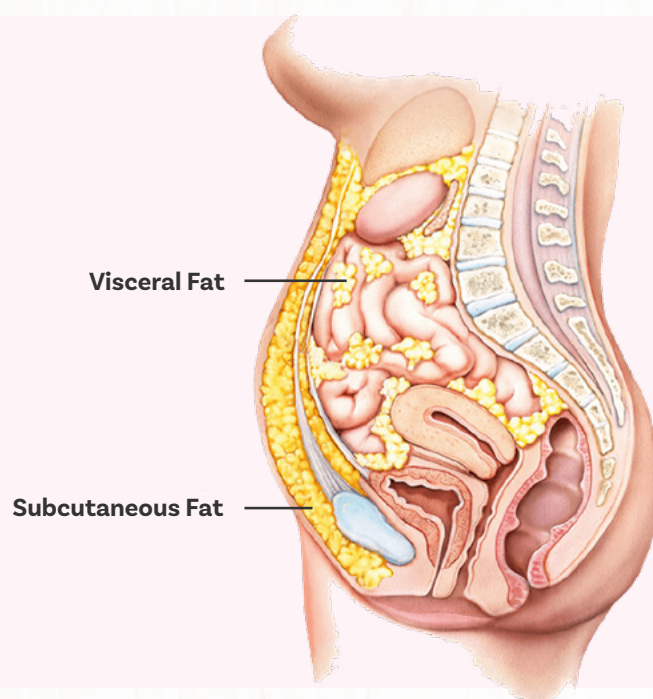
VISCERAL Fat (the dangerous one)

The second type of fat on the stomach area is visceral fat, also known as abdominal fat. This sort of fat differs from subcutaneous fat as it is less visible within the body. Visceral fat forms within the body and around the organs. It cannot be seen from the outside and is far more dangerous than subcutaneous fat. Research is continuing into why some people seem to have greater amounts of visceral fat than others, but it is believed to have a lot to do with a poor diet. Visceral fat is of great concern as it literally wraps itself around the major organs in the abdomen such as liver, kidneys, heart and lungs, as well as contributing to the clogging of arteries.

People with high levels of visceral fat are more prone to developing serious health issues such as heart disease. Visceral fat often accumulates around the liver and this leads the liver to become resistant to the body's insulin, which in turn greatly increases the risk of type 2 diabetes. Visceral fat is often referred to by the medical profession as a ticking time bomb as many people are unaware that they have visceral fat and it cannot be seen accumulating as subcutaneous fat can. increased demands for energy.

How to measure belly fat

- There are two main ways to measure if you have too much belly fat, waist circumference and waist to hip ratio.
- Measure your waist on your bare skin just above your hipbone. Breath in and out, then take the measurement.
- Do the same at your waist.
- For a woman if your waist circumference is at 80cm or more, and for a man your waist circumference is at 94cm or more, than this is a marker for health risks.
- To work out your waist to hip ratio divide your waist measurement by your hip measurement (e.g. waist is 80cm and hip is 85cm, then $80/85 = 0.94$), the health risks are greater if your ratio is ≥ 0.85 for women and for Men: ≥ 0.9 One study of 44000 women found that those with large waists, even if they were at a low BMI, had the greater risks of heart disease and cancer.



WHY YOU MAY BE HAVING TROUBLE SHIFTING BELLY FAT

There are a whole host of medical, environmental and genetic reasons why we find it hard to lose weight. Although science tells us it's all about calories in versus energy out, for most of us that are eating a good diet and exercising regularly, it can be confusing when the belly fat doesn't seem to shift. Here are some of the top reasons you may be struggling to lose belly fat.

Higher number of fat cells

You can shrink fat cells through healthy eating and exercise – but fat cells in actual fact don't die. Therefore if you have been obese in the past, it is easier for you to regain the weight. It basically means that you must be more vigilant in leading a healthy lifestyle with the main focus being on what you eat.

Hormone imbalances

Sometimes an imbalance in hormones can lead to excess tummy fat, for example: Leptin – a protein that acts as a hormone in helping to prevent obesity by regulating appetite. Being deficient in this hormone (which is rare) can lead to excess belly fat. Ghrelin – a protein secreted by stomach cells that promotes positive energy balance by stimulating appetite and promoting efficient energy storage. In a condition called 'Prader-willi syndrome' – ghrelin levels stay high after eating, which promotes an excessive appetite. People with this syndrome would find it difficult to lose weight.

A lack of sleep can also increase ghrelin levels and decrease leptin – therefore increasing appetite and decreasing satiety levels. This may explain correlations made between lack of sleep and a high BMI (Body Mass Index).

Sleep

We all know sleep is important for a variety of health reasons but it also helps to regulate body fat. Scientific studies have shown that those who sleep less than 5-6 hours per night are more than 35% more likely to gain extra weight than those who sleep longer. As a busy mum, your sleep patterns can be very irregular so try and fit in a nap during the day or remove stimulus at least an hour before bedtime for a deeper sleep.



Stress response/elevated cortisol

When cortisol is chronically elevated due to stress, it turns our bodies into fat storing machines. This is because elevated cortisol levels increase the activity of the major fat storing enzyme - lipoprotein lipase (LPL). Cortisol also makes the body more insulin resistant. This means the body will need to release more insulin to get the job done. This can lead to greater fat storage, and the release of fat will also be worsened. Reducing stress is a lifelong task but adding in some more time out each day to rest, play and enjoy life can reduce stress hormones considerably.

Sickness

If you have been feeling unwell recently, it is possible your body may be holding onto body fat for health reasons. Be sure to boost your immune system with plenty of fresh water and whole foods high in vitamins A, C and E.

Sugar

New studies show that visceral belly fat is often fuelled by a high consumption of sugar. According to the literature it may be worth reducing your sugar consumption and increasing healthy fats to increase metabolism, support blood sugar balance and overall support of women's health and fat loss. Consuming the right amount of healthy fats like omega 3s aids the fat burning process.



TO BLAST YOUR BELLY FAT

1 MAKE WATER YOUR NUMBER 1 DRINK OF CHOICE

Many people don't realise they drink a lot of their calories; 2 x 600ml bottles of soft drink contain as many as 500 calories – this could be the difference between losing weight and hitting a plateau.

2 DRINK MORE GREEN TEA

The catechins in green tea – called Epigallocatechin gallate (EGCG), have a proven effect on metabolism and weight loss. Make a pot of green tea, sip, enjoy and reap the benefits.



3 CHEW YOUR FOOD WELL

Your stomach doesn't have teeth so chewing your food better will reduce the amount of air you swallow with the food (a cause of bloating). It also makes you eat slower, which is helpful in reducing food intake – therefore helping you to eat smaller portion sizes.

4 EAT FERMENTED FOODS

These foods have a probiotic effect on the gut, helping to produce more good bacteria. These good bacteria help keep our weight in check by preventing obesity. Some easy to make fermented foods include kombucha, kefir water and sauerkraut.

5 AVOID FOODS HIGH IN FRUCTOSE

Fructose is usually better tolerated in the presence of glucose. This means food containing at least as much glucose as fructose is often better tolerated by the body than just foods high in fructose. Fructose intolerance can lead to bloating immediately after eating. If you suspect you have an intolerance to fructose then seek medical advice or go to a nutritionist to confirm your suspicions.

6 EAT HIGH FIBRE FOODS

The best thing you can do for your body is to eat fibre. It helps prevent weight gain, by reducing appetite and helping to normalise bowel movements. There is some evidence that the weight loss effects of fibre target belly fat specifically. The best high fibre foods to eat include: chickpeas, apples, rolled oats, green beans, sweet potato and fresh berries.

7 ENJOY MORE LEAFY GREENS

Greens are high in fibre and phytonutrients. They are also a natural detox for the body, helping to alkalise and neutralise stomach acid. Kale, baby leaf spinach, wheat grass and barley grass all promote alkalinity therefore helping with conditions such as IBS (Irritable Bowel Syndrome). This can help reduce belly bloat.



8 INCLUDE LEAN PROTEIN

Protein is the macronutrient that helps keep us feeling fuller for longer. Proteins should be eaten at every meal and snack (if possible) alongside healthy carbohydrates and good fats. The best sources of protein include: boiled eggs, tinned tuna, nuts and seeds, low fat cheese, Greek yogurt, chicken breast and leg ham.

9 SPICE THINGS UP

Spicy foods contain an active component called capsaicin. By adding some chilli or bell peppers to your meals, you're helping boost your metabolism naturally, without any harsh accelerants. Capsaicin also turn the bad, unhealthy white fat into fat-burning brown fat through a process of creating heat from burning fat.

10

AVOID THESE FOODS

Key foods to avoid when wanting to blast away belly fat include simple carbohydrates like white bread, crisps, sweets, soft drinks, pre-made cakes, donuts etc.



These simple carbohydrates are digested faster by our bodies and therefore we don't feel satisfied for very long and need to eat more food more often. Many store-bought ice creams are high in saturated fats and sugars. Make your own sweet "ice cream" or ice lollies like those found in the 28 Day Weight Loss Challenge recipe hub.



TRY THE
2 Ingredient
Banana "Ice-Cream"
from the
Recipe Hub

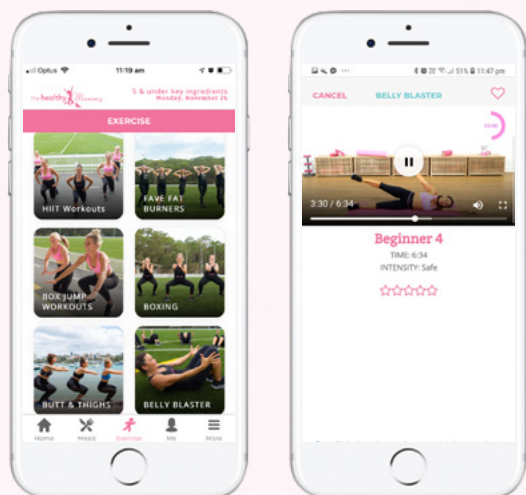
Fairly obvious, but avoid fast foods when wanting to lose belly fat. Most of these foods are very high in salt which not only gets you addicted and wanting to come back for more, but also holds onto fluid in your body's cells, making you look and feel heavier.



TRY THE
Belly Blasting
Burger - recipe
on Page 10

TRY A BELLY BLASTER WORKOUT FROM THE 28 DAY WEIGHT LOSS CHALLENGE FOR FREE!

The 28 Day Weight Loss Challenge has over 350 exercise routines including full-length guided video workouts that can be completed at home or on the move – all available in our amazing Healthy Mummy App.



- **350 workouts**
- **Do anywhere, anytime**
- **No gym memberships!**
- **HITT, Tabata, Boxing, Belly Blaster and many more available**
- **Low, medium and high impact available**

Workouts focus on all areas of the body including the core, butt and thighs, lower and upper body, and there are options suitable for all types of mums; postnatal or those with older children, as well as levels for beginners through to advanced.

The **BELLY BLASTER** workout category is packed with workouts that are high cardio and core focused. To get the best results you should combine these belly blasting workouts with low intensity cardio, like walking. Here is one of our fantastic **BELLY BLASTER** video workouts for you to try for free!



JOIN THE 28 DAY WEIGHT LOSS CHALLENGE [HERE](#)



DAIRY FREE CHOCOLATE OATS

Serves 1

Prep time 5 min

Some people can have an intolerance to dairy and this can make them bloated. Reducing your dairy intake can be a way to reduce bloating and belly bulge. There are so many dairy alternatives to milk, yogurts and cheeses available at the supermarket that it's not hard to try some different options and see how it improves your health. Always seek medical advice though before removing a food group from your diet.

Ingredients

- 1/3 cup rolled oats (33g)
- 1/2 cup boiling water (125ml)
- 1 tsp chia seeds (4g)
- 2 tbsp coconut yogurt (30g)
- 2 tsp cacao/cocoa powder (4g)
- 1 tbsp blueberries (11g)
- 1 sliced strawberry (15g)
- 1 tbsp raspberries (15g)

Method

- Place oats in a bowl. Top with boiling water, stir and set aside to soak for a minute or two.
- Add chia seeds, coconut yogurt and cacao/cocoa powder. Stir to combine well.
- Top with blueberries, strawberries and raspberries to serve.

***Note:** 'Free sugars'* mentioned in our recipes are those which have been added to foods during processing, cooking, and preparation, while naturally occurring sugars are found within whole foods such as fruits and come with the additional benefits of a range of other nutrients such as vitamins, minerals and fibre in substantial amounts.

Kjs 1174 kJ / 280 cal

Protein 6g

Fibre 5.8g

Total Fat 10.1g

Carbs 39.5g

Sat Fat 6.4g

Total Sugar 14g

Free Sugar 8.3*



BELLY BLASTING BURGER

Serves 1

Prep time 10 min

Cook time 10 min

Sourdough is made with a fermented dough. Fermented foods, like sourdough and the sauerkraut in this meal, are great to improve your gut health. A healthy gut improves your digestion and your ability to reduce belly fat.

Ingredients

- 120g lean beef mince
- salt
- pepper
- 1 tsp olive oil (5ml)
- 1 slice reduced fat cheddar cheese (20g)
- 1 egg (50g)
- 1 slice sourdough (40g)
- 1/2 cup baby leaf spinach (15g)
- 1/4 sliced tomato (25g)
- 2 slices tinned beetroot (30g)
- 1 tbsp sauerkraut (15g)
- 1/4 tsp chilli flakes (0.25g)

Method

- Season the beef with salt and pepper and form into a burger patty.
- Heat the olive oil in a frying pan over medium-high heat. Cook the patty for 4-5 minutes each side or until cooked through. About a minute before the patty is ready, top with the slice of cheese and allow the cheese to melt over the top of the patty. Set aside to rest.
- Crack the egg into the hot frying pan and cook for 1-2 minutes or until cooked to your liking.
- Toast the sourdough and top with baby leaf spinach, burger patty, fried egg, tomato and beetroot.
- Top with sauerkraut and a sprinkle of chilli flakes to serve.

Kjs 1786 kJ / 425 cals

Protein 43g

Fibre 3.8g

Total Fat 17g

Carbs 21.7g

Sat Fat 6.3g

Total Sugar 4.7g

Free Sugar 0g*



SEASONED SWEET POTATO WEDGES WITH LIME YOGURT

Serves 1

Prep time 10 min

Cook time 20 min

Preparing snacks at home ensures you are reducing added sugars and preservatives which can quickly add inches to your waistline (not to mention homemade options are usually more cost effective). These delicious sweet potato wedges with yogurt provide fibre and protein to give you energy and promote healthy digestion for a slimmer tummy region.

Ingredients

- 1/2 sweet potato (80g)
- 2 tsp extra virgin olive oil (10ml)
- 1/4 tsp garlic powder (0.3g)
- 1/4 tsp cayenne pepper (0.3g)
- salt
- 2 tbsp reduced-fat Greek natural yogurt (40g)
- 1 tsp lime juice (5ml)
- 1 tbsp sauerkraut (15g)
- 1/4 tsp chilli flakes (0.25g)

Method

- Preheat oven to 220C / gas mark 7. Line a baking tray with baking paper. Cut sweet potato into wedges.
- Toss sweet potato with olive oil, garlic powder, cayenne pepper and some salt, to evenly coat each wedge.
- Spread sweet potato over prepared tray and bake for 20 minutes, turning once, until tender.
- While sweet potato is baking, mix Greek yogurt and lime juice.
- Serve sweet potato wedges with lime yogurt for dipping.

Kjs 663 kJ / 158 cal

Protein 3.5g

Fibre 2.9g

Total Fat 7.6g

Carbs 19.5g

Sat Fat 1.3g

Total Sugar 7.6g

Free Sugar 0g*



LAMB MEATBALLS WITH SPINACH AND SWEET POTATO MASH

Serves 1

Prep time 10 min

Cook time 20 min

An easy to prepare, family friendly meal that provides a good serve of vegetables for fibre and nutrients. Filling half your plate with vegetables is not only good for your health but also easy on your wallet as fruit and vegetables are often less expensive than large portions of meat.

Ingredients

- 1 crushed clove garlic (3g)
- 1/4 tsp dried thyme leaves (0.3g)
- 110 grams of lean lamb mince
- salt
- pepper
- Cooking oil spray
- 2 tsp extra virgin olive oil (10ml)
- 1/2 peeled and diced sweet potato (80g)
- 3 cups baby leaf spinach (60g)
- 1 tsp lemon juice (5ml)

Method

- Preheat oven to 200C / gas mark 6. Line an oven tray with baking paper.
- Combine garlic, thyme and lamb mince, season mix with salt and pepper. Mix well and then form into golf ball size balls, approximately 3-4 per serve.
- Lightly spray meatballs with cooking oil and place on prepared baking tray. Bake in the oven for 15 – 20 minutes until cooked through.
- While meatballs are cooking, boil the sweet potato in a saucepan of water until tender, around 10 minutes. Drain and add half the olive oil and season with salt and pepper. Use a hand masher or stick blender to mash/process until smooth. Set aside, keeping warm.
- In a frypan, add remaining olive oil over medium/high heat. Add the spinach and cook until wilted. Remove from heat.
- Place sweet potato mash on a plate and top with spinach and meatballs. Squeeze over lemon juice to serve.

Kjs 1751 kJ / 417 cals
Protein 37.5g
Fibre 7.1g
Total Fat 18.2g

Carbs 27.8g
Sat Fat 4.3g
Total Sugar 7.2g
Free Sugar 0g*

SARAH OVERCAME ENDOMETRIOSIS, LOST 8.9 STONE AND GAINED BODY LOVE AND SELF-CONFIDENCE

Mum of two, Sarah Maynard, who also suffers from endometriosis has managed to overcome her struggles by staying positive. Today she has lost a MASSIVE 8.9 stone with The Healthy Mummy and it all started with a photo.

What should have been an uplifting time for Sarah (receiving family photos taken when her son was 6 months old) turned into sadness and shame. She says "I started my journey in full force after we had our son's 6 months photo shoot. I didn't like or love the person I saw in the mirror or even the photo."

Upset at how she looked, Sarah was inspired to make a BIG change.

After reading about other real mums in The Healthy Mummy online [community](#) who had lost weight and gained body love, Sarah decided to go full force ahead.

Following The Healthy Mummy recipes, she began cooking all her meals from scratch using fresh ingredients and becoming more active in her day to day life. She realised that she would still keep her family happy by preparing their favourite meals and snacks – just making healthier versions of them.

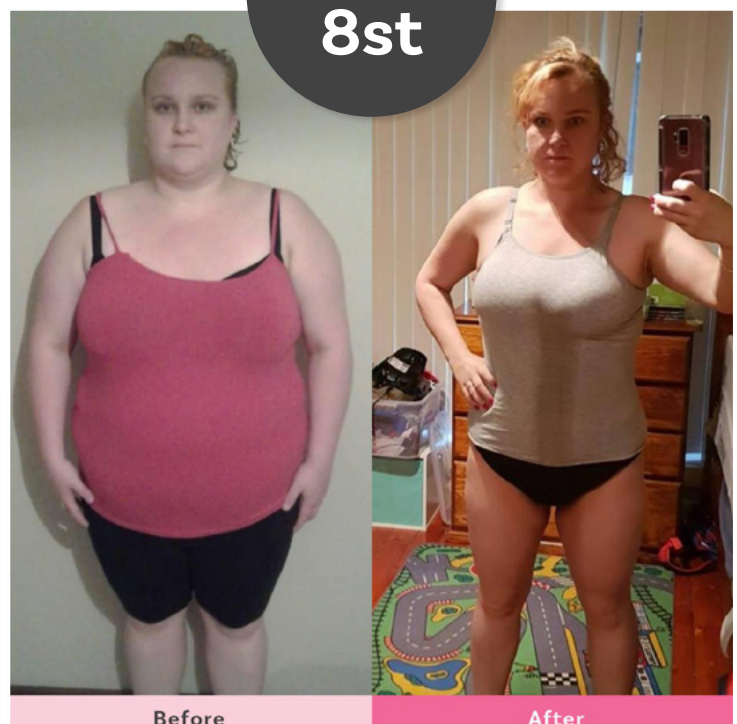
She says "The Healthy Mummy has changed the way I think and look at food and exercise."

Sarah is determined to be a good role model for her daughter and inspire her and her entire family to live a healthy, happy life.

Confident, happy and healthy, Sarah now encourages women to love their body.



SARAH
LOST OVER
8st



"I want to show women to love yourself how you are. Love your body. I also want to show my daughter and family how to be so confident."

Sarah Maynard

Check out what some of our beautiful mums have achieved whilst completing our 28 Day Weight Loss Challenges.

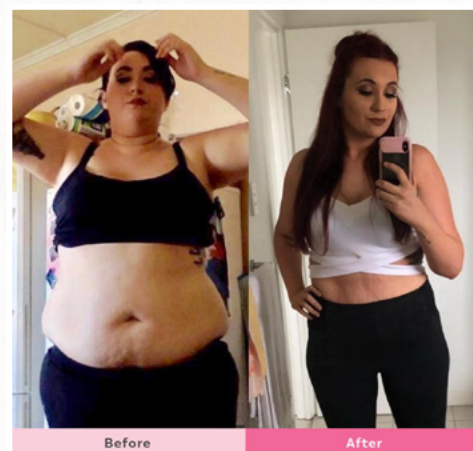


AMY LOST 8.8st!

"After reading so many inspiring and motivating stories of mums who had been a similar weight to what I was, I knew it was possible to do it. Before that I thought it wasn't possible. I dreamed of being that girl on the front of magazines with the heading 'mum loses half her weight'. I now have heaps more energy and so much more self confidence."

MELANIE LOST 7.6st!

"I HAD to believe that I could do this. I divide my days into 8x three hour periods, and if I happen to have a "slip up" or down moment with my mind, I either enjoy the food or understand my mind, own it and make myself accountable, look at the clock and reset at the next 3 hour point. No tomorrow/Monday/next week resets, always today."



CHARLOTTE LOST OVER 5.5st!

"Thanks to THM I have lost nearly 5.5 stone and am finally so comfortable in my own skin"

NIKKI LOST 7.1st!

"I'm so much happier! My kids eat exactly what I eat, and I have one of each smoothie flavour open all the time! I love how you don't have to cut out any food groups. I eat anything I want!"



JOIN 10,000S OF MUMS IN OUR PRIVATE SUPPORT GROUP

www.facebook.com/groups/healthymummyuk/

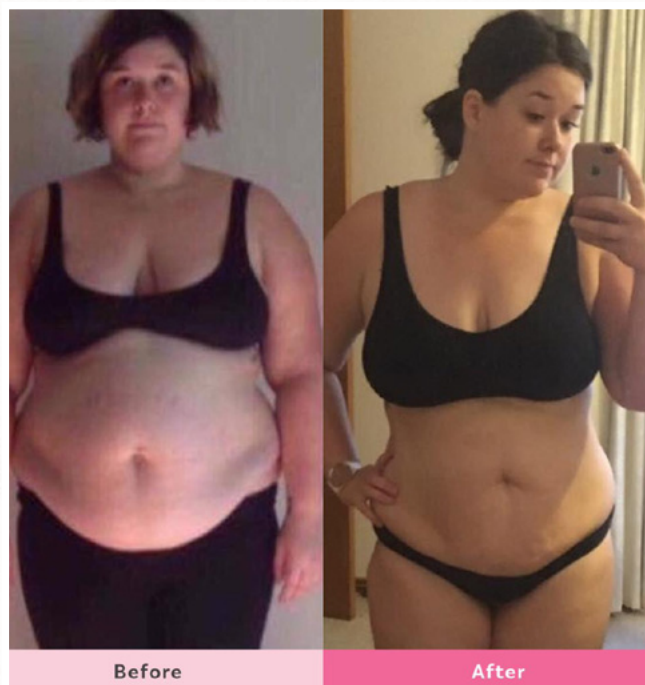
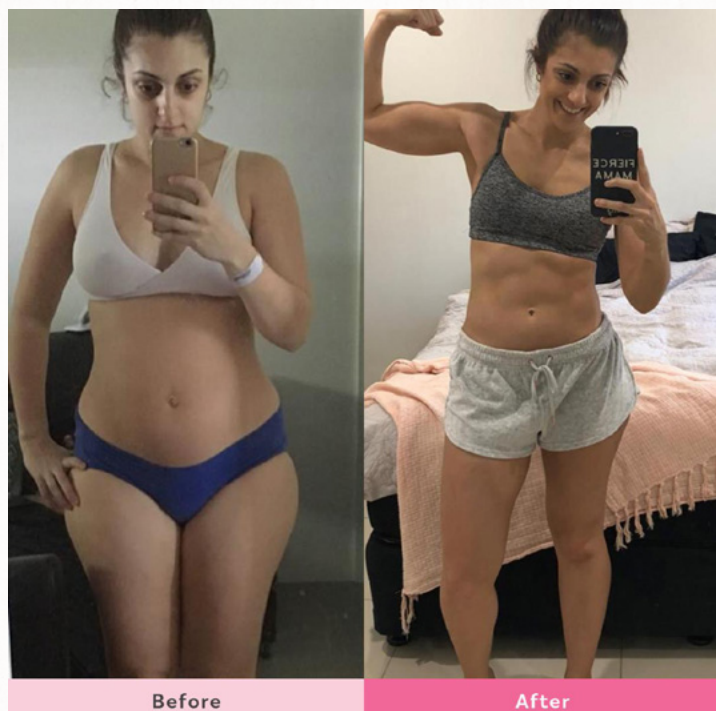


EBANNIE LOST 7.12st!

"I joined the 28 Day Weight Loss Challenge and enjoy doing the exercises. I'm finding the food in the 28 Day Weight Loss Challenges super yummy and I love that The Healthy Mummy Smoothies are delicious, convenient and safe to have while breastfeeding my one year old son".

BEC LOST 4.25st!

"I was in a really dark place mentally while I was pregnant and after I had my daughter. I am blown away by how much my life has changed for the better in such a small amount of time. I signed up on a trial rate to see what it was about and ordered myself some smoothie tubs, and I have never looked back."



SAMARA LOST 2.7st!

"I'm a much stronger person in the second photo. I am more in control. I am more confident, and I'm just a happier, more positive person. I hope my results can show you that it is possible. Not every day will be easy, but it will get easier every day. You may take one step forward and two steps back at times, but you will always fall back on an amazingly supportive group of women who have your back."



THE 28 DAY WEIGHT LOSS CHALLENGE APP

The **28 Day Weight Loss Challenge app** is your Challenge companion. It's EASY to download with the Challenge and gives you 24/7 access to everything you LOVE about the Challenge.

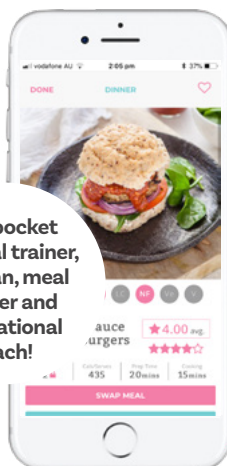
Customise your meal plans, access shopping lists, update your measurements, see your progress, get daily exercises and more.

Our time efficient, at home workouts are totally busy-mum friendly with a great variety including **PLYO, HIIT and Pilates**.

28 Day Weight Loss Challenge App Benefits:

- ✓ Track your daily calories, activity minutes & water consumption in one spot!
- ✓ Choose from over **4,000 recipes** to suit your needs and dietary requirements
- ✓ Set up your profile to select your default meal serve size requirements and dietary restrictions, and work out your daily calorie needs depending on your weight loss goals
- ✓ View the easy-to-follow daily exercise workouts that can be completed in under 30 minutes in the comfort of your own home!
- ✓ Integrate the App with your Fitbit to track your step count and activity minutes

Your pocket personal trainer, dietitian, meal planner and motivational coach!

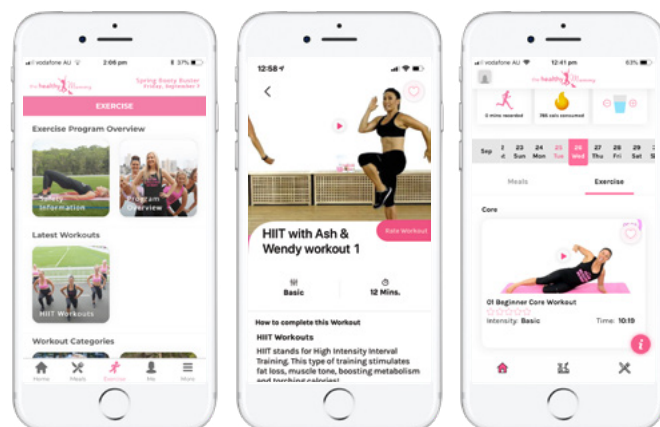


PLUS, the App:

- ✓ Gives you push notifications
- ✓ Allows you to bulk swap meal choices to suit your weight loss journey
- ✓ Ability to track your water intake
- ✓ Ability to track your water intake and calories
- ✓ Gives you access to all the latest workouts
- ✓ And **EVEN MORE** new items to be launched in the APP in upcoming Challenges!

JOIN 100,000s OF MUMS JUST LIKE YOU AND REACH YOUR GOALS.*

*results may vary by person



GET YOUR HEALTHY MUMMY POCKET COACH AND MAKE YOUR GOALS MORE ACHIEVABLE

Go to www.healthymummy.co.uk

JOIN THE 28 DAY WEIGHT LOSS CHALLENGE [HERE](#)

THE HEALTHY MUMMY SMOOTHIES


FIBRE & DIGESTION

With **2.4g⁺** of fibre per serve from six different sources, our smoothie will help to keep you feeling full for longer.


OMEGA 3 & 6

Flaxseed contains both omega-3 and omega-6 which are healthy fats and are important to your overall health.


NUTRIENTS & AMINO ACIDS

Quality ingredients including vitamins A, B & C, zinc, iron, calcium phosphorus, protein, omega-3 and omega-6 fatty acids and fibre.

21.7g⁺ of complete protein per serve from non-GM soy protein that helps build lean muscle.


PROTEIN


NO NASTIES

No artificial sweeteners, preservatives or caffeine.


STAY FULL FOR LONGER

Soy protein, pumpkin seed meal and fibre help provide a feeling of fullness. They assist with weight loss* and moving things along.

NO ADDED SUGARS

⁺When vanilla flavour is made up with skimmed milk as directed.

^{*}When used in conjunction with a diet reduced in energy and including regular exercise.

Serving suggestion shows smoothie made up of vanilla smoothie, skim milk and berries.

9/10 MUMS

say they got better results when using the

SMOOTHIES

while completing the

28 DAY WEIGHT LOSS CHALLENGE

The Healthy Mummy Smoothie is a meal replacement weight-loss smoothie. It has been formulated by leading nutritionists to be the perfect companion to a busy mum's life when trying to lose weight. Each flavour is an excellent source of essential vitamins, minerals, nutrients and important antioxidants.

- ✓ Healthy weight loss meal replacement
- ✓ Nutrient dense with 22 vitamins & minerals
- ✓ Free from fillers, caffeine and added sugar
- ✓ Plant based protein
- ✓ Created by a team of expert nutritionists
- ✓ High in protein & fibre
- ✓ 20 Serves per tub

Available in

Chocolate • Strawberry • Vanilla

PURCHASE THE HEALTHY MUMMY SMOOTHIES [HERE](#)