

the healthy *Mummy*  
**28 DAY**  
WEIGHT LOSS CHALLENGE  
FOR BUSY MUMS

# belly buster ON A BUDGET

RECIPE PACK



The New Year is on its way, bringing with it a great opportunity to refresh and refocus your healthy lifestyle goals, especially if you've had an over indulgent festive season; eating too much and not moving enough.

To get you back on track or started with your weight loss and healthy lifestyle plans for 2017, we've made the January 28 Day Challenge all about clean eating recipes that are perfect to bust the belly bloat and

help you trim that tummy, after what may have been a few weeks of indulgence.

Not only are the January 28 Day Challenge recipes filled with belly busting ingredients to cleanse and flatten your tummy, they are also easy to prepare, family friendly and kind to your wallet. January is often a time we want to tighten the purse strings after all the Christmas expenses, so the January meal plans are loaded with meals that are inexpensive to prepare.

Together with the healthy and delicious meals, the January 28 Day Challenge includes easy to perform exercise routines with a focus on the tummy region, to really get your healthy goals and resolutions for 2017 on their way to a great start.

## BREAKFAST

### COTTAGE CHEESE, MANGO AND HONEYED DRESSING ON SOURDOUGH

**Prep Time: 5 mins**

A balanced and easy to assemble breakfast that includes wholegrains, protein and fibre to promote healthy digestion and in turn reduce belly bloating.

#### Ingredients (Makes 1 serve)

- 1 slice wholegrain sourdough bread
- 2 tbsp reduced-fat cottage cheese
- 1 cheek sliced mango
- 1 tbsp finely chopped walnuts
- 1 tsp honey
- 1 tsp balsamic vinegar

#### Method

- Toast the bread and spread with cottage cheese.
- Top with mango slices.
- In a bowl, mix honey, balsamic vinegar and walnuts together and drizzle over mango slices to serve.

Nutrition Per Serve: **Energy:** 1298kj / 309 cal  
**Protein:** 13g **Fibre:** 3.9g **Total Fat:** 8.5g  
**Carbohydrates:** 48.8g **Saturated Fat:** 1.3g  
**Total Sugar:** 30.3g **Free Sugar:** 5.7g



**COST  
PER SERVE  
\$1.56**

**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.

## LUNCH

### CHICKEN, WATERCRESS AND PEACH SALAD

**Prep Time: 5 mins Cooking Time: 10 mins**

Including lots of leafy greens throughout your day, like the watercress in this delicious salad, gives you a good serve of fibre and nutrients to promote a trim tummy. Choose seasonal vegetables when preparing meals to ensure you are getting the best buys at the supermarket.

#### Ingredients (Makes 1 serve)

- 1 fresh peach
- cooking oil spray
- 120 grams of chicken breast fillets
- salt
- pepper
- 1/4 cup chopped green beans
- 2 cups watercress
- 1 tsp extra virgin olive oil
- 1 tsp balsamic vinegar
- 1 tsp flaked almonds

#### Method

- Quarter the peach. Heat a frypan over medium-high and lightly spray with cooking oil.
- Add peach pieces and cook for 1-2 minutes on each side until golden. Set aside.
- Season chicken with salt and pepper and cook in pan for 3-4 minutes each side, or until cooked through. Set aside to cool, then slice.
- While chicken is cooking blanch beans in a pot of boiling water for 1 minute. Drain and set aside.
- In a bowl toss together watercress, peach pieces, green beans and season with salt and pepper. Dress with extra virgin olive oil and balsamic vinegar.
- Serve topped with chicken slices and a sprinkle of flaked almonds.

Nutrition Per Serve: **Energy:** 1278kj / 304 cal  
**Protein:** 29.7g **Fibre:** 4.5g **Total Fat:** 13.1g  
**Carbohydrates:** 16.9g **Saturated Fat:** 2.6g  
**Total Sugar:** 14.7g **Free Sugar:** 0.0g

COST  
PER SERVE  
\$2.90



## SNACK

### SEASONED SWEET POTATO WEDGES WITH LIME YOGHURT

**Prep Time: 10 mins Cooking Time: 20 mins**

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 yoghurt provide fibre and protein to give you energy and promote healthy digestion for a slimmer tummy region.

#### Ingredients (Makes 1 serve)

- 1/2 sweet potato
- 2 tsp extra virgin olive oil
- 1/4 tsp garlic powder
- 1/4 tsp cayenne pepper
- salt
- 2 tbsp reduced-fat Greek natural yoghurt
- 1 tsp lime juice

#### Method

- Preheat oven to 220C. 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 yoghurt and lime juice.
- Serve sweet potato wedges with lime yoghurt for dipping.

Nutrition Per Serve: **Energy:** 663kj / 158 cal  
**Protein:** 3.5g **Fibre:** 2.9g **Total Fat:** 7.6g  
**Carbohydrates:** 19.5g **Saturated Fat:** 1.3g  
**Total Sugar:** 7.6g **Free Sugar:** 0.0g



## DINNER

### LAMB MEATBALLS WITH SPINACH AND SWEET POTATO MASH

**Prep Time: 10 mins Cooking Time: 20 mins**

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 (Makes 1 serve)

- 1 crushed clove garlic
- 1/4 tsp dried thyme leaves
- 110 grams of lean lamb mince
- salt
- pepper
- cooking oil spray
- 2 tsp extra virgin olive oil
- 1/2 peeled and diced sweet potato
- 3 cups baby spinach
- 1 tsp lemon juice

#### Method

- Preheat oven to 200C. 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.

Nutrition Per Serve: **Energy:** 1751kj / 417 cal  
**Protein:** 37.5g **Fibre:** 7.1g **Total Fat:** 18.2g  
**Carbohydrates:** 27.8g **Saturated Fat:** 4.3g  
**Total Sugar:** 7.2g **Free Sugar:** 0.0g



**COST  
PER SERVE  
\$3.35**

## DESSERT

### RAW CHERRY SLICE

**Prep Time: 70 mins**

Start the New Year with clean eating without missing out on sweet treats. Using dates and fresh seasonal cherries, gives this simple to prepare recipe a natural sweetness without the side effects that often come with processed sugary snacks.

#### Ingredients (Makes 12 serves)

- 1 cup macadamias, unsalted
- 1/3 cup cacao/cocoa powder
- 2 & 1/2 tbsp coconut oil
- 3/4 cup medjool dates, fresh
- 1 & 1/2 cups shredded coconut
- 1 cup pitted fresh cherries

#### Method

- Line a 20cm x 20cm tin with baking paper.
- In a food processor, blitz macadamias, cacao/cocoa powder, coconut oil and half of the medjool dates until smooth.
- Press into prepared tin.
- In the food processor blend remaining dates, shredded coconut and cherries until smooth and spread over the top of the macadamia base.
- Cover and freeze for an hour or until firm.
- Remove from the tin and slice into 12 squares.
- 1 square is 1 serve.
- Store leftovers in an airtight container in the freezer for up to 2 months.

Nutrition Per Serve: **Energy:** 567kj / 135 cal

**Protein:** 1.9g **Fibre:** 3.2g **Total Fat:** 15g

**Carbohydrates:** 11.9g **Saturated Fat:** 7g

**Total Sugar:** 5.5g **Free Sugar:** 0.0g



COST  
PER SERVE  
**\$1.12**



FROM HEALTHY MUMMY  
NUTRIOLOGIST SARINA DARENZO

## BEST WAYS TO EAT FOR ULTIMATE BELLY BUSTING RESULTS

It is most important to eat regularly for healthy weight loss and maintenance. It is also essential that you make the right choice of foods to eat (the Christmas period can often mean a lot of incorrect food choices). With the New Year upon us it's a great opportunity to start over and in turn shed any extra kilos (especially around our waistlines) that may have crept up on us. In order to truly benefit from the dietary changes we make, it is important to adopt healthy eating habits specific to achieving belly busting results. **Here are some basic guidelines:**

**1 START.** A good start to the day is a cleansing drink that stimulates the body's production of enzymes and prepares our body for digestion. Wake up your digestive system with a warm glass of water and a squeeze of  $\frac{1}{2}$  lemon or  $\frac{1}{2}$  a grapefruit at least  $\frac{1}{2}$  hour before breakfast.

**2 CHEW.** Digestion begins in the mouth with chewing and the secretion of enzymes. Eating quickly increases the amount of air and the size of the food swallowed. This will lead to inadequate digestion and an increase in gas production.

**3 EAT REGULARLY.** Eat every 3 to 4 hours. Our bodies need regular fuel to maintain blood sugar levels and metabolism but enough time to complete digestion before more food is eaten. Avoid skipping meals by having balanced snacks on hand for busy times. Hunger is a sign of low blood sugar and will lead to poor food choices and overeating if ignored.

**4 NO ADDED SUGARS.** Steer clear from adding refined sugars to your food or eating processed foods, they are loaded with unhealthy preservatives, artificial colors, and artificial flavourings. Our bodies store this as fat going straight to our bellies. Obtaining natural sugars from fruit and vegetables is the way nature intended us to eat. The fibre in fruit and vegetables slows the overall digestion process which helps prevent an increase in blood sugar. Plus you are also receiving micronutrients (vitamins and minerals), antioxidants, phytonutrients and fibre from these colourful fruit and vegetables.

**5 EAT WITH AWARENESS.** Awareness eating has been proven to cause a rise in metabolism. Ask yourself how hungry you are before and after each meal. Take 5 minutes to relax before a meal if you feel stressed. Prepare meals yourself – when we touch, smell and taste food before you eat it this will prepare the body for digestion, prevent overeating and improve your psychological relationship with food.





**6 ACHIEVE FLUID BALANCE.** Avoid drinking excessively during a meal as this can reduce digestive function/activity. One glass of fluid is adequate. Keep hydrated by drinking at least 2 litres (8 glasses) of water between meals throughout each day.

**7 GO 50% RAW.** Have half of your vegetable and fruit intake raw (e.g. salads). Fruit and vegetables contain enzymes that aid digestion, so aim to eat some with every meal. Fresh fruit and vegetables contain vitamins and minerals, these micronutrients play an important role in keeping our bodies healthy. Our body needs to break down the fibre in these foods which requires energy and keeps us feeling fuller for longer.

**8 INCLUDE PROTEIN.** Protein contains essential and non-essential amino acids, they are the primary building blocks of our muscles, bones, enzymes and many hormones and they provide energy for the body. Protein contains our macronutrients and are an essential part of our daily diet.

**9 EXERCISE.** Aim for at least four times per week (everyday is ideal) of high intensity interval training (like the routines in the 28 Day Weight Loss Challenges). Studies show that exercising in short bursts with rest periods burns the most fat (especially around our belly). Exercise works the diaphragm, which massages the intestines and thereby improves digestion. It also regulates appetite, blood sugar and metabolism. Therefore, an essential part of the day.

**10 EAT POSITIVELY.** Good habits can easily be established with little effort and a positive frame of mind. A balanced healthy diet doesn't have to be boring, bland, time consuming or expensive. Food should be prepared and eaten with joy and can be achieved even on a budget.

**11 SLEEP.** Get enough sleep from 7 to 8 hours a night. Sleep deficiency can lead to weight gain, because your body's levels of appetite-inducing hormones rise. We tend to overeat as we are searching for the extra energy to fuel our day.

**12 REDUCE STRESS.** Stress makes your body produce cortisol, known as "the stress hormone," which depletes lean muscle and makes your body hold on to fat around your waistline. So, reduce stress in your life and you will reduce elevated cortisol levels and in turn achieve belly busting results.

As you can see, reducing belly fat takes a combination of factors, and if you make the appropriate changes to your diet: by eating wholesome foods that are filled with high-fibre complex carbohydrates, quality lean protein, and healthy fats, along with healthy lifestyle habits such as exercise, sleep and stress reduction, you may be surprised at how quickly your body composition starts to change and you achieve ultimate belly busting results!





## TOP TIPS

# FOR EATING HEALTHY ON A BUDGET

After an expensive festive season, January is a great time to focus on getting your budget back on track. It doesn't have to cost more to eat well. Following the healthy eating meal plans from the 28 Day Challenges will help you with knowing exactly what you need to purchase and prepare each week. Try the following ideas to help reduce your costs each week:

**PLAN** your weekly meal plans in a budget friendly way e.g. repeat meals so you can make recipes in bulk and have for dinners and lunches. Choose one or two breakfasts and repeat them throughout the week. Prepare a couple of snacks that can be made in bulk and stored in the fridge or freezer so you don't have to buy loads of snack ingredients.

**CHOOSE** recipes that have only a few ingredients, like those in the January 28 Day Challenge. Then you just need to buy a few basics and you can prepare a week's worth of healthy meals without spending too much. Using up leftovers and creating simple, repeated meal plans will ensure you save money when buying groceries.

**REMEMBER** that manufacturers pay to have their products placed at your eye level of the supermarket shelves, so always check the top and bottom shelves for similar products, with a smaller price tag.

**BUY IN SEASON PRODUCE.** When buying fresh fruit and vegetables always buy what is in season as these will be the cheapest. The 28 Day Challenges aim to include heaps of seasonal produce each month to make this task a little easier for you but if you are following a recipe that has something out of season, then substitute it with something that is.

**BUY IN BULK.** If you can work it into the budget, buying in bulk can be a huge money saver. Products like yoghurt, cheese and meat can be purchased in bulk, portioned (cut in half, quarters etc), and stored in the freezer to prevent spoiling. But remember to use the unit pricing (e.g. \$2.00 per 100g) to make sure you really are getting value for money

**AVOID PROCESSED FOODS.** Once you start to take notice of unit pricing, it's easy to see that although a box of muesli bars at \$5 per box and \$4.00 per 100g, sounds like a relatively cheap snack, this is actually equivalent of \$40.00 per 1kg – which compared to fruit, for only a few dollars a kilo is not such a cheap snack after all.

**SHOP WITH A LIST** and buy on special. Knowing exactly what you need to buy before you go to the shops will help stop you wasting money on things you don't need or already have, but being a little bit flexible to opt for things that are on special can also save you money too. For example if you need chicken breast, but thighs are on sale it makes sense to go for the special.

**SHOP AROUND** to find the best prices. Although supermarkets can be convenient places to get a wide variety of products, they aren't always the cheapest.

**ADDING A TRIP** to the local farmers' market or greengrocer into your weekly routine is a great way to ensure you get fresh, local produce and save money. Sometimes it is worth taking a friend with you to go halves in bulk buys.

**MANY LOCAL BUTCHERS** and fishmongers will also sell in bulk at discount rates, so shop around and don't be afraid to ask for a bulk discount (just be sure you have enough room in your freezer).

**FOR STAPLES**, like pasta, rice, tinned goods and condiments, wholesalers often sell direct to the public and offer great value for money.

# belly buster

## ON A BUDGET

# challenge

EXERCISE PACK

The 28 Day Challenge Exercise Program alternates between High Intensity Interval Training and Pilates, with each session designed to be completed in just 30 minutes per day. The January Challenge focuses on the core and belly regions but ensures that the whole body is covered to give you a well rounded program to increase strength, tone, reduce body fat and improve overall cardiovascular fitness levels. Each workout can be done at home with no or minimal equipment, so you can get fit in your own time, without an expensive gym membership.

## STANDING BICYCLE CRUNCH

**Starting Position** Stand with your feet together with hands gently resting behind your head and elbows open.

**Execution** Exhale, lift your left knee up and across the body toward your right chest. Simultaneously twist your torso and touch your left knee to right elbow. Release slowly to starting position and repeat the exercise by alternating sides.



BENEFITS:  
CORE AND LEG  
STRENGTHENING.

## ROPE CLIMB

**Starting Position** Sit on a mat with your legs straight out in front of you and hands resting flat on the floor behind you. Ensure there is a slight bend in the elbows.

**Execution** Lift your arms overhead into a V. Exhale, engage through the core and roll forward to slightly curve the spine. Move your hands one above the other as you pretend you are climbing a rope. Exhale as you reach and inhale as you release.



BENEFITS:  
STRENGTHENS  
CORE, ARMS AND  
SHOULDERS.

## KNEE LIFT WITH BALL

**Starting Position** Sit on a mat with your knees bent and feet flat on the floor in front of you. Place a medicine ball in between your knees and rest your arms gently behind your body for support.

**Execution** Exhale, engage the core and bring both feet off the floor and toward your chest, squeezing the ball between your knees. Keep your chest tall and shoulders back as you engage the core. Keep the pelvis stable as you slowly return your feet to the floor. Continue to breathe as you perform your Knee Lifts.



BENEFITS:  
STRENGTHENS  
LEGS, BACK AND  
GLUTES.

## PILATES BRIDGE POSE KNEE LIFTS

**Starting Position** Lie on your back with your knees bent, arms by your sides and feet hip width apart.

**Execution** Exhale as you engage the core, tilt your pelvis and roll up into bridge pose. Inhale, lift one knee toward your chest and slowly extend as you exhale. Lower the leg until both thighs are parallel. Repeat this exercise then alternate sides. Breathe continuously throughout the exercise. Breathe in as you bend your knee, exhale as you extend your leg and exhale as you roll down.

BENEFITS: CORE, GLUTES AND LEG STRENGTHENING.



## PILATES KNEE STAND WITH ARM & LEG LIFT

**Starting Position** Stand on your left knee and straighten your right leg to the right side of your body. Place your left hand on a block (large book) beside you so that your upper body bends to the left side. Keep your elbow slightly bent. Push your hips forward so that your whole body is in alignment.

**Execution** Inhale and lift your right leg up off the mat and at the same time lift your right arm up over side overhead. Bring them back down and exhale.

BENEFITS: CORE, UPPER BODY AND LEG STRENGTHENING.



## HOW TO BEAT THE CHRISTMAS BELLY BLOAT?

A December of over indulgence can leave us feeling bloated and heavy. After a month of food freedom, clothes may feel a little tighter, energy levels a little lower and the road back to fitness seemingly slow and painful. Start back on your fitness track fast with these 5 super easy steps and rid your belly bloat after Christmas:

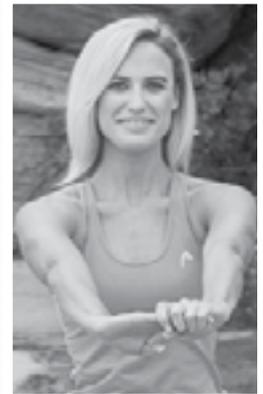
**1 HYDRATE** - Drink an extra 2 glasses of water per day and ensure you drink before or after your meals instead of during. Studies show that drinking fluid during your intake of food can slow down digestion by diluting necessary gastric juices required for the breakdown of food and absorption of vital nutrients.

**2 SLOW DOWN** - If you have had a hectic silly season, it may be possible that stress is a contributing factor to excess fluid retention and/or unexpected inflammation in the body. Reduce stressors in your day where possible, breathe and take some time for your body and mind to relax. Athletes with the highest fat burning potential are those who balance the strain put on both their bodies and minds.

**3 WORKOUT SMARTER** - There are specific exercises that can indirectly stimulate the reduction of body fat and bloat. An example of an exercise that assists with both stress relief and the removal of unwanted bloat is Bridge Pose (found in the Healthy Mummy 28 Day Challenge). This simple Bridge exercise is a very effective leg and core movement and powerful stretch move that stimulates your organs in the abdomen. When coupled with a leg raise, the abdominal area is supported with a gentle massage to tone and relax your abdomen. Excellent postures for bloating and indigestion.

**4 LEAVE THE SKIN ON** - When eating your fresh fruits and vegetables, choose to wash clean and eat with the skin on. Extra fibre in your diet through natural sources can help to combat constipation and bloat and keep that tummy flat even after a heavy festive season. Keep the body clean and lean with skin-on fruit and vegetables.

**5 MOVE MOVE MOVE** To keep things moving on the inside, it's important to keep moving the outside too. Moving your body a little extra following a period of over indulgence can help to support the digestive processes and keep the bowels flowing smoothly. A simple lunch time walk or taking the stairs instead of elevator can make a big difference. Very often the bloating that is felt after the silly season is connected to constipation or slow moving bowels. In addition, the harder your body works, the more your lymphatic system works to remove toxins from your body. So move move move that body!



FROM HEALTHY MUMMY  
FITNESS EXPERT MARISSA NIEVES



The January 28 Day Weight Loss Challenge is the

# BELLY BUSTER ON A BUDGET CHALLENGE

*Make 2017 your healthiest EVER!*



**DON'T MISS OUT!!!**

CHALLENGE STARTS  
Monday  
January 2  
2017

**JOIN THE CHALLENGE NOW!**

**CLICK TO  
JOIN NOW!**

# why we love the 28 day weight loss challenge



**TAWHAI  
 LOST 50KG!**

"It still blows my mind how far I have come since I first found Lose Baby Weight and the 28 Day Challenges. It's not just about losing weight but also about gaining fitness, strength and confidence. I am so much healthier and happier now."  
**Tawhai**



**RAE  
 LOST 15KGS**

"I love the structure of the challenges and knowing that thousands of other Mums are participating alongside me makes me feel empowered and so very motivated."  
**Rae**



"The recipes are delicious and easy to prepare, the exercises are very challenging and non repetitive and the support you receive is invaluable!"  
**Kat**

**KAT  
 LOST 27KGS**

"Lose Baby Weight helps you understand HOW to lose weight, the SAFE way to do it, and WHY it happens a particular way. I could not recommend a program more. It has improved every aspect of my life."  
**Lauren**

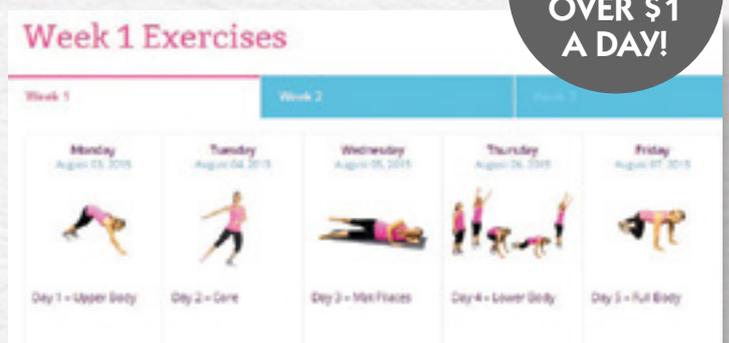


**LAUREN  
 LOST 46KGS**

Unlike most other plans on the market, the 28 Day Weight Loss Challenge meal plans are **fully customisable!** PLUS you have access to over 2000 recipes that are both family and budget friendly.

ALSO there are 28 days of **at home exercise routines** in our easy to follow weekly plan. And all of our exercises come with step by step video instructions.

**ALL THIS  
 FOR JUST  
 OVER \$1  
 A DAY!**



## HEALTHY WEIGHT LOSS FOR MUMS

“We are the biggest **mums only** healthy living & weight loss community”

The Healthy Mummy was created by mum of two Rhian Allen in 2010, when her own pregnancy sparked a desire to create a healthy solution for mums to regain their health, energy and body confidence after having children.

Five years later, The Healthy Mummy is used by hundreds of thousands of mums and is a trusted approach to safe and healthy weight loss and healthy living. Collectively our mums have lost more than 2 million kilos!\*



### WHAT DO WE OFFER?

**THE HEALTHY MUMMY SMOOTHIES** A healthy meal replacement without any nasties, ideal for busy mums when there is no time to cook! Plus they are breastfeeding-friendly and contain 24 vitamins and minerals.

**THE 28 DAY WEIGHT LOSS CHALLENGE** An interactive weight-loss challenge, with 100 brand new recipes each month, fully customisable menus and shopping lists, plus it's family friendly! Also includes full exercise plans – all made for busy mums.

**THE 28 DAY WEIGHT LOSS CHALLENGE APP**  
Exclusively for Challenge Members! Available on Android & Apple.

**THE POST PREGNANCY EXERCISE DVD**  
The number one postnatal exercise DVD, with leading Australian physiotherapist Lisa Westlake.

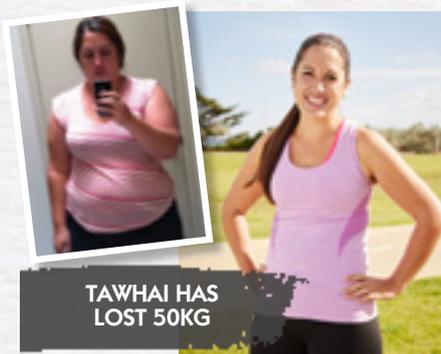
**OVER 22 FAMILY FRIENDLY RECIPE BOOKS**  
Including The Chocolate Cookbook, Healthy Kids Cookbook, Under 15 Minute Meals and Vegetarian Cookbook.

**HUGE SUPPORT GROUP OF MUMS** Private Facebook group with over 50,000 like-minded mums for daily support encouragement and inspiration. See our private support group at [www.facebook.com/groups/losebabyweight](http://www.facebook.com/groups/losebabyweight)

YOU CAN DO ONE OR ALL. THE CHOICE IS YOURS!



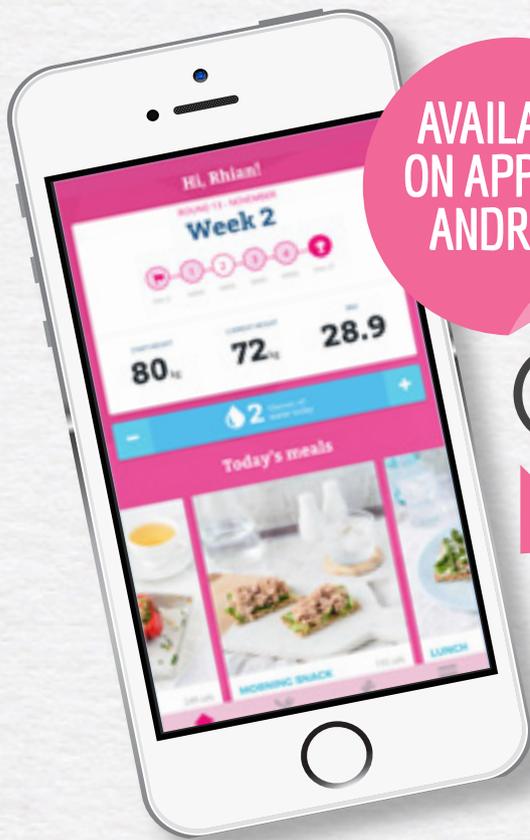
TASHEENA HAS LOST 44KG



TAWHAI HAS LOST 50KG

Mums lose an average of 4-6kg\* every month on our achievable plans

\*Based on over 200,000 mums recording their results on our website in 2014, 2015 and 2016



AVAILABLE  
ON APPLE &  
ANDROID

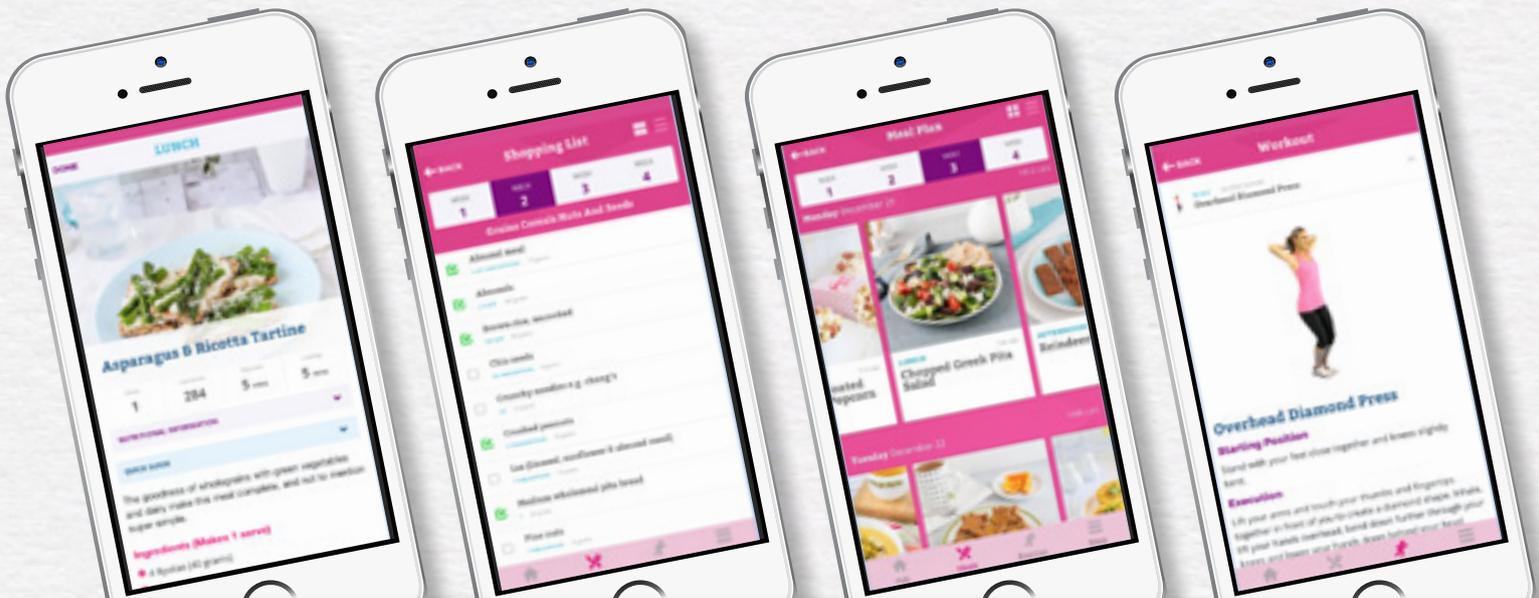
the healthy Mummy  
**28 DAY**  
WEIGHT LOSS CHALLENGE  
FOR BUSY MUMS

# CHALLENGE APP NOW LAUNCHED!

This free app complements your membership program, giving you mobile access to everything you love about the 28 Day Weight Loss Challenge and more! Think of it as having access to the best value personal trainer, dietitian, meal planner, chef and motivational coach from wherever you are!

## FEATURES INCLUDE:

- Family friendly, breastfeeding friendly and affordable meal plans to help you lose weight & regain energy.
- Fully interactive with the ability to customise all meals and data.
- Full shopping list collated each week depending on your customisations.
- Daily at home workouts made for busy mums to get you body confident. Including routines for mums with muscle separation or pelvic floor issues.
- Constant daily support, inspiration & motivation from our Motivating Mum team & 1000s of other mums on the Challenge.
- Take the 28 Day Weight Loss Challenge wherever you go.
- Access the daily exercise routines that you can complete wherever you are to make daily exercise a breeze.
- View your weight loss results, goals and to see your progress.
- Access support, tips, help and motivation from the Challenge blog, Motivational Mum team & be part of the Challenge private support group with 1000s of other mums like you, doing the Challenge.



The App supports the online 28 Day Weight Loss Challenges that have helped 1000s of busy mums like you lose over 2,000,000 kilos in weight.

[www.healthymummy.com](http://www.healthymummy.com) - click [here](#) to join today!

# about the healthy mummy smoothies

Smoothies are an **optional extra**. Use in conjunction with the 28 Day Challenge meal plans, on their own as a healthy, easy to prep meal or not at all. The Healthy Mummy plans are totally flexible to suit your needs and budget.

**QUICK, EASY AND DELICIOUS - THE PERFECT MEAL REPLACEMENT FOR BUSY MUMS**

THE HEALTHY MUMMY SMOOTHIE IS A DELICIOUS AND NUTRITIOUS MEAL REPLACEMENT PRODUCT, DESIGNED ESPECIALLY FOR MUMS.

Unlike other shakes or smoothie products, which can contain artificial ingredients and fillers or just be a protein powder,

The Healthy Mummy Smoothie is packed with a **potent combination of 24 vitamins and minerals, protein, carbohydrates, fibre and healthy fats**, providing a nutrient hit for busy mums. The smoothie is also breastfeeding friendly and contains fenugreek.

**BREASTFEEDING FRIENDLY**



NO CAFFEINE

NO ACCELERANTS

GLUTEN & DAIRY FREE

96% SUGAR FREE

100% FRUCTOSE FREE

HIGH IN FIBRE

NO ARTIFICIAL INGREDIENTS

BREASTFEEDING FRIENDLY



ANDREA LOST 30KGS

## WHAT BREASTFEEDING MUMS SAY ABOUT THE SMOOTHIES

"After finding The Healthy Mummy when my baby was three weeks old, I started on The Healthy Mummy Smoothies and they were my saviour! I went from only eating dinner to finally having filling and nutritious breakfasts and lunches that I could have on the go and with my hands full. The smoothies also made a fantastic difference to my supply, which was a massive help when bub was feeding continually. With the help of The Healthy Mummy program and smoothies, I was able to lose 30kg in 12 months, while feeding my bub."

ANDREA DIXON

"The Healthy Mummy Smoothies have been a complete lifesaver for me. With a toddler and a newborn, it's so hard to look after yourself, even to make yourself breakfast in the morning. The smoothies are delicious and keep me full for ages. I've lost 8.5kg in the last seven months!"

ALISHA LYMAR

"I can't imagine how I would have survived when my third baby was born without my Healthy Mummy Smoothies. They boosted my milk supply, making breastfeeding easier. I never missed a meal because I always found a quick minute to whip up my smoothie. They were a total lifesaver!"

MEGAN VANDERWAAL

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## THE HEALTHY MUMMY SMOOTHIES STAND OUT FROM THE CROWD!



PER 100G	THE HEALTHY MUMMY	SLIM RIGHT	OPTIFAST	TONY FERGUSON	FAT BLASTER	RAPID LOSS	BIGGEST LOSER	HERBALIFE	CELEBRITY SLIM
Energy (kj)	1450	1470	1566	1538	1566	1504	1583	1511	1672
<b>Protein (g)</b>	<b>54.9</b>	16	30	34	19.3	19	36	32	48
<b>Carbs (g)</b>	<b>9.3</b>	57	39	43	58	51	44	53.5	27.5
<b>Sugar (g)</b>	<b>1.6</b>	46	32	32	52.8	46	40	32	22.5
<b>Fibre (g)</b>	<b>26.7</b>	16	not listed	7	9	7	4	8.2	6.2
Fat (g)	6.9	2	5.5	4	5.3	5	4	3.5	9.1
No of vitamins & minerals	24	16	24	24	25	24	25	19	25
Sodium (mg)	711	245	480	360	468	382	382	428	342
Cost per serve (based on RRP in Jan 2016)	\$2.74	\$1.52	\$3.49	\$3.49	\$1.38	\$2.21	\$3.66	\$3.48	\$2.99
Serving size	25g	35g	54g	55g	33g	41g	55g	28g	40g
Sugar (per serve)	0.4g	16g	18g	18g	17g	19g	22g	9g	13g
Sodium (per serve)	177.7mg	86mg	220mg	200mg	155mg	160mg	210mg	120mg	160mg



### WHAT BREASTFEEDING MUMS SAY ABOUT THE SMOOTHIES



CAT HAS LOST 30KGS



"I struggled with my milk supply with my first baby and only managed a week or two of breastfeeding.

I started using The Healthy Mummy plans when she was about eight months old. By the time I had my second baby, I had been using The Healthy Mummy Smoothies for a few years, along with the meal plans. I successfully and exclusively breastfed him for seven months before returning to work.

I know my breastfeeding success was due to using the smoothies to maintain my supply. They were full and nutritious meals I could make in under five minutes, ensuring I was eating enough of the good stuff to meet bub's needs.

Having a meal you can make in five minutes

and one-handed makes life with a newborn so much easier. I have lost more than 30kgs safely using The Healthy Mummy Smoothies and meal plans."

CAT CHRIST

"After struggling to meet the feeding demands of my firstborn, I was ecstatic to be able to feed our second child to 19 months, while losing weight with The Healthy Mummy Smoothies.

I'm now feeding our third baby, and six months in, I have lost almost 20kg and I have never felt so confident with my supply thanks to my daily Healthy Mummy Smoothies."

BELINDA BELLIS



the healthy  Mummy

# smoothie subscription



PAY ONLY  
**\$2.06**  
PER SERVE

Pay only \$2.06 per serve on our lifetime discount smoothie subscription!

- whole food smoothie
- 96% sugar free
- no fructose or fillers
- no artificial sweeteners
- gluten free with no nasties
- breastfeeding friendly
- made for busy mums

**GET YOUR 25% PERMANENT DISCOUNT NOW!**



subscribe here



the healthy  Mummy

# EMPOWERING MUMS TO LIVE A HEALTHIER LIFE

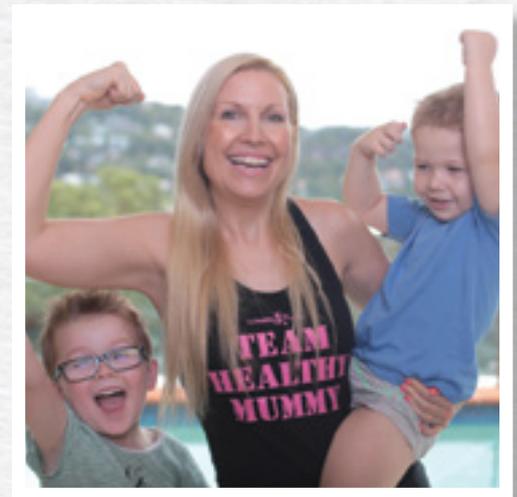
## who are we?

The Healthy Mummy is Australia's biggest healthy eating and weight loss company, created exclusively for mums.

The Healthy Mummy was established in 2010 by mum of two, Rhian Allen. Rhian was passionate about providing a solution and a support network to help mums lose weight in a healthy and sustainable way, with no fad methods and safe for breastfeeding.

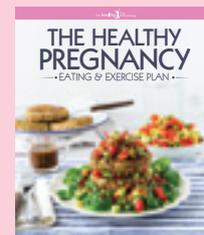
## what we offer

The team understands what it's like to be a mum because we are mums, too. We offer a supportive community from pregnancy to birth, early motherhood and beyond.



## pregnancy

Recommended by midwives and obstetricians, The Healthy Mummy Pregnancy Smoothie and The Healthy Pregnancy Eating & Exercise Plan are tailor-made for a healthy pregnancy.



## weight loss

28 Day Weight-loss Challenge and Healthy Smoothies. For best healthy weight-loss results we recommend you combine to the two. Designed for busy mums!



## recipes and meal planning

We have over 2000 recipes in the 28 Day Weight Loss Challenge library, as well as over 20 cookbooks to support you on your journey. Available to purchase in print copy or download as eBooks, new titles are released every month.



[www.healthymummy.com](http://www.healthymummy.com) - click [here](#) to join today!

## merchandise

We offer a wide range of complementary merchandise, including hats, water bottles, jackets, beach towels, tote bags and even car bumper stickers.



## national support network

With multiple social pages and community groups there are over 500,000 like-minded mums who can offer daily support to Healthy Mummy members. All groups are moderated regularly by Healthy Mummy staff to ensure a safe and non-judgemental environment.



## local support via consultants

With a growing team of over 100 local consultants, members can access one-on-one support and make direct purchases in their local area.



the healthy Mummy  
CONSULTANT



## healthy mummy fitness trainers

We have a growing team of national fitness trainers who offer qualified Healthy Mummy exercise classes designed specifically for mums.



the healthy Mummy  
FITNESS

## daily content on our website

We post informative articles daily on [www.healthymummy.com](http://www.healthymummy.com), covering a wide range of topics from pregnancy, healthy weight loss, fitness, general health, top parenting tips, plus thousands of healthy recipes.



## why buy from the healthy mummy?

- ✓ Our main focus is customer service; listening to our customers and providing them with what they want
- ✓ We are a 100% Australian-owned company focused on mums
- ✓ Our professional team of mums and experts provide constant support
- ✓ We focus on quality and deliver the highest standards on everything we produce
- ✓ We have a supportive and non-judgemental Healthy Mummy community

[www.healthymummy.com](http://www.healthymummy.com) - click [here](#) to join today!