



Fit & Happy Weight Loss System



WEIGHT
LOSS



BLOOD SUGAR
MGMT.



IMMUNE
SUPPORT



GUT
HEALTH



VITAMINS



KETO
FRIENDLY

Fit & Happy Weight Loss System

30 Days to a **Fit, Happy and Healthy YOU!**

Are you ready to experience the energy you've been looking for? Ready to reach your goal weight with delicious recipes that will make you feel as good as you look? Welcome to the **Fit & Happy Weight Loss System**. We are so glad you decided to make this commitment to your health!

SIMPLY FOLLOW THIS PLAN AND ENJOY THE EASY RECIPES PROVIDED TO ACHIEVE YOUR GOALS. REMEMBER TO TAKE A FEW "BEFORE" PHOTOS BECAUSE YOU ARE NOT GOING TO BELIEVE YOUR RESULTS AT THE END OF THIS JOURNEY!



Getting Started

Think positive. Too often, we start a weight loss system and feel we are depriving ourselves of something, which sets us up for failure. To be successful, take note of your thought process and train your brain to associate positively with this experience.

Find Support. Chat with your family or the person who shared this with you about your journey. Let them know you will be changing your eating and exercise habits so they can support you in your decision to change your lifestyle habits for a healthier you.

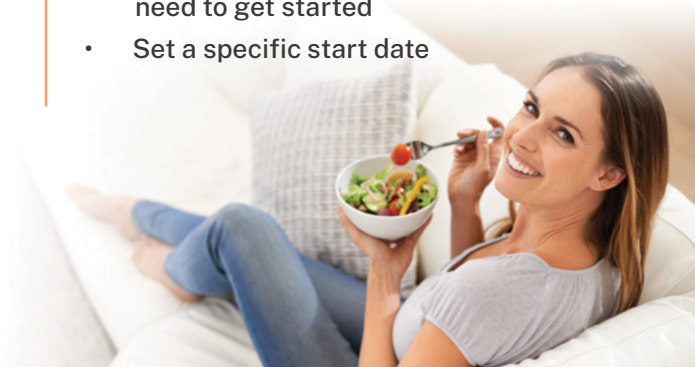
Find your WHY. Success of any kind depends on the value and meaning you place on it. WHY are you on this health journey? Find a reason you want to commit to it; being healthy to live an optimal life, setting a healthy example for your children or preparing to look good for an upcoming event. No WHY is too trivial, but the more meaningful your WHY is to you, the better chance you will have at success.

Keep your end goal in mind ... you can do it!

Tips

for Meaningful Change

- Focus on healthy lifestyle changes
- Set realistic and achievable goals
- Set one goal that has nothing to do with weight
- Engage in daily structured activities, including exercise
- Make healthy eating a daily choice
- Be sure you're adopting habits you can keep
- Enlist support from family and friends
- Stock your kitchen with the foods you need to get started
- Set a specific start date



Daily Food and Nutrition Plan

EARLY MORNING



Wake up and hydrate! Enjoy at least 8 oz of pure water to replenish your body as soon as you wake up. Add a squeeze of lemon or lime if desired.

After you have hydrated with pure water, enjoy your favorite coffee or tea. One of our **Happy Coffees** is a great

way to support your weight loss journey with ingredients that boost your mood, curb your appetite, and give you the energy you need for your day. Be sure to replace those sugary creamers with our delicious **KetōCré® Keto Creamer** for a healthier option that will support your weight loss efforts.

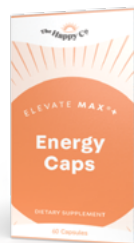


BREAKFAST



Enjoy a delicious Vanilla or Mocha shake or smoothie using your **Fit & Happy Shake™**! Use one of the Recipes on Page 12 for variety. You can also choose to have a high protein breakfast and enjoy your shake at lunch or dinner.

Take 1 capsule **Elevate MAX®+ Energy Caps*** with your breakfast shake. Stay hydrated with pure water throughout your morning.



*Elevate MAX®+ Energy Caps may vary by market



LUNCH



Enjoy a lunch that is rich in vegetables such as a large salad, soup, or stir-fry. Any combination of raw or cooked vegetables will make the perfect foundation for a healthy, energizing lunch. Add a light protein such as chicken or fish if desired. You will find delicious lunch recipes including a healthy salad dressing on pages 13-14.

If you would like an afternoon pick-me-up, take 1 capsule **Elevate MAX[®] + Energy Caps**. Be sure to drink plenty of water.



DINNER

Enjoy a light dinner that is focused on vegetables, lean protein and healthy fats. Adding a healthy source of fat will help keep you feeling full and satisfied. Limit grain-based foods such as pasta or rice to ½ cup or avoid them entirely for faster weight loss. Use the recipes provided for inspiration.

Continue drinking water throughout your evening. Set a goal to drink 1/2 your body weight in ounces of water each day. For example, a person weighing 150 lbs. should drink 75 oz of water a day.

Thirty minutes before bed, enjoy a glass of **Unwined[™] Chill Drink** to help ensure a good night's sleep.



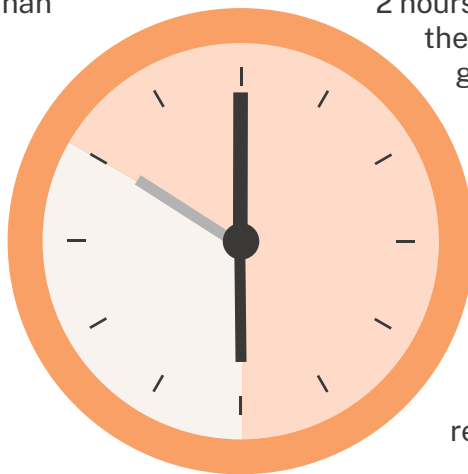
Allow yourself one “free meal” each week where you enjoy something that is not on the eating plan. This can help you reach your goals because it helps prevent feelings of deprivation and can even give your metabolism a little boost! Plan ahead each week to decide when you might have your “free meal” and what you might enjoy. It’s important not to over-indulge and try to stay within your eating window, but enjoy every minute of it!



Narrowing Your Eating Window

A powerful tool for maximizing weight loss is to pay attention to the time you eat just as much as the types of food you eat. It is often called Intermittent Fasting, but we like to call it an Eating Window to keep our focus on when to eat rather than when not to eat.

Most of us are used to eating from the time we wake up until the time we go to bed. This can mean we are consuming food over the span of 16 hours out of our 24-hour day. This leaves very little time for our body to tap into our fat stores for energy. When you narrow this window, it gives your body more hours per day to burn the energy it has stored, and this in turn leads to weight loss.



Start by taking an honest look at how many hours you eat per day from breakfast until your last snack before bed. Then narrow that time frame by 2 hours as you start your journey. Each week, take another 2 hours off your eating window until you reach the desired goal of 8 hours per day. The goal is to consume all (or virtually all) of your meals and snacks within an 8-hour time frame, but it is fine to achieve this gradually as your body adjusts.

Narrowing your eating window is not essential for everyone, but it is a valuable tool that many find to be very helpful in controlling cravings, reducing the appetite, and quickly reaching their weight loss goal.

For example: If you enjoy your morning shake at 10:00am, then try to finish your evening meal by 6:00pm.

And don't forget, you can look forward to sipping on **Unwined™** 30 minutes before bedtime!



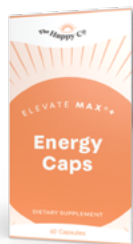
Supplement Regimen

Nutritional supplementation is an important part of our **Fit & Happy Weight Loss System**. The products included with your system, as well as others available from The Happy Co.™, are designed to elevate your mood, boost your energy, curb your appetite, and help you live the happy, vibrant life you deserve.

By supporting metabolism, balancing blood sugar, and reducing cortisol, these products will help you quickly and easily reach your weight loss goals. Our **Fit & Happy Shake™**, **Elevate MAX®+ Energy Caps**, and **Unwined™ Chill Drink** work together synergistically, along with this healthy eating plan, to make your journey easy and enjoyable.



- Available in Mocha & Vanilla
- Keto-friendly protein
- Fiber & probiotics



- Energy & appetite control
- Fat burning & mood boosting herbs*



- Reduce cortisol & stress eating
- More restful sleep*

The Importance of Sleep

Lack of sleep can be harmful to your metabolism and slow your weight loss results. Adults need at least seven to eight hours of sleep to have a healthy metabolism. We have added our unique, natural bedtime beverage, **Unwined™ Chill Drink** to the **Fit & Happy Weight Loss System** because quality sleep is critical to reaching your weight loss goals.

Enjoy **Unwined™** before bed to help lower your cortisol levels (this is a stress hormone that can lead to weight gain) and help you get the deep, restful sleep you need to wake up energized and stay on track to reach your goals.

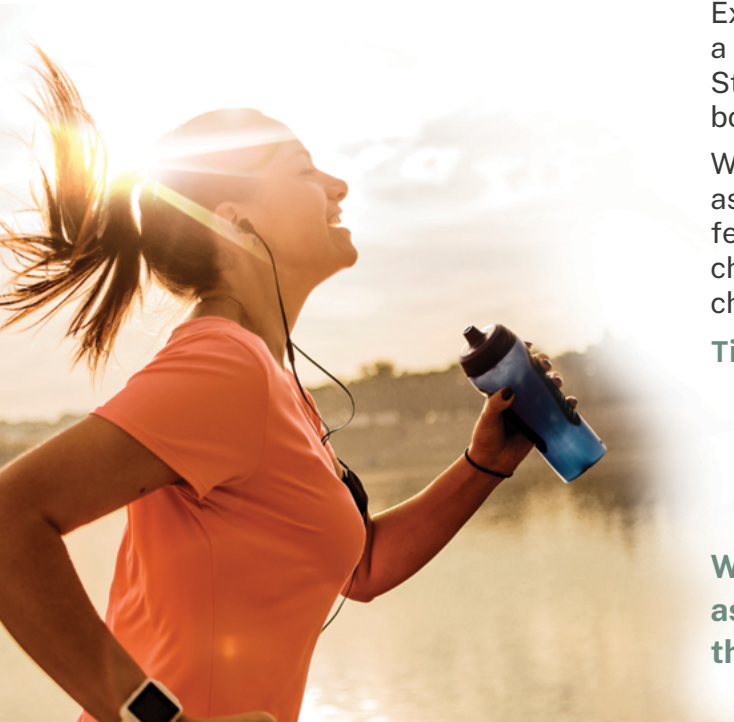
When we don't get the necessary amount of sleep, our bodies produce a hormone called ghrelin, which makes us feel hungry and we tend to overeat. Healthy levels of sleep will help your body produce a weight-loss friendly hormone called leptin that helps us keep cravings at bay and reduces our appetite.

By balancing these hormones and reducing our stress levels, it will be much easier to shed excess fat, eat healthier, and experience the energy you've been looking for!



Exercise

Try getting 30-60 minutes of moderate physical activity at least three times a week. You can break the exercise up into blocks as small as 10 minutes at a time. Do what feels right to you.



Exercising first thing in the morning when your body is in a fasting state can be beneficial to your weight loss goals. Studies have shown that people can burn up to 20% more body fat by exercising in the morning on an empty stomach.*

When you exercise, your body releases hormones such as dopamine and endorphins in your brain that make you feel happy. Not only is your brain dumping out feel-good chemicals, but exercise also helps your brain get rid of chemicals that make you feel stressed and anxious.

Tips:

- **Set attainable goals**
- **Find a workout partner**
- **Change up your routine**
- **Exercise in short bursts**

Whatever you choose to do, don't think of exercise as just one more thing on your to-do list. Find an activity that you enjoy and make it part of your regular routine.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Fit & Happy Keto

Many people enjoy the fast weight loss that can be achieved through a ketogenic weight loss system. The keto diet has become extremely popular for its ability to speed weight loss, boost mental clarity, and curb sugar cravings. Research reveals many other powerful health benefits to entering the state of ketosis.

What is ketosis? Our body usually relies on glucose as our primary energy source. This is the form of sugar that circulates through our bloodstream. It is the result of all the carbohydrates and sugars we consume. Our body burns what it needs to meet our energy demands and stores the rest in our liver and fat cells. When we deprive the body of glucose, it will first tap into our liver stores called glycogen. After a few days, once the liver is depleted, our body shifts into an alternate state of metabolism called ketosis. By doing so, it begins to burn fat as its primary fuel source rather than glucose.

A keto diet can also shift the microbiome to a healthier state by starving unhealthy bacteria, which normally thrive on sugar. Coupled with the fiber and probiotics found in the **Fit & Happy Shake™** and the high fiber foods encouraged on this system; you can experience the benefits that come when we shift the health of our microbiome. See the Keto Recipes on pages 14-15.



The Fit & Happy eating plan is low in carbohydrates for fast, healthy weight loss. You do not have to be in ketosis to lose weight, but it may speed up your results. If you decide to try our keto eating plan, simply limit or avoid the foods noted on page 10. All of **The Happy Co.™** products are keto-friendly, and we also have recipes on pages 14-15 to inspire you.





Foods to Enjoy

You can enjoy a variety of foods on this eating plan. We hope you discover some delicious recipes and simple meal ideas that make healthy eating a breeze.

Real food is encouraged for its nutrient content, fiber, and ability to keep us satisfied longer. Enjoying a variety of high fiber vegetables and fruits along with a few portions of protein and your **Fit & Happy Shake™**, will nourish your microbiome and help balance your blood sugar for long term success.



Vegetables

Asparagus	Kale
Beets	Leeks
Bell peppers	Lettuce
Bok choy	Onion
Broccoli	Mushrooms
Cabbage	Pumpkin
Carrots	Radishes
Cauliflower	Spinach
Celery	Squash
Chives	Sweet potato*
Collard greens	Tomatoes
Cucumbers	Zucchini
Garlic	



Fruits*

Apples	Limes
Apricots	Mangos
Avocado	Olives
Banana	Oranges
Blackberries	Papaya
Cherries	Peaches
Coconuts	Plums
Dates	Pomegranates
Grapefruit	Raspberries
Grapes	Strawberries
Kiwi	Tangerines
Lemons	Watermelon



Protein Sources

Fit & Happy Shake™ Vanilla
Fit & Happy Shake™ Mocha
Happy Shake™ Birthday Cake

Eggs
Chicken
Fish
Lentils & beans* (½ cup max daily)
Salmon
Turkey
Wild game
Beef

*Most fruits and other foods with an asterisk should be avoided or limited if following our keto plan.





Seeds

Chia seeds
Ground flax seeds
Pumpkin seeds
Quinoa* (1/2 cup daily max)
Sesame seeds
Sunflower seeds



Fats and Oils

Avocado oil
Butter
Coconut oil
Flaxseed oil
MCT oil
Olive oil
Grape seed oil
Walnut oil



Beverages

Sparkling water
Green & herbal tea
The Happy Co.™
functional beverages



Miscellaneous

Apple cider vinegar
Almond milk, unsweetened
Cassava flour
Chicken & vegetable broth
Coconut milk, unsweetened
Coconut flour
Fermented foods
Milk
Sea salt
Stevia

Grains are generally limited or avoided on this eating plan because the added carbohydrates make weight loss more challenging – especially early on. If you choose grains, then limit them to 1/2 cup (cooked) or less per day.



Recipes

Basic Shake Recipes - these recipes are lower in calories than the Smoothie recipes



Iced Mocha

8 oz unsweetened milk beverage of choice
1 scoop **Fit & Happy Shake™**, Mocha
Shake in shaker cup with a bit of crushed ice



Chocolate Dream

8 oz unsweetened milk beverage of choice
1 scoop **Fit & Happy Shake™**, Vanilla
1 scoop **Choclevate®**
Shake in shaker cup with a bit of crushed ice



Lemon Twist

8 oz unsweetened milk beverage of choice
1 scoop **Fit & Happy Shake™**, Vanilla
1 scoop **Elevate Zest®+Happy Lemonade**
Shake in shaker cup with a bit of crushed ice

Smoothie Recipes - these will be more filling and provide more calories than the Shake recipes



Raspberry Mocha Bliss

6 oz. unsweetened milk beverage of choice
1 scoop **Fit & Happy Shake™**, Mocha
1 scoop **KetōCré®**
½ cup frozen raspberries
Blend in a blender until smooth



Peanut Butter Cup

6 oz unsweetened milk beverage of choice
1 scoop **Fit & Happy Shake™**, Vanilla
1 scoop **Choclevate®** (or 1 tsp. cocoa powder)
1 Tbsp. natural peanut butter
½ cup crushed ice
Blend in a blender until smooth



Very Berry

8 oz unsweetened milk beverage of choice
1 scoop **Fit & Happy Shake™**, Vanilla
1 heaping cup frozen mixed berries
Blend in a blender until smooth



Meal Recipes



Simple Garlic Stir-Fry

4 cups vegetables of choice, chopped (broccoli, cauliflower, squash, onion, carrot, mushroom, bell pepper, zucchini or other)
4 cloves garlic, crushed
1 Tbsp. coconut oil
Sea salt to taste

In a large pan, sauté vegetables in coconut oil and crushed garlic. When vegetables become tender, add cooked chicken, meat, or eggs if desired. Season with sea salt. Serve over cauliflower rice or enjoy plain.



Roasted Veggies

Variety of vegetables (sweet potato, Brussels sprouts, broccoli, carrots, zucchini, bell pepper, onion, or other veggies you like)
1-3 Tbsp. olive oil to coat vegetables
1-2 cloves garlic, diced
Italian seasoning (optional)
Sea salt and pepper to taste

Chop veggies into bite sized pieces and place on a rimmed baking sheet. Drizzle with olive oil and sprinkle on diced garlic and seasonings. Roast on 425° for 15 minutes. Toss veggies carefully and then roast another 15 minutes.



Lettuce Leaf Tacos

1 pound ground beef or turkey
2 tomatoes, chopped
1 yellow onion, chopped
1 bell pepper, chopped
3 Tbsp. taco seasoning
2 Tbsp. coconut oil
10 lettuce leaves
Sea salt to taste

Cook onions and peppers in a skillet over medium heat with coconut oil for about 5 minutes. Cook ground meat in another skillet over medium heat. Stir in taco seasoning and cook until meat is brown. Fill each lettuce leaf with meat and vegetable fillings then add tomatoes and sprinkle with sea salt.



Raw Muesli Cereal

¼ cup raw oats
1 tsp. slivered almonds
1 tsp. sunflower seeds
1 tsp. chia seeds
1 tsp. flax seeds
¼ cup fresh or frozen berries
Stir dry ingredients together in a bowl and add unsweetened coconut milk. Top with fresh or frozen fruit.



KETO Recipes

Meal Recipes



Cauliflower Rice

- 1 head cauliflower
- 1 Tbsp. olive or coconut oil

Cut the head of the cauliflower into sections, removing the stems. Place in a food processor and pulse until ground into small chunks. Sauté in a skillet with olive or coconut oil. Keep

covered with a lid except to occasionally stir. Cook for 5–8 minutes or until tender. Season with salt, pepper and/or garlic as desired.



Spinach Salad

- 3 cups Spinach
- 4 Strawberries, sliced
- ¼ Red onion, sliced
- ½ Avocado
- 1 Chicken breast, grilled (optional)

Add all ingredients to large bowl and gently toss. Top with strips of grilled chicken if desired. Pour olive oil and vinegar over salad and enjoy!



Lettuce Wraps

- 4 slices nitrate-free deli meat
- ½ avocado, sliced
- ¼ bell pepper, diced
- ¼ cucumber, diced
- 1–2 Tbsp. mustard and/or guacamole
- Lettuce leaves

Layer meat, veggies and sauce into lettuce leaves. Wrap up and enjoy!



Veggie Omelet

- 2 eggs
- ½ cup chopped vegetables of choice
- 1 tsp. coconut oil

Whisk together eggs in a medium bowl. Combine chopped vegetables of your choice. Sauté vegetables in coconut oil until slightly tender,

add eggs and cook on low-medium heat. Fold over to serve and top with avocado slices or shredded cheese if desired.





Homemade Vinaigrette

½ cup extra virgin olive oil
3 Tbsp. apple cider or balsamic vinegar
1 tsp. oregano
½ tsp. basil
½ tsp. sea salt

Mix together in a container with a lid. Shake before using.



Kale Chips

1 bunch kale
2 Tbsp. olive oil
1 tsp sea salt

Remove the leaves from the thick stems and tear into bite size pieces. Wash and thoroughly dry kale with a salad spinner. Drizzle kale with olive

oil and sprinkle with sea salt. Bake at 350° until the edges brown but are not burnt, 10 to 15 minutes.

Dessert Recipes



Choclevate® Fat Bombs

½ cup almond butter
½ cup melted coconut oil
1 scoop **Choclevate®**

Melt coconut oil then combine with almond butter and **Choclevate®**. Add a few drops liquid stevia if desired. Pour mixture in a silicone mold and freeze for approximately 30 minutes. Store in the freezer.



Chocolate Chia Pudding

2 cups coconut or almond milk, unsweetened
½ cup chia seeds
1 ¼ tsp. vanilla
⅛ tsp. liquid stevia
1 scoop **Choclevate®**

Put chia seeds, coconut milk, vanilla, stevia, and a pinch of sea salt into a mixing bowl. Cover and refrigerate for at least 4 hours. Stir well and add **Choclevate®**. Top with blueberries if desired.

Pro Tips:

Follow us on social media for the more recipes.

All of the delicious functional beverages, shakes, and supplements available from The Happy Co.™ can easily fit into a keto eating plan.



At The Happy Co.™ we believe that everyone deserves to be happy.

Our products are designed to help support you in your goals to lose weight, experience more energy and achieve vibrant health. The **Fit & Happy Weight Loss System** is more than just products – it is the opportunity to transform your well-being by learning about healthy nutrition, achieving quality sleep, and making exercise a regular part of your life.



Tell us how you feel!

Send us your before and after photos with a quote on your **Fit & Happy** journey and get featured.

stories@thehappyco.com • [@the_happy_co_](https://www.instagram.com/the_happy_co_)

