



Cost of 10 Current Diet Systems Compared to: Max International's Max WLX

It is no secret that Americans are fat (fattest in the world)-- and getting fatter by the burger. Nearly one-third of U.S. adults are overweight, and another third are technically obese, as defined by a body-mass index of more than 30!!! (Not the real average statistics) and Americans aren't happy about it. Last year, we spent an estimated \$46 billion on diet products and self-help books.

Much of that money is wasted. Indeed, a government review found that two-thirds of American dieters regained all the weight they had lost within a year, and 97% had gained it all back within five years. And following these regimes is significantly more expensive than the tried and true technique of eating less and exercising more.

How much more? To find out, we examined weekly menus -- culled from official publications or company representatives -- from 10 of the most popular diets on the market

The median diet worked out to a costly \$85.79 a week -- that's 50% more than the \$54.44 the average single American spends on food. Our price calculations for the foods on each menu were done on a per-serving basis. Prices came from New York City-based online grocer Fresh Direct and were adjusted to the national average to control for any price differential.

The cost of dieting for a WEEK!! (Yes – a week)

Diet	Weekly menu cost (\$)*	Percent over national average
Jenny Craig	137.65	152.8
NutriSystem	113.52	108.5
Atkins Diet	100.52	84.6
Weight Watchers	96.64	77.5
Zone Diet	92.84	70.5
Ornish Diet	78.74	44.6
South Beach Diet	78.61	44.4
Slim-Fast	77.73	42.8
Sugar Busters	69.62	27.9
Subway sandwich	68.60	26.0
No diet	54.44	-

Sources: Forbes, Fresh Direct, Amazon, Bureau of Labor Statistics * Adjusted for NYC prices. Includes the cost of associated book, if applicable, and any membership fees associated with the diet, averaged over a six-month period.

Dollars do not equal results

Jenny Craig dieters were the hardest hit. A week's worth of food, which included both Jenny Craig-supplied meals and supplemental snacks, cost \$137.65. Jared Fogle's informal --but, for him, effective--Subway Sandwich Diet was the least expensive of the bunch at \$68.60 a **week!!** The Sugar Busters! Diet came in a close second, with its weekly menu costing \$69.62.

**Why not
Save Money
Eat Your Own Food
And Still Lose Weight
You Can WIN and LOSE at the same time**



For more information
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