



Weight Watchers® Offers Programs

JUST FOR MEN

Weight Watchers options for men

Weight Watchers offers program participants practical and sustainable approaches to weight loss to help keep weight off for life.

The four basic Weight Watchers strategies include developing healthy habits, building a supportive environment, getting enough exercise, and making smarter food choices.

Weight Watchers offers men multiple weight-loss options so participants can choose the one that's right for them:

- **Weight Watchers meetings and eTools for Men:** Men who attend meetings can get a customized version of eTools, the Internet weight-loss companion for meetings. Weight Watchers eTools is a connection to expert weight-loss advice and helpful, interactive tools to help analyze eating habits and track weekly progress. eTools helps make staying on plan easy.

- **Weight Watchers Online for Men:** A customized plan built just for men, Weight Watchers Online for Men provides interactive tools, workout video demos, and a resource library. The online plan allows participants to analyze their eating habits, learn workouts just for men, receive daily articles and expert advice, and choose flexible and sensible food plans.

Weight Watchers understands that men and women have different needs when it comes to weight loss.

They have been helping men lose weight for more than 45 years.

Now Weight Watchers eTools, the Internet companion to meetings, and Weight Watchers Online, a plan you can follow completely online, have been customized for men.

Men and weight gain

About 70 percent of men in the United States are overweight and about 30 percent are obese, according to the Centers for Disease Control and Prevention.

Studies show that men are more likely than women to postpone dieting until their health begins to suffer, which means they are more likely to be very overweight by the time they act, according to the Journal of Internal Medicine and the Journal of Clinical Nutrition.

Strategies for every lifestyle

Men who participate with Weight Watchers food plans get customized guidelines, along with advice, tools, and strategies for tackling unique lifestyle challenges, including:

- **Frequent travelers:** Participants receive eating strategies, airport survival tips, dining out and take-out options, and more.
- **Family dining:** Participants receive ideas for exercising and eating with their kids, strategies from other dads, recipes for families, and more.



To learn more about Weight Watchers weight-loss programs—for men and women—visit www.tuftshealthplan.com and click on Discounts on the Members tab. Then click on the Weight Watchers link.