

The Diet Designs Difference

You're about to embark upon an enlightening adventure—one that I've seen transform the lives of many people and know can do the same for you.

Diet Designs is a community and a lifestyle, an empowering choice that you have made for yourself and a pledge that I make in turn: Together, we will realize your personal goals, get the results you require, and nurture your healthy relationship with food, the source of energy and life.

The Foundation: How I Began Diet Designs

Food and health are my lifelong passions. When I went to college, there was no doubt in my mind that my major would be nutrition. But when I graduated and got my first clinical jobs, I was jolted awake from my dream by instructions to hand out generic diet plans to people with no regard to their wants and needs. My heart and my head told me there was a better way.

Success Rides Upon a Firm Foundation

Flash back fifteen years or so. Fat-free mania was still in the future. Antioxidants were no more than a gleam in some scientists' eyes. The benefits of fiber, the mysteries of monounsaturated fats, the potent power of the right foods to reduce disease were still only partially known—but plenty of people knew they were fed up with fad, deprivation-based diets. They wanted to achieve a healthier weight while eating satisfying food that tasted great.

When my work as a nutritionist took me into the high-stakes world of Hollywood, I was determined to break the boundaries between demanding taste buds and a healthy diet. I started to cook fresh portioned meals for everyone from big-screen stars seeking an extra glow to deskbound executives with fifty pounds to go, and the food and nutritional counseling program I called Diet Designs was born.

A Foundation Forms an Unmoving Base

Through a century of nutritional research, the basic principle for losing weight and attaining optimal health has remained the same: *Eat fewer calories than you expend from a wide variety of nutritionally powerful foods to lose weight and enhance energy and health.*

This fact hasn't changed and it never will—but eating well is easier said than done, so I laid the foundation of Diet Designs upon providing the right amount of delicious, energy-enhancing food to every individual who joined the program, along with personalized counseling to help the body and mind discover the joys of an enlightened lifestyle.

A Foundation Offers Groundwork Upon Which to Build

Since the day I began Diet Designs, the program has been a dynamic approach to better living that incorporates the latest scientific research, the tastiest culinary breakthroughs, and the emerging wants and needs of my clients. From a small exclusive service I've extended Diet Designs into a nationwide network. I've shared my passion and principles through

books, television, magazines, and media appearances. This is the foundation from which you can spring forth to the next stage.

Diet Designs is a firm base for your health and pleasure now and far into the future. You can count on us to be your partner and provider in reaching your peak potential and maintaining your health for life.

The Blueprint: The Diet Designs Program

Every body needs a blueprint—a working plan based on proven principles that assures success every time. I developed the blueprint behind the Diet Designs program over years of nutritional training and personal experience to bring the biochemical facts about how food works in the body to the sensual and emotional experience of eating. The elements of the Diet Designs blueprint include:

- A wide variety of powerful foods
- Delicious preparations
- Interval eating
- Portion control
- Proportional balance
- Personalized plans

A Wide Variety of Powerful Foods

The old saying calls variety the spice of life, and in my practice I've seen first-hand what the studies confirm: a diverse diet is best for your health and most satisfying to your taste buds. The Diet Designs blueprint emphasizes foods that naturally support optimal energy, fat burning, appearance, and longevity while helping to protect against the specific risks of diet-related conditions such as heart disease, stroke, diabetes, and cancer.

Delicious Preparations

Science aside, Diet Designs is committed to sensual pleasure. I *love* food, and my relentless pursuit of delight for the palate has made Diet Designs the lowfat leader in gourmet cuisine. Our contemporary take on recipes from French classics to blueplate specials and menus of the world share the good life with you. At the end of the day you'll simply say "delicious."

Interval Eating

Timing is everything, and regular spacing of meals and snacks can stimulate metabolism, stabilize blood sugar, decrease hunger, boost energy, mood, and mental alertness—even control serum cholesterol. Believe it or not, the Diet Designs blueprint calls for eating early and often so that you can enjoy the benefits of a steady fuel supply and a satisfied palate.

Portion Control

The evidence is in and calories do count, in everything from shedding pounds to living longer. Because striking the right balance between energy intake and expenditure is critical to efficient weight loss and management, portion control is at the heart of the Diet Designs blueprint—and the best news is that once you "click in," portioning for your personal needs is natural and easy.

Proportional Balance

A diet's merit is in the mix, and I've designed my program to provide optimized proportions of protein, carbohydrate, fat, fiber, and vitamins and minerals, with an emphasis on the phytochemicals and antioxidants that can enhance health and lengthen your life.

Each energy equation is different, but here's how the blueprint math works at three different intake levels. Within these proportional ranges lies the right balance for the full range of body types and to meet special needs, such as pregnancy or a preference for a higher-protein diet.

Nutrient	Proportion	1,200 cal.	1,600 cal.	2,000 cal.
Carbohydrates	50-60%	150-180 g	200-240 g	250-300 g
Protein	20-25%	60-75 g	80-100 g	100-125 g
Fat	20-25%	27-33 g	36-44 g	45-55 g
Phytochemicals and antioxidants	-----Maximum-----			

Personalized Plans

No two bodies or sets of taste buds are alike. Lifestyles, schedules, and individual issues are so varied that there's no one "right" way to eat. There's only the right way for you.

My mission is to design a diet for each individual. Finding dishes that satisfy personal tastes. Scheduling meals to make the most of each day. Addressing emotional needs and balancing your personal energy equation. Every meal is an opportunity to nourish the self and the soul, and I've crafted the Diet Designs blueprint to be your own.

The Results: The Diet Designs Lifestyle

I see the results of Diet Designs everywhere I turn. I may be watching a beautiful movie actress glow in her ideal weight for a role. I could be congratulating a client on a new attitude and smaller size. Picking up e-mail from someone who's read one of my books, watched my show, or joined the DietDesigns.com community. No matter where or when, I'm always delighted to be a partner in providing the beautiful benefits of the Diet Designs lifestyle:

- Healthy, lasting weight loss and management
- Increased energy
- Better health
- Inner and outer glow
- A good relationship with food and positive outlook on life

Healthy, Lasting Weight Loss and Management

Losing excess weight and keeping it off can transform your life, and this is the result of the Diet Designs approach. Watching this revolution work its magic both in the moment and over time renews my passion for healthy living every day. You may know from past experience that the wrong diet can damage health and self-esteem and lead to regained weight. Diet Designs promises a future with a whole new face—and it starts today.

Increased Energy

Plain and simple, food provides energy to the body. And just as the performance of your car relates to the grade of the gas you give it, the quality of your diet determines how much energy you have to meet the demands of the day. The Diet Designs mix offers high-octane fuel for busy minds and bodies, whether you're working long hours, doing double duty in the carpool lane, or sitting in the hot seat under bright lights repeating your lines. Energy is the currency of life, and I promise this precious commodity to you.

Better Health

Eating right can help you fight diseases from colds to cancer. In fact, science is finding that the nutrient-dense diet represented by the Diet Designs blueprint may be as powerful as prescription drugs in promoting health and protecting against disease. Eating well can enhance immunity to ward off common problems such as cold and flu, as well as boost mood, combat depression, and reduce the risk of deadly diseases including hypertension, heart disease and stroke, diabetes, and various cancers.

The Diet Designs lifestyle can prevent trips to the doctor and give the gift that has no price: optimal health.

Inner and Outer Glow

Good food is fuel for the fire, physically and emotionally, and I find that my clients acquire a beauty far beyond pounds lost or lipid level reductions. The radiance of good nutrition gives skin color, hair luster, and eyes a wide-awake sparkle. Even more noticeable is the inner warmth that emanates from a person who has chosen to live well. You too can ignite this fire. All you have to do is spark the flame.

A Good Relationship with Food

Food can be your friend, and Diet Designs is a relationship-building process that forges healthy bonds between your natural desires and the nutritional benefits of high-performance food. I believe that every meal you eat should be a life-affirming pleasure. A reason to celebrate and savor the moment with hope and joy for the future. This basic human right is on the daily menu at Diet Designs.

I invite you to explore an enlightened lifestyle with me. Diet Designs offers a weight loss program to suit every need. At DietDesigns.com, you'll find your 24/7 community for great food, fitness, and a positive way to enjoy each day.

Carrie Latt Wiatt

Dubbed the "Diet Diva" by Vanity Fair magazine, CARRIE LATT WIATT has developed an individualized approach to healthy eating which has made her as popular among readers and viewers as it has among Hollywood's elite. At her Los Angeles food company, "Diet Designs," Wiatt combines fresh gourmet cuisine with low-fat preparation, portion control, and personalized counseling. Her concept was an instant sensation in the close-knit community of stars. Now, Wiatt shares her high-style, low-fat approach to eating for health and weight control in her second successful book from Pocket Books, "Portion Savvy," which is currently available in soft cover. In "Portion Savvy," she presents a 30-day plan for controlled eating and successful food management, and includes food portion "pop-outs" designed to help readers judge appropriate portion sizes wherever and whatever they eat.

After many years of one-on-one counseling with "Diet Designs", Carrie compiled her proven techniques in her first book "Eating by Design: The Individualized Food Personality Type Nutrition Plan." Based on twelve different personality types she identified in her practice, "Eating by Design" took Wiatt's celebrity diet plan to the public, earning popular acclaim and endorsement by the nutritional community.

Wiatt's ability to bridge the gap between science and food circles has made her a sought-after expert on healthy living. She has appeared on a number of news programs, including CNN, "The View," "CBS This Morning," "Good Morning America," and "The Today Show." Additionally, for two years she served as host of her own show, "Living Better with Carrie Wiatt," a half-hour program produced by Hearst-Argyle focusing on all aspects of life such as health, nutrition, cooking and stress reduction. She is currently co-hosting Lifetime's "Speaking of Women's Health."

She was the food and nutrition expert on Time-Warner's "Your Mind and Body." In addition, she co-hosted a special for E! Entertainment Channel. As much a chef as she is a nutritionist, Wiatt has also hosted a series of "Chef du Jour" cooking segments for the TV Food Network.

As a writer, Wiatt had a recurring food and nutrition column in Living Fit magazine. She has also lent her voice as spokesperson to companies such as Nordic Track, Quaker Oats, and Sunsweet. In the direct marketplace, she teamed up with Frankie Avalon to bring a fat-free gourmet cooking system to the Home Shopping Network.

In her 16-year career as a nutritionist, Wiatt has consulted for numerous Los Angeles hotels, restaurants and corporations. She works closely with area physicians to develop and implement nutrition plans for patients. She received her Master's degree in Nutrition and Food Science from California State University at Northridge. The University also honored her with their Outstanding Entrepreneur Award.