



THE 28 DAY DIET

by Eetplan Ideas

2020

Informational Brochure



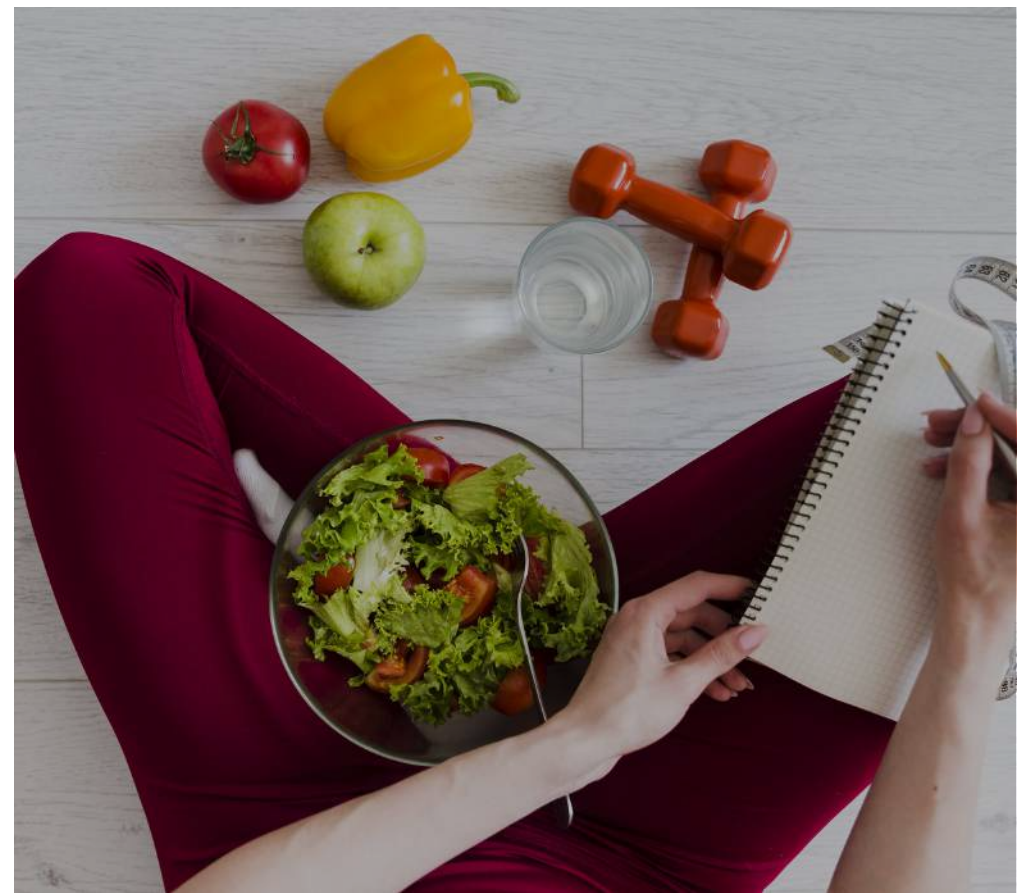


WHAT WE DO

We provide goods, services and tools to help you achieve the most success on your weight loss journey.

WHO WE ARE

Eetplan Idees is a registered South African company and the official provider of The 28 Day Diet.



OUR MAIN OBJECTIVES



Protect the integrity of The 28 Day Diet

Information and guidelines are based on scientific research and not isolated experiences.



Empower members to achieve weight loss

Different resources are available for different needs to cater to a wide variety of people.



Ensure longevity of The 28 Day Diet

Constant research is done to continually revise, improve and verify information as well as institute the necessary changes as new research emerge.



Protect members against false information

Clearly identifiable branding, such as the logo, is provided. Information is distributed via the official website and social media channels.



Compile basic and advanced resources

Resources are carefully planned, created, manufactured, packaged and distributed for those who require additional help.

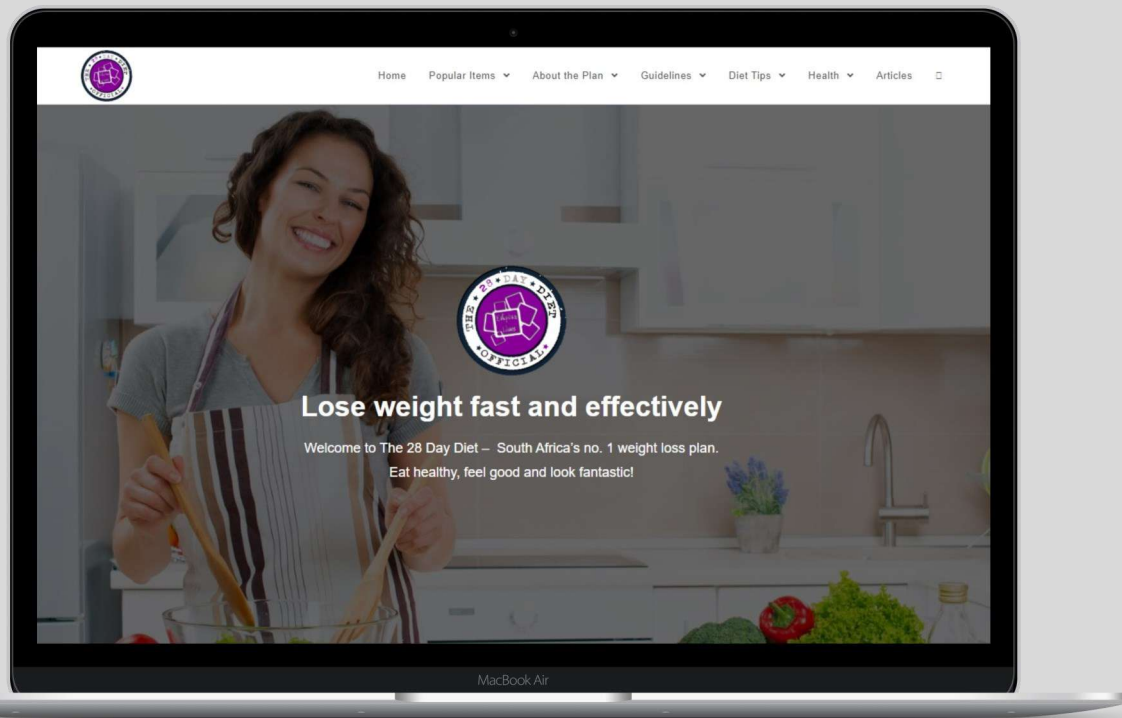


Motivation and Support

Exclusive, members-only as well as community-based support structures and forums.

CENTRAL HUB

- The official website forms the central hub for the plan.
- It is the biggest FREE RESOURCE available.
- All changes, reviews, updates and new product releases will be published and communicated on the site.
- Be sure to visit bookmark the site and check it regularly.



www.the28daydiet.co.za

MORE FREE RESOURCES

- **Email Tips**
Join our mailing list for weekly/bi-weekly emails with tips, announcements and free PDF downloadables delivered to your inbox.
- **Support Forum / Group**
Community support on a dedicated social network designed exclusively for The 28 Day Diet. Everyone is welcome to join.
- **Social Media Tips**
Daily tips and updates are posted across our mainstream social media channels.





PDF RESOURCES

E-books, guides, journals and recipes available in PDF format. Can be purchased from anywhere in the world.



PHYSICAL PRODUCTS

Fridge chart, booklets and more available for delivery in SA. Arrives at your door within 4 days.



ONLINE MEAL PLANNER

Dynamic meal planner, digital recipes, automatic shopping lists, weight tracker and more. Coming soon...



THE 28 DAY DIET

www.the28daydiet.co.za

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Cereal & 2% Milk Chicken & 1 Vegetable Soup, 1 Toast & Cheese	Dried Fruit Fish & Salad/ Vegetables 2 Eggs, Tomatoes & Onions	Yogurt & 1 Fruit 1 Potato & 1 Vegetable 3 Fruits	Cereal & 2% Milk Pasta & Tomatoes & Onions 1 Fruit, 6 Provitass & Cheese	Yogurt & 1 Fruit Fish & Salad/ Vegetables 1 Vegetable	Dried Fruit 1 Potato & 1 Vegetable Soup, 1 Toast & Marmite	Cereal & 2% Milk Chicken & Salad/ Vegetables 2 Eggs, 1 Toast & Tomato
DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14
Yogurt & 1 Fruit Tuna Salad 3 Fruits	Cereal & 2% Milk 1 Potato & 1 Vegetable 2 Eggs & 1 Toast	Cereal & 2% Milk Soup, 4 Provitass & Cheese 1 Vegetable	Yogurt & 1 Fruit Fish & Salad / Vegetables 3 Fruits	Dried Fruit Fruit salad Red Meat & Vegetables	Cereal & 2% Milk 1 Vegetable Pasta & Tomatoes & Onions	Dried Fruit Chicken & Salad / Vegetables Yogurt & 2 Fruits
DAY 15	DAY 16	DAY 17	DAY 18	DAY 19	DAY 20	DAY 21
1 Toast & Tomato Cucumber & Carrots Soup, 1 Toast & Cheese	Cereal & 2% Milk Tuna Salad Fruit salad	Dried Fruit 1 Potato & 1 Vegetable Soup, 1 Toast & Cheese	1 Toast & Tomato 2 Eggs & Mushrooms Fruit salad	Cereal & 2% Milk Chicken & Salad / Vegetables 1 Fruit, 1 Toast & Cheese	Dried Fruit 2 Eggs & Mushrooms Fruit salad	Yogurt & 1 Fruit Red Meat & Vegetables 1 Fruit, 6 Provitass & Cheese
DAY 22	DAY 23	DAY 24	DAY 25	DAY 26	DAY 27	DAY 28
Fruits Fruit Salad & Yogurt Fruits	Cereal & 2% Milk Chicken & Salad / Vegetables Mushrooms & Lettuce	1 Egg, 1 Toast & Toma- to Pasta & Tomatoes & Onions Soup, 1 Toast & Marmite	Dried Fruit Mixed Vegetables 3 Fruits	Yogurt & 1 Fruit Fish & Salad / Vegetables 1 Vegetables	Dried Fruit 1 Potato & 1 Vegetable Soup, 1 Toast & Marmite	Cereal & 2% Milk Chicken & Salad / Vegetables 2 Eggs, Tomato & 1 Toast



INTRODUCTION

- The diet consists of a predefined menu of 3 meals a day, for 28 days.
- You can start on any day and you can repeat the 28 days for as many times as needed to reach your goal weight.
- You can take a break between rounds, or you can complete the rounds consecutively.
- The diet is specifically designed for overweight and obese people who are struggling to lose weight.
- The plan is not suitable for those who are pregnant or breastfeeding.
- The official 28 Day Diet does not manufacture or distribute any weight loss pills or injections.

[Read More...](#)

GUIDELINES

- Female bowl: 450ml
- Male bowl: 600–700ml. Men eat double where the plan quantifies items, eg. potatoes, eggs, bread etc.
- Drink plenty of water (8-10 glasses a day).
- No snacks or snacking between meals are allowed, unless medically required.
- Do not swap meals around.
- Do not cheat or swap out/replace ingredients.
- You may use salt, pepper, spices, fresh / dried herbs and certain sauces to flavour your meals.
- You may drink water, coffee and tea. No diet sodas, juices or shakes are allowed.

[Read More...](#)



Where do I get the Plan?

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Here on the Website

The 28 Day Diet free [menu and basic guidelines](#) can be found right here on this website. You can also read more [about the plan](#).

LEARN MORE →



The 28 Day Diet PDF

Tell us a little bit about yourself and join our mailing list to receive the diet emailed to you for free.

LEARN MORE →



With digital purchases

The diet in PDF format is attached with every digital purchase of the [7 Day Challenge](#) and or [Toolbox \(PDF\)](#). You can also get the [app](#).

LEARN MORE →



Physical book

If PDF's are not your thing and you prefer physically holding the diet in your hand, you can get The 28 Day Diet Starter Pack.

LEARN MORE →

EETPLAN IDEES

www.the28daydiet.co.za



OFFICIAL WEBSITES

www.the28daydiet.co.za

www.die28daeeetplan.co.za



SOCIAL MEDIA CHANNELS

Facebook: The 28 Day Diet SA

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