



COST COMPARISON OF POPULAR WEIGHT LOSS PROGRAMS*

WEIGHT LOSS METHOD	AVERAGE LBS LOST PER MONTH	COST PER MONTH	COST PER LB
Weight Watchers <i>Cost based on doing the program using 21 prepackaged meals per week</i>	<i>up to:</i> 8 lbs/month	\$716	\$90
NutriSystem <i>Cost of program + prepackaged meals (number of meals varies based on needs)</i>	<i>up to:</i> 8 lbs/month	\$529	\$66
Jenny Craig <i>Cost of program + prepackaged meals (number of meals varies based on needs)</i>	<i>up to:</i> 8 lbs/month	\$680	\$90
Biggest Loser Meal Plan <i>Cost of program + 21 prepackaged meals per week & shipping</i>	<i>up to:</i> 8 lbs/month	\$665	\$83
South Beach Diet <i>Cost of 21 prepackaged meals per week + shipping & online membership</i>	<i>up to:</i> 8 lbs/month	\$758	\$95
IDEAL PROTEIN <i>Average cost of program, one-on-one weekly coaching + 21 replacement meals per week</i>	<i>up to:</i> 16 lbs/month	\$400	\$25

The Ideal Protein Protocol is a medically developed, four-phase, partial meal replacement weight loss program that targets fat loss while preserving muscle mass. It's only available through licensed healthcare professionals who provide one-on-one weekly support and the education to not only help you lose the weight, but keep it off.

**Programs are similar in that they utilize replacement meals, but not identical. Costs vary based on location, elective options, and other factors. Sources included: Investopedia's "7 Popular Diet Plans and What They Cost", CBS News "Weighing Mass-Market Diet Programs' Costs", southbeachdietdelivery.com, nutrisystem.com, and weightwatchers.com.*