



What Does “My25” Stand For?

Our game-changing combination of supports is all wrapped up in “My” and “25.”

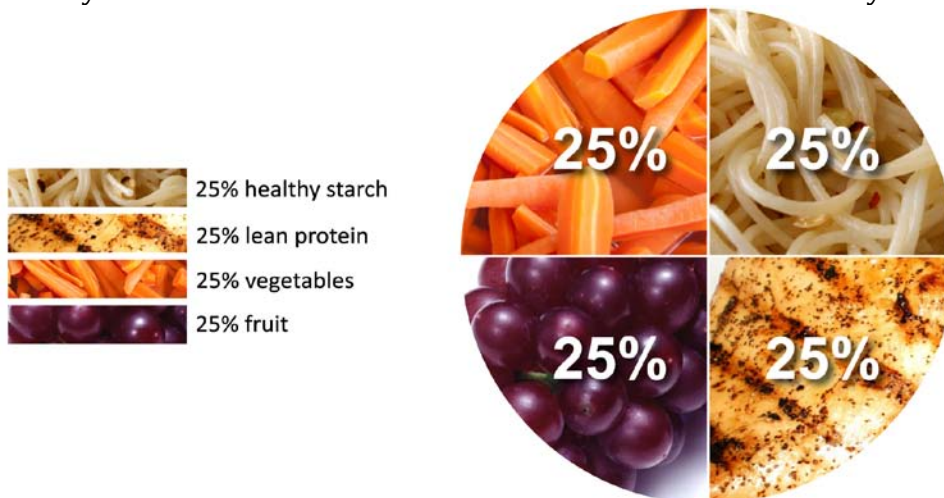
1. Own It!

Taking ownership helps achieve improved quality of life and well-being for . . . well . . . forever!

“My” = Own It!

2. Think “25” When You Eat

“25” reflects our simple plating (see diagram immediately below) and “eat 25 grams of fiber each day” guidelines. We’ve figured out how to make these recommendations a tasty, filling and affordable Sunday-through-Saturday reality for individuals and whole households. Think “25” when you eat.



3. Reach Out to 25

“25” also reflects the number of people we encourage you to reach out to as part of your on-going wellness; this bandwagon of support and encouragement is especially meaningful when you connect with people you know, in your own backward. It’s where game-changing shared responsibility and accountability come from, which is the power of collective achievement at its best. We map out ways for you to stretch and grow to foster this critical give and take with others. So reach out to 25. And if that sounds like too many, go for a bunch right now!

