



Protein Power Guide

New You Plan Protein Power Guide

“For over 16 years, The New You Plan has helped thousands of people transform their health with safe, structured nutrition and real results you can trust.”

Why Read This Guide?

This guide will show you how important protein is to make you look and feel your best. You'll learn exactly how much protein your body needs, how it supports energy, cravings, tone, and long-term health. After you have your calories nailed, protein is your secret weapon for maintaining with confidence and for staying strong, vibrant, and independent for years to come 💪🌟.



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Welcome from Julie-Ann

Hi, I'm Julie-Ann  — founder of The New You Plan.

When I started [The New You Plan](#) 16 years ago, my mission was simple: to make weight loss easy, and fun, and inspire people to live their best lives!

A lot has changed over the last 16 years, and the mission of the New You Plan is evolving, not just to focus on weight loss, but to help you **thrive** — to look good, feel good, and live long, healthy lives. That's what drives me personally, and it's what drives everything we're creating at The New You Plan.

That's why in 2026, I'll be officially launching two brand-new systems:

✨ **W8 FREEDOM™** — a complete framework to give you the habits, tools, and mindset to not just lose weight, but keep it off and feel truly free.

✨ **New You ZigZag™** — a flexible way to move between different nutrition phases depending on your goals, lifestyle, and season of life.

This guide is a little taster of what's to come. Because The New You Plan has never just been about weight loss. It's about building the kind of lifestyle that makes you feel **confident, energised, and proud of the body you live in** — not just today, but for decades to come.

And at the heart of all of that? **Nutrition.**

The food you eat can either work against you, or it can become your strongest ally. One of the most powerful nutrients to master is **protein**. Once you've set your calories, protein is what helps you:

-  stay fuller for longer
- ✨ preserve muscle and shape your body
- ⚡ support steady energy
- 🌸 improve skin, hair, and nails
- 🦴 protect your bones and joints for the future

This little guide will give you the essentials: how much protein you really need, where to get it from, and how it makes both weight loss *and* maintenance easier.

So grab a cuppa , relax, and let's dive in. This is just the beginning — and I can't wait to help you thrive.

Love,
Julz x

Nutrition Priorities: What Matters Most

When you're on [New You Total Food Replacement](#), everything is already worked out for you; calories, protein, fibre, carbs, fats, and vitamins are all built into your packs. You can simply follow the plan and know your nutrition is fully taken care of .

But when you're not on Total, that's when it becomes important to **understand the basics of nutrition**. And the good news? It doesn't need to be complicated. Once you know what matters most, you'll feel more in control of your results — whether you're losing weight, maintaining, or focusing on long-term health.

Here's the simple overview 

1 Calories Come First

To lose weight, you must be in a calorie deficit. To lose 1 pound of fat you need to create a deficit of 3500 calories. This is why New You Total works so well, as it creates a big calorie deficit that allows most people to lose 1 stone a month while getting all your nutrients.

To maintain, you need balance between calories in and calories out. This is always the foundation - nothing works without it. Your calories come from three macronutrients:

- **Protein** → helps you feel full, protect your muscle, and stay strong.
- **Carbohydrates** → your body and brain's main energy source. Carbs aren't the enemy — it's about the *type* and *amount*. Wholefood carbs like fruit, vegetables, beans, and oats will keep you energised and satisfied.
- **Fats** → support your hormones, brain, and vitamin absorption. The *quality* of fat matters: healthy fats from nuts, seeds, olive oil, and oily fish make a big difference for long-term health.

 **Omegas** deserve a special mention here. These essential fats are linked to heart, brain, joint, and skin health. You'll find them in oily fish like salmon and mackerel, or in seeds like chia and flax. If you don't eat oily fish regularly, a high-quality omega supplement (like our [New You Glow Omegas](#)) is one of the easiest ways to protect your long-term health.

2 Protein is Second

Protein doesn't change the calorie equation, but it changes how you feel and look while you're in that calorie equation. It helps you:

 Stay full and satisfied

 Protect your muscle and shape your body

- 🍷 Reduce cravings
- 🔥 Support your metabolism

That's why this guide is focused on protein — because once calories are set, it's the most powerful tool you can use to feel in control and get the results you want.

3 Fibre is Third

After calories and protein, fibre is the next piece of the puzzle. It helps you:

- 🌱 Stay fuller for longer
- 🦠 Support digestion & gut health
- 💖 Improve cholesterol and heart health

Aim for 25-30g of fibre per day from veggies, fruit, beans, lentils, and whole foods. We'll dive deeper into fibre in another guide, but for now just know this: the more colourful your plate, the easier it is to hit your fibre target.

💡 *Why Fibre Really Matters*

Fibre isn't just about gut health it's also one of the most underrated tools for weight loss. High-fibre foods (like veggies, beans, oats, and berries) add bulk and fullness to your meals without adding many calories. This makes it easier to naturally stay in calorie maintenance without feeling deprived. In other words, fibre doesn't just support long-term health, it helps you stick to the first principle, controlling calories, by making the process more sustainable.

✨ The Big Picture

- **Calories = control your weight**
- **Protein = shape your body & make maintenance easier**
- **Fibre = fullness & long-term health**
- **Carbs & fats = fuel for your body and mind**
- **Omegas = protect your heart, brain, joints & skin**

👉 If you're on Total, everything is done for you. If you're not, this simple framework is where your confidence starts.

Why Protein Matters (Not Just for Gym Bros!)

When most people think about protein, they picture gym lads in string vests drinking shakes . But here's the truth: **protein is one of the most important nutrients for women in their 30s, 40s, 50s, 60s and beyond.**

It's not about bulking up. It's about feeling good in your body, staying healthy, and looking your best.

Here's why 

Protein Keeps You Strong & Toned

From your 30s onwards, we naturally lose **3–5% of muscle mass per decade** if we don't take steps to protect it (Volpi et al., 2004). This is called **sarcopenia**, and by your 50s or 60s, the effect is significant.

Less muscle = slower metabolism, more fat gain, less strength, and lower confidence.

Protein is the building block your body needs to **hold onto lean muscle and build tone**. Add in a little resistance training (more on that later) and suddenly you're not just losing weight, you're reshaping your body (Phillips & Van Loon, 2011).

Protein Boosts Your Metabolism

Muscle is metabolically active — it burns calories even when you're resting. The more lean muscle you maintain, the higher your daily energy burn.

Protein also has the highest **thermic effect** of food — your body uses **20–30% of the calories in protein just to digest it**, compared with only 5–10% for carbs and 0–3% for fats (Westerterp, 2004). That means eating protein gives your metabolism a quiet boost every day.

Protein Keeps You Fuller for Longer

Have you ever had a bowl of cereal and felt starving an hour later? That's because carbs alone don't keep you full. Protein is the **queen of satiety** .

Studies show that eating more protein helps you feel satisfied, reduces cravings, and makes it easier to control your overall calorie intake (Paddon-Jones et al., 2008; Leidy et al., 2015).

Protein = Beauty for your Skin & Hair

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Results may vary. Always consult your doctor before starting any new diet or exercise plan.

Protein is vital for making **collagen and keratin** — the proteins that support your hair, skin and nails. Adequate protein intake is linked to improved skin elasticity and overall appearance (Shin et al., 2019).

So yes — that [shake](#), [bar](#), or chicken breast is part of your **self-care and beauty routine** 🍹.

🦴 Protein Protects Your Bones & Joints

This one is massive, especially for women in midlife and beyond. When oestrogen drops in perimenopause and menopause, bone loss speeds up — raising the risk of osteoporosis.

Alongside protein, omega-3s play a huge role in protecting your heart, brain, and joints as you age

Higher-protein diets are linked to stronger bones and better muscle support around joints, particularly when combined with resistance training (Rizzoli et al., 2014). This isn't just about looking good now — it's about staying independent and mobile in the decades ahead.

📌 Protein Myth Buster

"Protein makes women bulky." ❌

Truth: Women don't have the testosterone levels to bulk up. What protein really does is help you feel leaner, firmer, more toned, and more confident in your clothes 👗✨.

✨ Bottom line:

Protein isn't just for men or bodybuilders. It's for you. It plays a big part for **tone, energy, beauty, strength, confidence, and long-term health**.

✅ Citations:

- Volpi et al. (2004) – Sarcopenia & age-related muscle loss
- Phillips & Van Loon (2011) – Protein + resistance training for muscle preservation
- Westerterp (2004) – Thermic effect of protein
- Paddon-Jones et al. (2008); Leidy et al. (2015) – Protein & satiety
- Shin et al. (2019) – Protein & skin health
- Rizzoli et al. (2014) – Protein & bone density



How Much Protein Do You Really Need?

One of the biggest mistakes women make in their 30s, 40s, 50s, 60s (and beyond!) is **not eating enough protein**.

Protein is your **secret weapon** for:

- Weight loss that lasts
- Feeling full & in control 🍴
- Keeping your body firm & toned 💪
- Stable energy ⚡
- Supporting recovery & long-term health



The Formula

- 👉 **0.7–1g per pound of your target body weight**
- 👉 **Or 1.6–2.2g per kg of your target body weight**

💡 Use your **target weight**, not your current weight. That way, if you're carrying extra body fat, you won't overestimate what you need.

How Much Protein Do You Need?

The best way to work out your protein needs is to base it on your *target* body weight, not your current weight. That way you're not overestimating if you're carrying extra body fat.

👉 **Formula:** 0.7–1g protein per pound of your target body weight (or 1.6–2.2g per kg).

That means your range could look like this:

- A smaller woman (e.g. 8–9 stone target) → 80–110g/day
- An average-height woman (e.g. 10–11 stone target) → 100–140g/day
- A taller/broader woman (e.g. 12–13 stone target) → 120–160g/day

💡 **Key point:** It's not about hitting an exact number every day. It's about being *in the right range for you*. Think of protein as a sliding scale based on your size and goals.

● What About the Total & Sprint Plans?

If you're following a **very low-calorie phase (Total or Sprint)**, your protein intake will be slightly different:

- **Total (TDR):** ~80g/day from 4 packs
- **Sprint (VLCD):** usually 72–80g/day depending on packs chosen

✅ Both are **nutritionally complete and medically safe** for rapid short-term weight loss.

✅ 80g/day is well above the *minimum safe threshold* for VLCDs (typically 50–60g/day in clinical research).

✅ These phases are designed as a **season of your journey** short, structured resets to help you lose weight quickly and safely.

👉 However: once you move into **Switch or Maintenance**, that's when you should aim for your **full personalised protein target** (80–160g/day for most women).

That's where protein really shines:

- Supporting muscle tone with resistance training
- Keeping cravings under control
- Helping you maintain results long-term

✨ The Bottom Line:

- On **Total or Sprint**: 80g/day (or above) = safe and effective for short-term rapid results.
- On **Switch or Maintenance**: Aim for your full personalised range (100–120g/day) for tone, energy, and long-term success.

What That Looks Like in Food

It's one thing to know you need 100g+ of protein a day — but what does that *look like* in real life? 🤔

The good news: it's much easier than you think! Between **New You products** and a few simple everyday foods, you can reach your protein goal without stress or complicated cooking.

New You Products

- Shake → 20g protein
 - Protein Bar → 20g protein
 - Crisps → 12g protein
 - Meal Pots / Pasta Pots → 20g protein
-

Everyday High-Protein Foods

- Chicken breast (100g) → 30g protein
- Tuna tin (120g drained) → 25g protein
- Egg white omelette (4 whites) → 14g protein
- 0% Greek yoghurt (200g) → 20g protein
- Cottage cheese (200g) → 20g protein



Putting It Together

Here's an easy way to hit around **100g protein in a day** 📌

- Shake (20g) 🥤
- Bar (20g) 🍫
- Crisps (12g) 🍟
- Chicken breast (30g) 🍗
- Greek yoghurt (20g) 🍦

✅ **Total = 102g protein**

See? Simple, tasty, and on-plan — no complicated meal prep required.

✨ The Takeaway:

- If you're on **Total or Sprint**, you'll get around 80g/day — safe and structured for short-term fat loss.
 - Once you're in **Switch or Maintenance**, build toward your personalised target (80–160g/day for most women - you need to work out your personal range).
 - Between your New You favourites and some lean staples, you'll naturally get there — and feel incredible 💖.
-

✅ Citations:

- Phillips & Van Loon (2011) – Protein + resistance training for muscle preservation
- Morton et al. (2018) – Meta-analysis: 1.6–2.2 g/kg/day optimal for body composition
- NICE Guidelines (2014) – Nutritional adequacy of VLCD/TDR diets

✨ How You'll Feel When You Eat Enough Protein

Protein isn't just about hitting a number — it's about how you feel when you finally start giving your body enough of it every day.

Here's what you can expect 🙌

- 🍽️ **Finally feel full & satisfied**
Imagine finishing a meal and *not* feeling hungry again an hour later. Protein helps keep you satisfied, which means cravings go down and food feels less like it's controlling you (Leidy et al., 2015).
- ⚡ **Steady energy all day**
Protein helps regulate blood sugar and prevent those mid-afternoon “hangry” crashes. You'll feel more balanced, productive, and in control.
- 🏃 **Faster recovery & healing**
Protein is your body's repair fuel. Whether it's from a workout, a busy day on your feet, or just life stress, getting enough protein helps your body bounce back quicker (Phillips, 2012).
- 💪 **A firmer, more toned body**
Instead of just losing “weight,” you'll notice your shape changing. Enough protein helps you hold onto lean muscle, so you look more sculpted and defined in your clothes (Morton et al., 2018).
- ✨ **Beauty benefits from within**
Protein builds collagen and keratin, which means stronger hair, glowing skin, and healthier nails (Shin et al., 2019). Think of it as part of your self-care and anti-ageing routine.

📊 Before vs After: The Protein Difference

Without enough protein ❌ → Constant hunger, energy crashes, soft shape, cravings controlling you.

With enough protein ✅ → Satiety, steady energy, firmer shape, YOU in control ✨.

💡 Remember: Protein isn't just a nutrient. It's a daily tool that makes everything easier — from sticking to plan, to having energy for life, to looking in the mirror and feeling proud.



Protein on Plan

One of the best things about The New You Plan is that you don't need to stress about protein - it's already built into every product . But how much protein you get (and how you should use it) depends on which plan you're following.

New You Total (TDR)

- 4 packs/day = **~80g protein**
- Nutritionally complete & medically safe (above the safe minimum for VLCDs)
- Perfect for short-term rapid fat loss

👉 If you're mainly focused on weight loss, 80g/day on Total is enough.

👉 But if you're also doing resistance training, you may benefit from adding a **Protein Bar (+20g)** on training days to support muscle recovery. This is NOT REQUIRED - it will add to your calories, so you do not need to do this, but if you felt like you needed something extra then a protein bar would be a good option.

💡 *If Total isn't right for you but you still want fast results, Sprint is the next best option.* It keeps calories very low while giving you flexibility - either all from packs, or with some lean protein and veggies added in. And if Sprint ever feels too much, Switch is your safety net: it still delivers steady fat loss, but with a little more freedom.

New You Sprint (VLCD / Short Blast, 2–4 weeks)

Two ways to do it:

All-Pack Method

- Any [4 packs/day](#)
- [Optional protein snack](#) (Bar or Crisps)
- ~80–100g protein/day

2 Protein-Boost Method

- 2–3 packs/day
- Add in lean, high-protein foods (chicken, tuna, egg whites, Greek yoghurt, cottage cheese, etc.)
- Keeps calories very low while pushing protein higher

💡 Both work! Pick the one that keeps you consistent.

🌿 New You Switch (Flexi Plan)

- Combines packs + 1 home-cooked high-protein meal
 - Best for practising hitting your **full personalised protein target**
 - Bars & crisps make topping up super easy
-

☀️ Maintenance / Lifestyle

- Once you reach your goal weight, protein becomes even more important for keeping the weight off and feeling toned
 - Stick to your personalised range: **0.7–1g per lb (1.6–2.2g per kg)** of target body weight
 - Use bars & crisps as quick, portion-controlled ways to stay on track for life
-

✨ The Takeaway:

- On **Total & Sprint**: aim for 80g/day or above — safe, structured, and effective for short-term rapid weight loss.
 - On **Switch & Maintenance**: aim for your **personalised range** to look and feel your best long-term.
-

✓ Citations:

- Leidy et al. (2015) – Protein & satiety, appetite control
- Phillips (2012) – Protein's role in recovery & repair
- Morton et al. (2018) – Protein intake & muscle preservation (1.6–2.2g/kg)
- Shin et al. (2019) – Protein & skin/hair health
- NICE Guidelines (2014) – Nutritional adequacy of TDR/VLCDs

♀ Resistance Training Made Simple

If you want to lose weight *and* look toned, resistance training is your best friend 💪. But don't panic — this doesn't mean living in the gym or lifting massive weights.

Resistance training simply means using your muscles against resistance to make them stronger.

That can be:

- Your own bodyweight (squats, push-ups, planks)
 - Resistance bands (great for home workouts)
 - Dumbbells or kettlebells
 - Gym machines
-

Why It Matters for Women in Their 30s–70s

- **30s** → Builds a strong foundation, helps the body bounce back after pregnancy or stress.
 - **40s & 50s** → Protects muscle tone, metabolism and bone strength during hormonal shifts.
 - **60s & 70s** → Preserves independence, mobility, and balance so you can keep doing the things you love.
-

The Benefits You'll Notice

- A firmer, more sculpted body (not just “weight loss” but real shape change).
- A faster metabolism — more muscle means more calories burned at rest.
- Stronger bones and joints, lowering your risk of osteoporosis.
- Better posture, balance, and confidence in everyday life.

🚫 Myth Buster

“Resistance training makes women bulky.” ❌

Truth: Women simply don't have the testosterone levels to bulk up. What resistance training actually does is make you leaner, firmer, and more confident in your clothes.

🌟 Simple Starter Moves

Even 2–3 short sessions a week (10–20 minutes) can make a huge difference. Try:

- Squats (bodyweight or with light weights)
- Push-ups (on the floor or against a wall)
- Glute bridges / hip thrusts
- Bent-over rows (with bands or dumbbells)
- Plank holds

💡 Tip: Pair resistance training with your protein intake to really boost your results — protein gives your muscles the building blocks they need to repair and grow (Phillips, 2012).

💡 What's Coming Soon...

At The New You Plan, we know many women feel unsure about starting exercise. That's why in 2026 we're launching **two brand-new workout programmes** to guide you step by step:

- **New You Tone Up** – beginner-friendly home programme to build strength & confidence.
- **New You Strong** – a gym-based programme for women ready to step it up and see powerful results.

Together with your New You nutrition, these plans will help you look and feel the **strongest, most confident version of yourself** 💖.

Example Training Plan – 3 Days a Week

Strong, toned, confident – that's what happens when you pair enough protein with simple strength training. You don't need hours in the gym. Just **3 sessions a week** is enough to protect your muscle, boost your metabolism, and feel amazing in your clothes.

👉 Aim for **6–15 reps per exercise** and **2–4 sets** depending on your fitness level. Rest for 60–90 seconds between sets.

Day 1 – Full Body (Strength & Tone)

- 🦵 Squats or Split Squats (legs & glutes)
- 💪 Press Ups or Dumbbell Press (chest)
- 🦾 Dumbbell Row or Band Row (back)
- 🙌 Shoulder Press (shoulders)
- 🍑 Straight-Leg Deadlift or Band Leg Curls (hamstrings)
- 🦶 Calf Raises (bodyweight or band)
- ➡️ Tricep Extensions (arms)
- ↺️ Bicep Curls (arms)

Day 2 – Upper Body Focus

- 💪 Press Ups or Dumbbell Press (chest)
- 🦾 Dumbbell/Band Row (back)
- 🙌 Shoulder Press (shoulders)
- ↺️ One-Arm Row or Band Pull (back/shoulders)
- ➡️ Tricep Extensions (arms)
- ↺️ Bicep Curls (arms)

● Day 3 – Lower Body Focus

- 🦵 Squats (bodyweight or weighted)
 - 🦵 Lunges (bodyweight or weighted)
 - 🍑 Straight-Leg Deadlift (hamstrings)
 - 🦵 Band Leg Extension or Split Squats (quads)
 - 🦵 Calf Raises (weighted or band)
-

✨ The Takeaway:

You don't have to "live in the gym" to see results. Just 3 simple sessions like this, paired with enough protein, will:

- Keep your metabolism higher 🔥
- Protect & shape your muscle 🦵
- Give you more energy & confidence every day ✨

This is a good starter work out plan, but once you do this a while, then to get the benefit of toning up and feeling stronger you should progressively add more weights. We will be covering this in our NEW YOU TONE & NEW YOU STRONG programs coming in 2026.



Walking + Protein = Magic ✨

When it comes to weight loss and healthy ageing, walking is one of the most underrated tools out there. Pair it with protein, and you've got a formula that works wonders ✨.

☀️ Why Walking Works

- Burns calories gently → low-impact but effective for fat loss
 - Reduces stress → lower stress often = fewer cravings
 - Supports longevity → linked to better heart health and longer life expectancy (Lee et al., 2012)
 - Aids recovery → boosts circulation, helping muscles heal after resistance training
-

🍗 Why Walking + Protein is the Perfect Combo

Think of walking as your **fat-burning switch**, and protein as the **fuel that keeps your muscles strong**. Together they:

- Shape your body → fat goes down, tone goes up
 - Keep blood sugar steady → fewer energy crashes
 - Curb cravings → stay fuller for longer
 - Build daily habits → easy, natural, sustainable
-

The New You Steps Challenge

Inside our community, you can join the Steps Challenge and choose your level:

- 5,000 steps/day → Perfect if you're just starting or have mobility challenges
- 7,500 steps/day → A realistic goal for busy women
- 10,000 steps/day → The classic target for weight loss & fitness
- 15,000 steps/day → For those who love going the extra mile

Whatever level you choose, you'll be surrounded by women cheering you on 🙌.

For Women Who Think “Exercise Isn’t for Me”

Walking is movement most of us can do — no gym, no equipment, no big time commitment. Just step outside and go 🚶.

And when you're ready, add a little resistance training on top. That's when you unlock the **ultimate trio** 🙌

🙌 **Walking + Weights + Protein = the magic formula for fat loss, tone, and long-term health** ✨

Science References:

- Phillips (2012) – Protein supports muscle repair and recovery
- Lee et al. (2012) – Walking & physical activity linked to reduced mortality and better heart health
- Morton et al. (2018) – Higher protein supports lean mass during weight loss



Everyday Protein Sources

Protein doesn't have to be complicated. Between your New You products and a few everyday foods, you can easily hit your daily target.

Here's your handy cheat sheet 📌



New You Products

- Shake → 20g protein
- Protein Bar → 20g protein
- Crisps → 12g protein
- Meal Pots → 20g protein

These are your **quick, tasty, portion-controlled options** that make hitting your protein target stress-free.



Everyday Lean Proteins

- Chicken breast (100g) → 30g protein
- Tuna tin (120g drained) → 25g protein
- Egg white omelette (4 whites) → 14g protein
- 0% Greek yoghurt (200g) → 20g protein
- Cottage cheese (200g) → 20g protein
- Prawns (100g) → 24g protein
- Lean turkey mince (100g) → 26g protein
- Tofu (150g) → 18g protein

✅ **Quick Tip:** Combine 2–3 New You products + 2–3 everyday foods, and you'll naturally land around **100–120g protein/day** - right in the sweet spot for tone, energy, and results 💖.

Protein for Longevity & Healthy Ageing

Weight loss might be the goal that brings you to The New You Plan, but protein's real magic goes far beyond the scales. Protein is about **long-term health, independence, and thriving at every age ✨**.

In Your 30s – Build Your Foundation

Life is busy — careers, kids, stress — and sometimes your own needs take a back seat. But your 30s are the time to start laying a strong foundation.

Protein helps you:

- Rebuild & strengthen your body after pregnancy
 - Protect your metabolism as it naturally begins to slow
 - Build lean muscle that will support you for decades
-

In Your 40s & 50s – Support Hormones & Tone

Hormonal changes during these years can make fat loss harder and muscle loss faster. Protein becomes your best ally.

- Preserves muscle while you burn fat
 - Keeps you satisfied and reduces cravings
 - Supports bone density as oestrogen levels drop
 - Helps you stay firm, toned & confident
-

In Your 60s & 70s – Stay Strong & Independent

This is when protein truly shows its power.

- Protects against frailty and falls
 - Keeps bones & muscles strong so you can stay mobile
 - Speeds recovery when your body takes longer to heal
 - Fuels your energy so you can enjoy life — whether that's travelling, playing with grandkids, or just feeling vibrant every day
-

✨ The Truth

Ageing is inevitable. But *how you age* is, to a large degree, in your hands.

Eating enough protein, combined with movement (walking & resistance training), is one of the best investments you can make in your future self.

Protein helps you stay:

- Slimmer and toned 🦊
 - Stronger and more balanced 💪
 - Energised and vibrant ⚡
 - Radiant and youthful ✨
-

📌 Science References:

- Volpi et al. (2004) – Sarcopenia and age-related muscle loss
- Phillips & Van Loon (2011) – Protein + resistance training supports body composition
- Rizzoli et al. (2014) – Protein intake supports bone health and density
- Houston et al. (2008) – Higher protein linked to lower risk of frailty in older adults



A Day in Protein – Examples for Every Plan

Protein is at the heart of every stage of your New You journey. Here's what a typical day could look like on **Total, Sprint, Switch, and Thrive/Maintenance** 📌

🔵 TOTAL Day (Medical Plan, 4–12 weeks)

Safe, structured rapid weight loss with full nutrition.

- Breakfast: New You TDR Shake → 200 kcal | 20g protein
- Mid-Morning: New You TDR Soup → 200 kcal | 20g protein
- Lunch: New You TDR Meal Pot → 200 kcal | 20g protein
- Dinner: New You TDR Brownie → 200 kcal | 20g protein

✅ **Daily Total = 800 kcal | 80g protein**

💡 Optional: On active days, add a **Protein Bar (+20g protein)**. Not required (Total is nutritionally complete), but helpful if you're doing resistance training.

⚡ SPRINT Day 1 – New You Only (VLCD)

Simple, structured, all from packs.

- Breakfast: New You VLCD Shake → 135 kcal | 13g protein
- Mid-Morning: New You VLCD Soup → 135 kcal | 13g protein
- Lunch: New You VLCD Porridge → 135 kcal | 13g protein
- Dinner: New You VLCD Shake → 135 kcal | 13g protein
- Snack: New You Protein Bar → 204 kcal | 20g protein

✅ **Daily Total = 744 kcal | 72g protein**

SPRINT Day 2 – New You + Conventional Food

Still under 800 kcal, with variety from simple, lean foods.

- Breakfast: New You VLCD Shake → 135 kcal | 13g protein
- Mid-Morning: Greek yoghurt (200g) → 150 kcal | 20g protein
- Lunch: Egg white omelette (4 whites + veg) → 120 kcal | 14g protein
- Snack: Carrot & celery sticks → ~50 kcal | 2g protein
- Dinner: New You VLCD Shake → 135 kcal | 13g protein
- Evening Treat: New You Protein Bar → 204 kcal | 20g protein

 **Daily Total = 794 kcal | 82g protein**

SWITCH Day (Moderate Weight Loss)

Flexible mix of New You + 1 home-prepared high-protein meal.

- Breakfast: New You TDR Porridge → 200 kcal | 20g protein
- Mid-Morning: New You VLCD Shake → 135 kcal | 13g protein
- Lunch: New You Crisps → 123 kcal | 13g protein
- Snack: New You Protein Bar → 204 kcal | 20g protein
- Dinner: Grilled chicken salad (150g chicken) → 330 kcal | 45g protein
- Evening Treat: Greek yoghurt (200g) → 150 kcal | 20g protein

 **Daily Total = 1,142 kcal | 131g protein**

☀️ **THRIVE Day (Maintenance / Lifestyle)**

Focused on balance, strength, and high protein for long-term health.

- Breakfast: Greek yoghurt (200g) + berries → 150 kcal | 20g protein
- Snack: New You Protein Bar → 204 kcal | 20g protein
- Lunch: Chicken & veg bowl (150g chicken) → 330 kcal | 45g protein
- Snack: New You Crisps → 123 kcal | 13g protein
- Dinner: Salmon fillet (150g) + veg → 280 kcal | 35g protein
- Evening Treat: New You Brownie → 200 kcal | 20g protein
- Extra: Chicken wrap → 250 kcal | 25g protein

✅ **Daily Total = 1,537 kcal | 178g protein**

☀️ THRIVE Day – (Maintenance) Example with Whole Foods Only

Breakfast:

- 0% Greek yoghurt (200g) + mixed berries (100g) + 1 tbsp chia seeds
→ 220 kcal | 25g protein | 10g fibre

Snack:

- 2 boiled eggs + 1 apple (skin on)
→ 190 kcal | 13g protein | 4g fibre

Lunch:

- Grilled chicken breast (150g) + quinoa (100g cooked) + broccoli (150g) + red pepper (100g)
→ 450 kcal | 45g protein | 9g fibre

Snack:

- Cottage cheese (200g) + sliced cucumber & carrots (150g total)
→ 220 kcal | 20g protein | 5g fibre

Dinner:

- Salmon fillet (150g) + roasted aubergine (100g) + kale (100g) + brown rice (100g cooked)
→ 480 kcal | 38g protein | 8g fibre

Evening Treat:

- 200ml skimmed milk + 20g almonds
→ 200 kcal | 12g protein | 4g fibre

✅ **Daily Total: ~1,760 kcal | 153g protein | 40g fibre**

Your Next Step

You've now seen how protein isn't just about shaping how you look, it's about how you feel every single day. It makes maintenance simpler, helps you feel toned and energised, keeps you strong and resilient, and sets you up for healthy ageing. Protein has a role to play in every stage of your New You journey from Total and Sprint right through to Switch and Thrive 💪✨.

But this is just the beginning ✨.

With our brand-new **Milk Chocolate Caramel Protein Bar** and **Cookies & Cream Protein Bar** (20g protein each), you can now hit your protein goals in a way that's tasty, satisfying, and 100% on-plan 🍫.

And there's so much more to come:

- **New You ZigZag™** – our flexible system to move between plans while staying in control of results.
- **W8 FREEDOM™** – our trademarked framework of Freedom Habits, launching 2026, designed to help you live slim, strong & free for life.
- **New You Tone Up & New You Strong** – our upcoming workout programmes to help you build strength and confidence, whether at home or in the gym.

My Message to You

I hope this guide has helped you to understand more how you can support yourself through every decade and season of your life.

Calories are what is going to keep you slim and healthy.

Protein is what is going to make you look and feel great, so you can enjoy a full active life.

Walking & Weight training is what is going to make you feel so empowered and energised!

The New You Plan is going to be delving deeper into all of this to SUPPORT YOU, on this journey, this is just the first step and together we will all master this, and be thriving!

— Julie-Ann Jameson



Appendix – What the Science Says

We've mentioned research throughout this guide. Here's a simple breakdown of what those studies actually found — and why it matters for you.

Protein Targets & Muscle

- **Morton et al. (2018)** – A review of **49 studies** found that eating between **1.6–2.2 g of protein per kg bodyweight per day** (about 0.7–1g per lb) helps you hold on to muscle while losing weight and supports better body composition.
 - **Phillips & Van Loon (2011)** – Showed that when you combine protein with resistance training, your body is much more effective at preserving or even building lean muscle.
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Protein & Hunger Control

- **Leidy et al. (2015)** – Found that people who ate higher-protein meals reported **greater fullness and less snacking later in the day**, which makes it easier to stick to a calorie deficit.
 - **Paddon-Jones et al. (2008)** – Showed that spreading protein evenly across the day (rather than just at dinner) improves satiety and supports muscle health.
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Protein & Metabolism

- **Westerterp (2004)** – Demonstrated that protein has the **highest “thermic effect of food”**: about **20–30% of protein calories are burned during digestion**, compared with 5–10% for carbs and 0–3% for fats. That means protein gives your metabolism a small daily boost.
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Ageing, Strength & Longevity

- **Volpi et al. (2004)** – Highlighted that adults naturally lose **3–5% of their muscle mass per decade** from their 30s onward if they don't take action. Protein + strength

training helps slow or prevent this.

- **Rizzoli et al. (2014)** – Found that higher-protein diets, especially when paired with resistance exercise, support **bone density and joint health**, reducing osteoporosis risk.
 - **Houston et al. (2008)** – Reported that older adults who ate more protein had a **lower risk of frailty and functional decline**.
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✨ Protein & Beauty Benefits

- **Shin et al. (2019)** – Showed that protein is essential for making **collagen and keratin**, which improve skin elasticity, hair strength, and nail health.
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🥗 Safety of Very Low-Calorie Diets (VLCDs)

- **NICE Guidelines (2014)** – Confirm that **nutritionally complete VLCDs** (like New You Total) are safe and effective for short-term use under proper structure.
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🚶 Walking & Health

- **Lee et al. (2012)** – Found that regular walking and physical activity are strongly linked to a **lower risk of heart disease and early death**. Even moderate activity improves health outcomes significantly.
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✨ The Takeaway:

Calories create weight loss. Protein makes it easier by helping you feel full, preserve muscle, and stay strong. Resistance training and walking multiply those benefits, fibre supports your long-term health, and omegas protect your heart, brain, joints, and skin so you can thrive for years to come.