

begin[®]

be healthy. be fit. be happy.



what is **begin**®?

Begin® is a ten-week lifestyle management program with an emphasis on weight control, fitness and eating for good health.

Each session throughout the entire program is led by a registered dietitian. A true expert in healthy living.

You will attend weekly weigh-ins, complete daily food and activity diaries, receive group encouragement and support and set and review personal goals.

Hy Vee has over

175

registered dietitians in
over 200 stores offering
individual consultations
and group programs.
We're here to help.

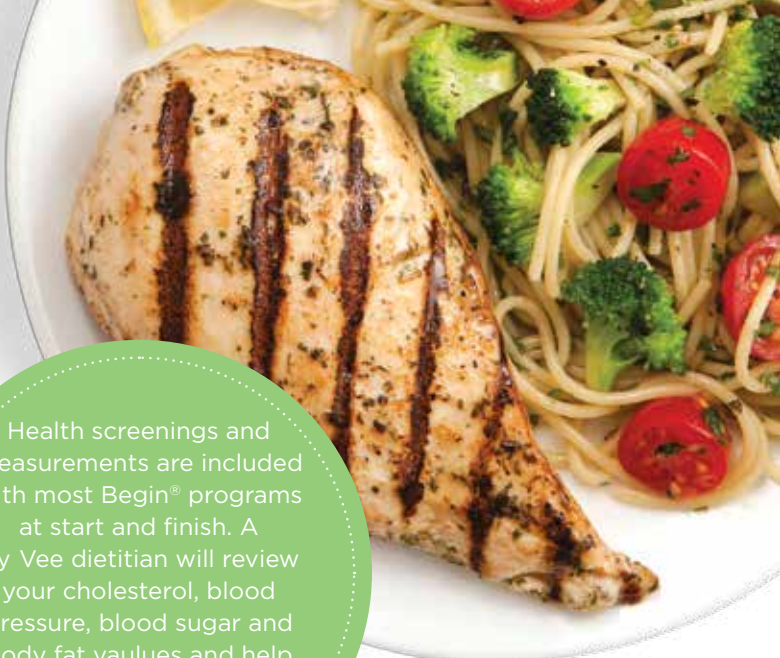
Begin® can be
held in-store or out
in the community
– even at your
business as part of an
employee wellness
program.



begin[®] participants following this healthy lifestyle plan*:

- lower blood sugar levels
- lower blood pressure
- lower cholesterol
- lose inches or pounds
- develop healthier eating habits
- become more active

**Individual results may vary*



Health screenings and measurements are included with most Begin[®] programs at start and finish. A Hy Vee dietitian will review your cholesterol, blood pressure, blood sugar and body fat values and help with your personal health needs and goals.



during begin[®] sessions you will learn:

- how to control hunger
- how to move more
- what healthy portions look like
- how to prepare healthy foods
- healthy shopping tour



to begin your new lifestyle,

contact your Hy-Vee dietitian or go to www.hy-vee.com to find a dietitian near you.

HyVee[®]