



# Let's Get Fit Together



## Having you ever felt insucure about your body?

☐ **Did you know 1 in 4 People are unhappy with their appearance?**

A poll was conducted where 45% of participants worry about their weight.  
(Gallup)

☐ **Social Media a Blessing or a Curse?**

With all the free social media content showing people unrealist results, its hard for individuals to feel comfortable in their own skin. Here at Fit Nutrition we want our users to be happy with who they are, and help them reach their goal!

☐ **Confusing Diets not working?**

Fit Nutrition's mission is to find what works best for each individuals body. By using macros and making this complex formula easier for everyone to understand. With the Fit app you don't need to be a bodybuilder, or food nutritionist. Let us do the hard work, so you don't have too.

☐ **How are we Different from the Competition?**

Unlike the competition, the Fit Nutrition App is an easy to use, where users just *capture* their food and go! No more manually inputting every meal, of everyday. Just *capture* and watch the magic happen!

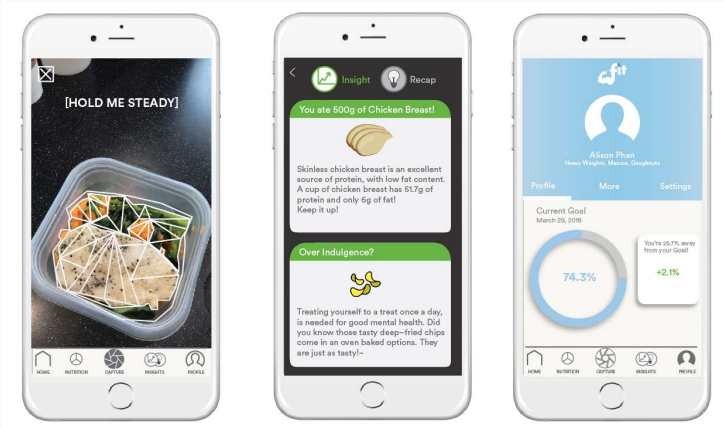
Calorie Counting? Or Macros?

Individuals are focusing too much on the caloric intake, and they are not informed on the correct nutritional information. Macro Nutrition uses the users height, weight, age and amount of physical active to calculate how much the user should eat. It can be overly complex and confusing. Making it even more difficult to start and stick.

What's the Goal?

Consequently, the goal is to educate the target market on macro nutrition. Focusing more on the nutrients the individuals' body should be in taking, as appose to how many calories are consumed. With the Fit Nutrition app no goal is too small or too grand!

Fit Nutrition



Fit Nutrition uses an unique AI system whereby with each photo *captured*. The AI records the information and feeds the user, helpful tips and tricks to keep on track to their goal!

Fit Nutrition sources the correct information from Doctors and Nutritionists. Users can be sure that the articles and insights are reliable. Here at Fit Nutrition we want our users to focus on feeling good in their skin, not what social media wants them to look like.

Starting and Stick is the main problem when it comes dieting. Fit Nutrition helps you start and stick to a macro induced diet, furthermore it helps find the correct macro nutritions fit for each individuals body. Because we know everyone is unique and no one person is the same.

Listen to Our Success Stories

Cindy's Success Story



I've been overweight my entire adult life. Once I started nearing 50, after many "diets", I was ready to give up. Then I remembered that a few years back, I had started a low-carb lifestyle.

I did lose about 15 pounds and felt better, but I eventually went back to my old ways and packed those 15 pounds right back on. I was unhappy and felt terrible every day. I didn't have any other health issues but was resigned to the fact that I'd be overweight for the rest of my life.

In May of this year (2017) I finally decided to do something about it once and for all. On May 7th, 2017 I started eating low-carb again. I loved it! I was never hungry and I was starting to feel better. After much research I decided to go even lower-carb and found Keto! I couldn't be happier.



Why Did You Join? ☐

Weight Loss and an overall healthy lifestyle. I love a challenge and this one holds me accountable.

What Helped You Stay on Track? ☐

How Has Fit Nutrition Helped? ☐

## Shijuana's Success Story



I am a 34 year old mother of 3 little people. I work full time, and lately have been struggling to to control my eating habits. Despite working out quite often (and enjoying it), I tend to turn to food for comfort and just out of boredom, which has caused me to almost binge at times.

I have never had a problem with this in the past, but my husband is currently in residency with one more year, and even though I don't really feel stressed out often, I think I tend to overeat at night because he's not home quite often, and it just makes me feel better in the moment. I know that I have to get a handle on my eating habits, especially because diabetes and heart disease is on both sides of my family, and because I need to be healthy in order to keep up with my little ones!

Since having my middle child, I have also struggled with bilateral carpal tunnel syndrome, tendonitis, and arthritis in my hands, and have had several rounds of



injections along with surgery on one hand. I have tried keto on and off since the beginning of this year, and noticed that everything feels so much better, and I just feel lighter, but then I go back to my old eating habits. I don't want that this time around!

#### Why Did You Join?

I joined this challenge for so many reasons:

1. Due to genetics, I am predisposed to heart disease and diabetes, but I enjoy my husband and children way too much to be set back by an illness if I can help it. I have read so many life changing results from people who adhere to a ketogenic diet, and I would like to give myself every opportunity possible to have a happy and healthy life.
2. My relationship with food has taken a turn for the worse lately, and I know it can and should be better. I feel terrible when I have a large amount of carbs, but it's so hard to ignore the cravings. In the past when I have tried keto, I realize that the cravings eventually subside, and then sweets taste almost too sweet if I do have something. For the work and effort that I put in at the gym, I should definitely see changes in my body, but that is impossible because every weekend I get setback my making terrible food choices. This has to change!
3. I not only want to be healthy, but I want to feel the benefits as well. I can always tell when I haven't been eating well because my joints are stiff and painful, but when I adhere to a good diet and make healthy food choices, I am pretty much pain free. I want to feel this way 100% of the time! Joining this challenge will hold me accountable for the choices I make, as well as help me to track my weight and progress. I really look forward to seeing the end results, AND continuing to make healthy food choices once it's over.
4. My honeymoon is in October... need I say more?! My husband and I got married while he was in medical school, and started working on our family shortly after, so we never got a chance to go on a honeymoon. We finally are this year, and I keep telling him that I will have my beach body ready! That should be enough motivation for me!

#### What Helped You Stay on Track?

#### How Has Fit Nutrition Helped?

Download the App Now!

# Connect

Interested in the research that went into creating the Fit Nutrition App?  
Click on the case study button!



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