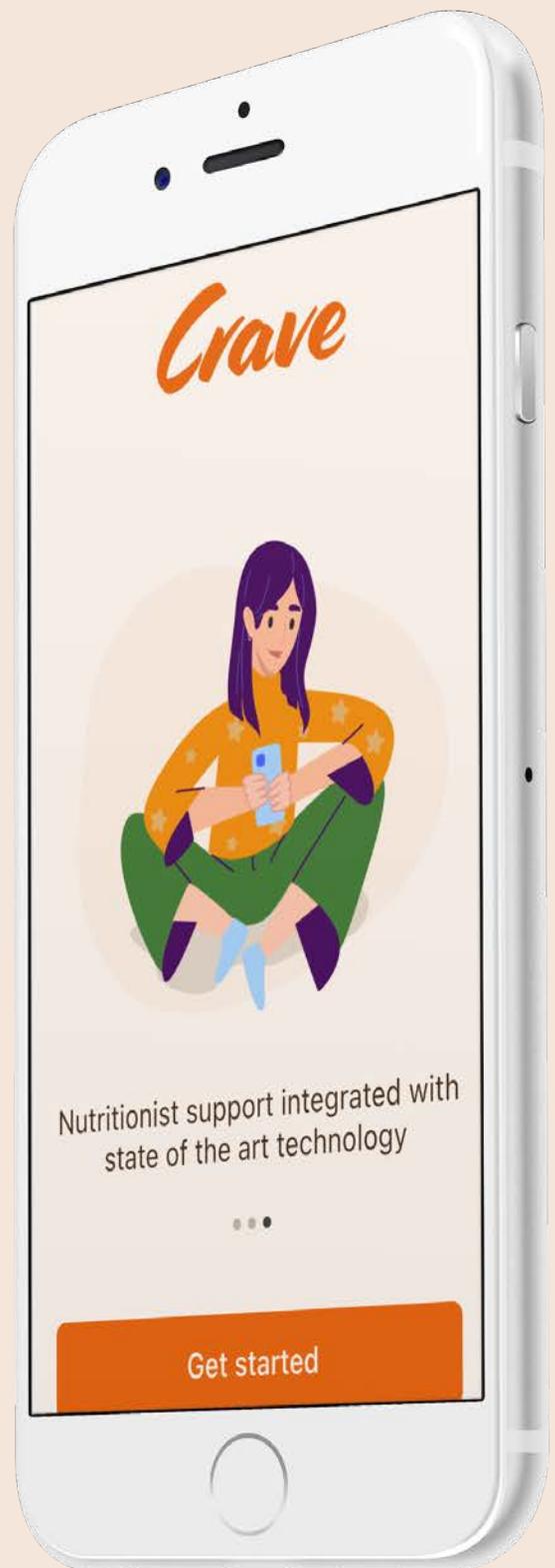


# Crave

## KNOWLEDGE CENTER



# USER EXPERIENCE

Flow user experience for Crave bespoke nutrition mobile app – Knowledge center, how to improve your chances for success with Crave

**1. Select the right type of monthly membership, according to your needs - entry, journey, performance. Depending on your needs, we offer 3 types of monthly memberships.**

Entry access refers to the personalized meal plan alone. You should exercise on your own for 30 minutes every day and walk for another 30 minutes daily, to maximize your results.

The Journey membership is our most popular bundle – the personalized meal plan and self-generated shopping list are a great tool to organize your daily meals. We have designed a food replacement calculator to help you stay on track with your meal plan in those days when you feel the need to get creative with your meal plan. For daily exercise requirements you have access to beginner and intermediate level workouts designed for home practice, with zero or minimal equipment. And you have one of our nutritionists available for online support twice per week, ready to review your food logs and to offer feedback and support to help you stay on track with your lifestyle management program.

Performance membership offers our top selection of features. Consider it as your own personal nutritionist, available daily for you. You get all the features that are created for the journey membership, plus a fully personalized meal plan, daily nutritional feedback and support from your dedicated nutritionist and a premium workout video selection.

**2. Select the preferred menu type – what do you enjoy eating? Since most diets have comparable results when measured for long time intervention, it's easier to commit to a meal plan you enjoy, rather than trying to adjust to some latest diet craze.**

We offer a wide range of menus, from vegan options to keto diets. Just choose whatever seems appealing and interesting to you and what is somewhat similar with your natural eating pattern.

In the short term – 1-3 months, low carb menus tend to offer more visible results, but their downside is that few people manage to stay on track with low carb menus and they tend to report an increase in food cravings intensity and frequency.

When measured for long term success – 6-12 months and more, all diets perform similarly, so our advice is to just choose a meal plan that is closest to what you normally like eating.

**3. Create account and fill in lifestyle parameters – age, height, weight, gender, activity level**

Here we encourage you to report an activity level that you achieved in the last 3 weeks, not the one you plan to start on. It will offer an accurate starting point for your lifestyle management program.

**4. Setting goal weight and recommended weight range – the ideal weight is not a beauty standard, but a range where your body has best chances for health, while benefiting from the sustainability of results obtained.**

Ideal beauty standards are often unreasonable, for most people. Unless you fall under the “naturally slim” category of people, you most probably have some degree of difficulty maintaining your weight and necessary lifestyle changes.

Our advice is to set one intermediary goal that is close to the “recommended weight”, then take some time (2-3 months) to allow for the new habits and lifestyle changes necessary to maintain that level of activity and nutritional intervention. If that weight feels comfortable to you and you can easily manage the cooking, food shopping and physical activity levels necessary to maintain your weight, then you can reevaluate your goal, if needed.

Unfortunately, more and more scientific research shows that maintaining weight after a diet requires a life-long commitment and is a process that can quite easily relapse back to weight gain. That's why we strongly recommend aiming for reasonable, attainable objectives and moderate lifestyle interventions aimed to improve your nutrition and fitness gradually, but consistently over years.

**5. Select and eliminate from your menu the ingredients you do not enjoy, or that are inaccessible to you**

Eating according to your nutritional needs doesn't mean packing your kitchen with the latest superfoods whose names are impossible to pronounce.

Be realistic about your food access and preferences and for the first month play safe, choosing only the foods that are familiar and accessible for you.

In time, aim to introduce a wider variety of ingredients, but start from a familiar selection of healthy foods.

**6. Generate the personalized meal plan and shopping list that will help you organize your lifestyle more efficiently.**

Planning beats motivation every time. You can be the most motivated person in the universe, if you don't have easy access to healthy foods that fit your goals, you will face difficulty following your meal plan.

Buy all your ingredients weekly, cook every 2 days to save time and, as a small piece of advice, avoid shopping for foods that trigger your craves, it's easier to stay consistent with your diet when you only have healthy options available.

**7. Use the food replacement calculator whenever you want to modify your diet, it's designed to help you stay within the recommended energy intake interval.**

We all love being spontaneous with our meals but maintaining mild caloric deficit over time is essential for weight loss. That's why we have created this amazing tool to help you stay on track with your diet, while being creative with your food choice.

**8. Exercise. For optimal results, we recommend exercising for 30 minutes using the workout videos from the app and walk for another 30 minutes each day.**

Our program is not fitness-intensive, but for metabolic balance and health purposes you need to exercise daily and to improve your non-fitness activity levels.

You will still benefit from improving your nutritional choices and eating whole foods, but since we limit the caloric restriction our app generates to a minimum of 1300 kcal daily, which offers a mild and sustainable caloric deficit.

**9. Log in your meals and contact your nutritionist for individual coaching and advice**

Any nutritional plan, as perfectly calculated as it may be, is just this – a plan. We use it as a fundament for the lifestyle change, but we rely on empathic human interaction with our team of nutritionists for personalized advice and efficient coaching.

Any lifestyle intervention should rely on the partnership between clients and nutritionists and coaches, for sustainable results.

**10. Adapt the menu with your nutritionist's recommendation based on individual weekly results**

Logging in your meals daily and your weekly measurements and photos offers you tracking for your process and allows for a natural adjustment of the process to your needs and capabilities, thus improving your long-time chances of success.

# HOW TO USE THE APP FOR BEST RESULTS

## 1. Lifestyle and activity level measurement

Evaluating our current lifestyle and physical activity levels is crucial for estimating energy balance in your body. We recommend that you measure the actual physical activity levels during the last 2-3 weeks and work your way to improve those levels.

By workout we mean sessions that last at least 40 minutes and are comprised of exercises that elevate your heartbeat moderately, making you sweat moderately.

All other physical activity that is mild in intensity should be accounted as non-fitness activity, which is great for overall health benefits, but doesn't really count as workout.

## 2. The weight range, not the ideal weight

The ideal weight does not exist, though there is a weight range that is recommended for overall health benefits and fitness. We use Creff's formula to determine the weight by which bodily functions appear to be optimal from this statistical perspective, but feel free to choose your goal weight according to your own desires and body type.

Start by evaluating your weight in the last 5 years – the weight range you have managed to maintain the longest time, with the least amount of effort should be your first goal weight.

Instead of setting an overly ambitious objective, aim for reaching a sequence of gradual objectives instead – it's a better strategy to stay motivated and to learn to trust yourself better throughout the process.

We strongly advice against adhering to unrealistic beauty standards – the ideal weight should be the one you can maintain with a minimal effort while still enjoying your lifestyle choices, without pressure or guilt associated with occasional food craves that you decide to honor.

## 3. Dietary preferences

Ok, we agree that diet food is not necessarily people's food fantasy, but we need to state that learning to enjoy eating according to your dietary recommendations is an achievable process outcome.

Start by eliminating those ingredients you absolutely dislike or that are difficult to find with minimal effort. It is easier to organize the shopping list if you effortlessly find everything you need for your diet menu at your local farmers' market or supermarket. And avoiding those ingredients you dislike, as "healthy" as they might be, is a good start to build your new eating patterns according to your weight goals.

Add natural spices and herbs for increased palatability. If you're used to highly processed foods, allow yourself 3 weeks to adjust your taste buds to the lower taste intensity that natural products offer. Remember, processed foods are engineered to offer high taste intensity, so be patient. In 3-4 weeks you can start appreciating natural ingredients for their more subtle flavor and texture.

When in doubt, ask your nutritionist for guidance on how to prepare diet food that's tasty yet still follows dietary recommendations. We're here to help and we love simple, tasty recipes. We promise you we won't make you spend hours in the kitchen.

## 4. The right diet plan for you

You may have read that low carb diets work faster, or the Mediterranean diet is healthier.... truth is that when measured for long term efficiency (>12 months intervals), ALL diets perform exactly similarly.

Our recommendation is to go for those diet plans that are closest to your natural eating pattern – are you a carb lover? Avoid low carb diets to reduce food cravings that can become frustrating, to say the least. Do you love meat and animal products? Avoid vegan meal plans.

It's easier to stick to a meal plan that you don't have to force yourself to eat, remember that the diet should fit YOU, not vice versa.

We always encourage our members to contact and discuss the suitable menus according to their food preferences with our nutritionists, in order to build sustainable eating patterns that are equally efficient and pleasant.

## **5. How to maximize results**

When it comes to weight loss the “losing” part of the process is always the easier one to manage. Most people report finding difficulty in maintaining long term results and the lifestyle changes necessary for weight management.

While the mechanism that seem to favor relapse after weight loss is not entirely clear nor completely understood, some things are already known and here’s how you can be proactive about them.

Weight loss reduces your metabolism by a variable percentage. To counteract this consequence, the best solution is to focus on becoming more active, daily. Increase walking minutes, outdoor recreative activities, improve your fitness levels by participating in various workout programs, reduce screen time. These measures are proven techniques to “activate” your metabolism and will improve your chances for long term success.

Weight loss increases your appetite perception and food cravings. Being mindful of this reality means to accept the fact that portion control should guide your food choices even after you will have achieved your desired weight goal. It’s ok to enjoy your favorite food treats in moderation, while keeping an eye on overall energy intake, for long term weight success. The good news is that after the first 3 months most cravers get a clear image of what recommended portion size is for various foods without needing to use the food scale every time.

Sleep and stress have a great influence on our relationship with food. Prioritize good sleep and stress management routines as part of your everyday lifestyle to maximize emotional resilience and thus maximize your long-term success.

Your hormones matter, a lot. Aging and hormonal imbalances are crucial to lifestyle management, so we encourage you to address those aspects with your doctor. Eating according to your weight goal is important and improving fitness levels as well as overall physical activity will improve your chances to effectively manage lifestyle changes, but you should also consult with your doctor regarding menopause, PCOS, thyroid imbalances and all hormone-related problems. Our app is not meant for medical advice, and we encourage our members to seek proper medical advice whenever needed.

Ditch “diet culture” – most people completely overestimate what they can achieve on short term, drastic interventions and grossly underestimate the long-term achievements of moderate programs. Motivation is important, but it should not be mistaken for rigid behavior and severe restrictions. Most current diets aim for a drastic reduction of energy intake, for short periods of time, followed by inevitable relapse and weight gain. Break the restrict – indulge cycle by forging a lifestyle that accommodates both your food craves and dietary requirements.

## **6. Practice progress, not perfection**

Perfectionism is associated with a rigid and artificial behavior, that is unrealistic for long term intervals. Simply put, nobody can be (nor should aim to be) perfect the whole time. Our behavior and aspirations should remain authentic, empowering, and pleasant, and this accounts for cultivating a learning, progressing mindset, rather than a perfectionistic approach.

As perfection means falling under some external standards and doing things for what they look like, a learning mindset means growing into authentic behaviors, understanding what works FOR YOU and how YOU feel living the process.

Aim to gradually improve fitness levels with workouts you enjoy, discover new recipes and lifestyle changes that feel good and interesting for you, discover your new, authentic self, according to your objectives and feel free to adjust your objectives to best fit your overall wellbeing.

## **7.. Discuss with your nutritionist whenever you need a flexible solution**

Nutrition plans should be compatible with your lifestyle, not the other way around. Family dinners, festive occasions and other events can and should be incorporated in weight management programs and restricting your social life for diet purposes is not something we promote nor believe in.

The most efficient way to manage these special occasions is to contact your nutritionist and work with them a dietary approach that best serves your lifestyle and weight goals, in a flexible, personalized approach.

## **8. Consistency is key**

Crave is a software nutrition generator with a human heart, as we like to put it. We use technology to create nutritionally optimized food combinations and our nutritionists help adapt those menus for long-term success.

We rely on our members to cultivate a sustainable mindset and we promote consistency as the key to long-term success.

Moderate, long term lifestyle interventions offer way better results than intense bursts of effort that only offer short-term, drastic changes in the lifestyle pattern, followed by violent relapses of sedentarism and overeating.

## 9. Invite Your Friends

The best way to learn how to change your lifestyle is when you're doing it with your close ones.

In the nutrition world we often say that obesity runs in families, and by that we mean that people tend to perpetuate in the close group of dear ones (family and close friends) their behaviors, good or bad. Mentoring close ones to improve their lifestyle helps you better understand what the effective changes are and how to manage them, as well as helps them feel less discouraged to embark on the journey.

When entire groups are following similar dietary patterns helps everyone maintain motivation and reduces cooking time and budget, as well as food waste.

Belonging to a group of like-minded people improves motivation and process results, as supportive communities offer better chances for lifestyle interventions.

So, bring your close ones and inspire them to manage their lifestyle according to your goals.

## 10. It's ok to change your mind

We all have lows in our motivation, energy levels and desire to put in the effort. We know that from our own journeys and from working with thousands of members. It's ok to change your mind, sometimes you may need a break from your meal plan, or you may need some days to just reconsider your objectives.

Remember, your process should fit YOU. We encourage you to discuss especially these lows with your nutritionist, to find a way to manage these intervals in a way that is beneficial to you, guilt free and empowering for YOU. We're here to support you and to help you better understand your impulses and objectives.

### \*Disclaimer

This app is not intended to offer any kind of medical advice, to cure or treat any disease. It is destined to healthy individuals who seek to modify their eating behavior.

Weight loss results may vary between individuals and results are not guaranteed in any way.

The coaches involved with our app are licensed to create menus that contain recommended quantities of food, but do not have a medical background nor do they offer medical advice.

The menus generated by the app are to be taken as examples, not medical guidance.

Before starting a weight loss and exercise program or before you change your food choices, always consult with your physician.