

WELCOME



Belle & Mince nutritional program was founded in the 1990's by Lise and Jean Gagnon who have been in the field of health, nutrition and physical well-being since 1977. The Belle & Mince program has been on the market since 1993 and 60 branches now exist across Québec.

- **What does the Belle & Mince nutritional program consist of?**

Of very important advice given to people who come to meet with us to find out how to make good food choices, high in nutritional value. The program is based on the fat and sugar contents of foods; we see to it that your foods provide you with energy and not fat reserves by recommending foods low in fat.



- **No counting, no weighing!**

You don't have to count calories or weigh your foods, however, we advise you to eat reasonably.

- **Life's small pleasures!**

You may treat yourself once a week during your weight loss period with a menu item of your choice. One of life's small pleasures is to enjoy a good meal. However, we will show you how to make up for it afterwards with some good meal choices that will not affect your weight loss. Therefore, you will learn to treat yourself and learn to make up for it afterwards.



- **Services**

With a dynamic and trained team, we provide you with a follow-up session each week if you desire because we feel it is important that you receive good advice, the best answers to your questions and a boost of motivation, but we especially want to make sure you are following the program properly.

We also offer a catering service on hand, no obligation on your part at all. You will find : breads, bagels and small prepared meals based on the Belle & Mince program like spaghetti sauce, pizza, creton, meatball stew, meatloaf, sausages and much more.

- **Available franchises!**

You are interested in joining our dynamic team ?

Buy one of our available franchises!

PROGRAM

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• Program

1. Concept unique in Canada.
2. Conceived for the whole family.
3. Easy to follow.
4. Respects Canada's Food Guide.
5. We recommend food choices that you will easily find in all major grocery stores.
6. You will learn to treat yourself while being able to make up for it afterwards.
7. You don't have to weigh your foods or count calories.
8. You can eat your fill and still lose weight.
9. Not enough time to cook? We offer a catering service of small prepared meals at each branch for those who so desire.
10. We set up displays showing the foods you can eat.
11. You will receive personalized service as opposed to a group setting.
12. The Belle & Mince nutritional program is made for those who would like to lose weight healthily while benefiting from good food choices.



• The costs

The initial cost of 30 \$ includes your program, a personal explanation by one of our trained consultants and your first weigh-in. Subsequently, your weekly follow-up visits cost only 9 \$ and include your weigh-in, corrections made to your menu plan, if need be, and answers to any questions you may have for your consultant.

BRANCHES

Belle & Mince franchises for sale.

Lise and Jean Gagnon

Founders/Franchisers

For info : (418) 871-8842

Available territories for franchises of Belle & Mince nutritional program : Montreal, Montreal West, Montreal East, Downtown Montreal, Saguenay-Lac-Saint-Jean, Lower Saint-Lawrence, Rivière-du-Loup, Rimouski, Gaspésie, Charlevoix and Outaouais sectors.

SUBFRANCHISERS

Hélène and Sylvie Roberge

(Sale of Belle & Mince franchises)

Montreal North

(north of the *rivière des Mille-Îles*)

For info : (450) 672-2752 or (514) 574-1739

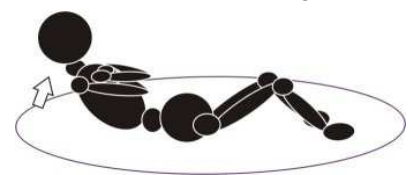
HEALTHY ADVICE

- **Exercises**

After a workout, we frequently note a slight weight gain. This is due to the water or juice we drank that our body hasn't had time to eliminate. However, it is also true that the muscle is inflated which gives us the impression of being heavier. This is explained by the increase in blood pressure in the tissues following the workout but this does not affect our weight.



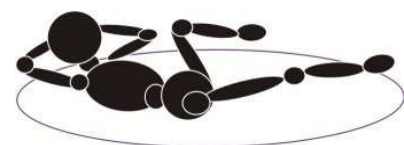
During a workout, we destroy muscle tissue, depending on the type of exercise,. Following a workout, it is good to have proteins and a glucide, like a low fat protein shake with some fruit, as well as allotting ourselves a rest period. This allows our body to repair the damaged tissues and to fabricate new ones (this depends on each person and their metabolism). This causes a slight gain in muscle mass but is hardly noticeable each time if we respect the intake of glucide, proteins (regenerates the tissues) and the rest period.



Consequently, if a woman works out regularly and properly, combining both cardio and muscle workouts, it is possible that she gains a maximum of $\frac{1}{4}$ lb per week. If this same woman gains 2 lbs per week, it is obvious that it is not only muscle! Often, women take supplements containing fat and glucides or those that make their testosterone levels increase. This will cause them to gain weight and not only muscle.



A person who follows the Belle & Mince program properly can lose on average 1 to 2 lbs per week. If he does some intense workouts, he will accelerate his metabolism which will allow his system to draw more rapidly from his reserves (fleshy tissues). To that effect, even if there is a weekly weight gain of $\frac{1}{4}$ lb in muscle and not fat, and the Belle & Mince program is followed properly, there is still a weight loss of 1 to 2 lbs per week.



Those who prepare for competitions may train 5 to 6 times per week, intensely. They lose weight while conserving their muscle mass and this while following their program to the letter. This proves that it all resides in the way we follow our nutritional program and our willingness to succeed.

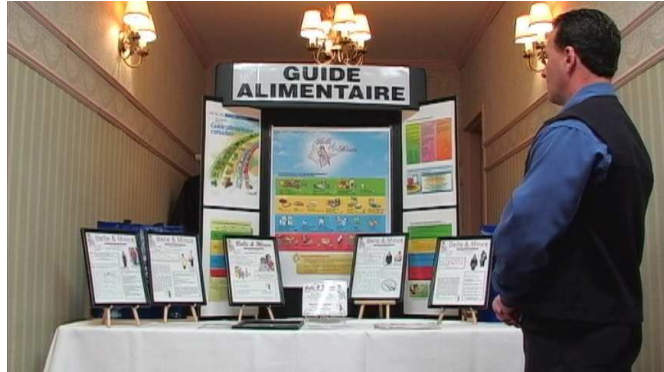
Jean Gagnon, 4 times Mr. Canada
Nutritional Consultant

CANADA'S FOOD GUIDE

Eat healthy with Canada's Food Guide

Intended for those 4 years of age or older

The goal of the guide is to propose a model of healthy eating as a whole. What we eat as a whole is what constitutes a healthy diet. The choices we make can be counterbalanced over the period of one day or even several days.



A healthy diet also means taking pleasure in eating, savoring our meals whatever the circumstance, be it a work day, a holiday or a special occasion.

Birthdays, religious holidays, vacations and visiting friends or relatives are all occasions to eat differently. We may all relax and fully enjoy these festivities, all the while remembering that, during the following days, we must make smart food choices to compensate for the absence of some of the food groups or for the high fat content of certain foods.

Menu planning verification list taken from Canada's Food Guide (click here for link)

- ✓ Eat at least one dark green and one orange vegetable each day.
- ✓ Enjoy vegetables and fruit prepared with little or no added fat, sugar or salt.
- ✓ Have vegetables and fruit more often than juice.
- ✓ Make at least half of your grain products whole grain each day.
- ✓ Choose grain products that are low in fat, sugar or salt.
- ✓ Drink skim, 1% or 2% milk each day. Drink enriched soy beverages if you don't drink milk.
- ✓ Select lower fat milk alternatives.
- ✓ Have meat alternatives such as beans, lentils and tofu often.
- ✓ Eat at least two Food Guide servings of fish each week.
- ✓ Select lean meat and alternatives prepared with little or no added fat or salt.
- ✓ Have a small quantity of unsaturated fats each day.
- ✓ Drink water to quench your thirst.
- ✓ Limit your consumption of foods and beverages high in calories, fat, sugar or salt.

DO YOU DRINK ENOUGH WATER ?

A vital element which helps combat obesity, digestive problems, joint pains... and water retention!

After air, water is the most indispensable element for our survival. A normal adult is made up of 60-70% water. We can go without food for close to two months, but, without water, we could last only a couple of days. Nevertheless, most people have no idea of the quantity of water they should consume. In fact, many live in an almost permanent state of dehydration.



Without water, we would be fatally intoxicated by our own wastes. When the kidneys eliminate uric acid and urea, these must be dissolved in water. If there is not enough water, the wastes are insufficiently eliminated and could accumulate in the form of kidney stones. Through the blood, water transports nutritious elements and oxygen to the cells; with perspiration, it helps cool down the body. Also, water lubricates our joints.

We even need water to breathe : our lungs must stay humid to absorb the oxygen and to reject the carbon gas. Just from our breath, we can lose ½ litre of liquid per day.

By not drinking enough water, we risk ruining our health, explains Dr. Howard Flaks, obesity specialist. "People who drink small quantities of water have a tendency to put on weight, have less muscular tone, slow muscular development, bad digestion and weakened organic functions, more toxins in their system, joint pains and stiffness and they could even retain water."

Water retention ? When we don't drink enough, our organism retains water to compensate. Paradoxically, to combat this anomaly, we must drink more and not less!

For a healthy person, the minimum is 8 - 10 large glasses of water per day. "More is needed in a situation of intense physical effort or during a heatwave. Overly stout people should drink an extra glass of water for every extra 10 kilograms of weight."

A formula for daily water consumption was developed at the International Institute of Sports Medicine in Los Angeles : 30 ml per kilogram of weight for a sedentary person (10 glasses of 240 ml if you weigh 80 kg) and 40 ml per kilogram for an athletic person (13-14 glasses per day). Water consumption should be spread over the entire day and evening.

We could, however, ask ourselves : "If I drink that much, won't I spend half my time running to the bathroom?" At first, yes, but after a few weeks, the bladder will adapt and will eliminate less often but in greater quantities.

By drinking 8-10 glasses of water every day, you will help your body become healthier and slimmer.

QUICK SOLUTIONS



During those very busy weeks, you would certainly prefer not having to run to the grocery store every few days. With just enough ingredients to fill one grocery bag, you can prepare delicious meals for the entire family. If you have run out of ideas for meals, purchase our Belle & Mince recipe books to help you plan your meals for the rest of the week.

As a memory aid during your trip to the grocery store, use the following lists :

Healthy snacks

Fruits, juice and V-8
Jell-O light
Jell-O pudding, low in fat
Yogurt, low in fat
Block cheese, partially skimmed
Real Dairy Nestle ice cream, 98% less fat, sugar-free
Del Monte frozen fruit bars
Oasis sorbet

Grocery list

Lafleur country smoked ham
Shrimp
Chicken breast
Saputo grated cheese, partially skimmed
White or whole wheat bread, fat-free, sugar-free
Primo pasta (macaroni)
Break-free or Egg Creations
Lettuce and a variety of vegetables
Kraft salad dressing, fat-free
Miracle Whip, low in fat

Monday

Ham pizza (20)

Tuesday

Quick shrimp salad (10 or 20)

Wednesday

Club sandwich (10)

Thursday

Meat macaroni (10 or 20)

Friday

Ham or chicken quiche (10)



Lise and Jean Gagnon Founders/Franchisers

CONTACT US

Lise and Jean Gagnon

Founders/Franchisers

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E-mail : jeanetlise@videotron.ca

AVAILABLE TERRITORIES FOR FRANCHISES OF BELLE & MINCE NUTRITIONAL PROGRAM

Montreal, Montreal West, Montreal East, Downtown Montreal, Chateaugay and vicinity, Saguenay-Lac-Saint-Jean, Lower Saint-Lawrence, Rivière-du-Loup, Rimouski, Gaspésie, Charlevoix and Outaouais sectors.