

Welcome to the WW
PersonalPoints™
Program



You've Just Done Something Good for Yourself

Cue applause! Now it's our turn to shepherd you toward your goals, which begins with this: **WW works because we consider the whole you**—how you eat, think, sleep, and move and how all that impacts your weight-loss and wellness journey. In the end, you won't just lose weight—you'll gain a deep appreciation for the amazing things your body can do. These WW tools are here to guide you.

An easy-to-live food plan

So you can lose weight without missing out on a single, delicious moment of your life.

A mindset tool kit

Some days are going to go smoother than others. We'll help you keep the big picture in mind so that bumps don't feel so frustrating.

An activity strategy

Activity you enjoy? It exists—we promise! You'll discover ways to move that you actually want to do *more* of.

Healthier sleep advice

It's easier to make smarter choices when you're not tired. Build a better bedtime with calming music, a sleep tracker, and tips for getting good rest.

Meet the People Who Will Get You Started

Scientists, nutritionists, trained Coaches—you're in the best hands.



Laura Smith, MS
WW Director of Program Innovation and nutritionist



Allison Grupski, PhD
WW Senior Director of Behaviour Change Strategies & Coaching and clinical health psychologist



Jocelyn Shaw
WW Coach and onboarding guide



Sherry Rujikarn
WW Food Director, recipe developer, and French Culinary Institute grad

+ Tap into WW's Very Own Social Network!



Aptly named Connect, our members-only digital community is inspo and accountability wrapped into a fun scroll. Picture a feed filled with like-minded people, all working toward their goals while cheering on yours.

You can find Connect
in the bottom navigation
bar in the WW app.



Look for this icon.



A Weight-Loss Program as Unique as You

The new WW PersonalPoints™ Program is our most personalized ever: *No. Two. Plans. Are. Alike!* Yours is totally individualized, built around *your* favourite foods, *your* metabolism, and *your* goals.

A plan for you, by you

Liking what you eat is crucial! Tell us your favourite foods and the way you like to move and, together, we'll build a food and activity plan just for you.

Revolutionary Points formula

Our updated algorithm guides you toward foods higher in healthy fats, fibre, and protein, and lower in added sugars and saturated fats.

Our never-go-hungry mindset

With ZeroPoint™ foods that you can always reach for and don't have to count—along with the new ability to *add* Points to your Budget—WW helps ward off that hangry feeling.



Living with Diabetes?

Learn more about how your food plan will be specially tailored to you at ww.ca/wwanddiabetes.

Reminder: WW is not a replacement for medical care. Consult your doctor for any health concerns.

A top-down view of a meal preparation. On the left, a stack of round, golden-brown fish tacos sits on a patterned cloth. In the center, a light blue plate holds two assembled tacos with fish, purple cabbage, jalapeños, and tomatoes, garnished with lime wedges. To the right, a large light blue bowl is filled with shredded purple cabbage and green onions. Above it, a small light blue bowl contains sliced jalapeños and tomatoes with a lime wedge. In the bottom right, a hand holds a taco on a light blue plate, with another hand holding a lime wedge. Two glasses of water are visible in the corners. An orange circular callout in the upper right contains text.

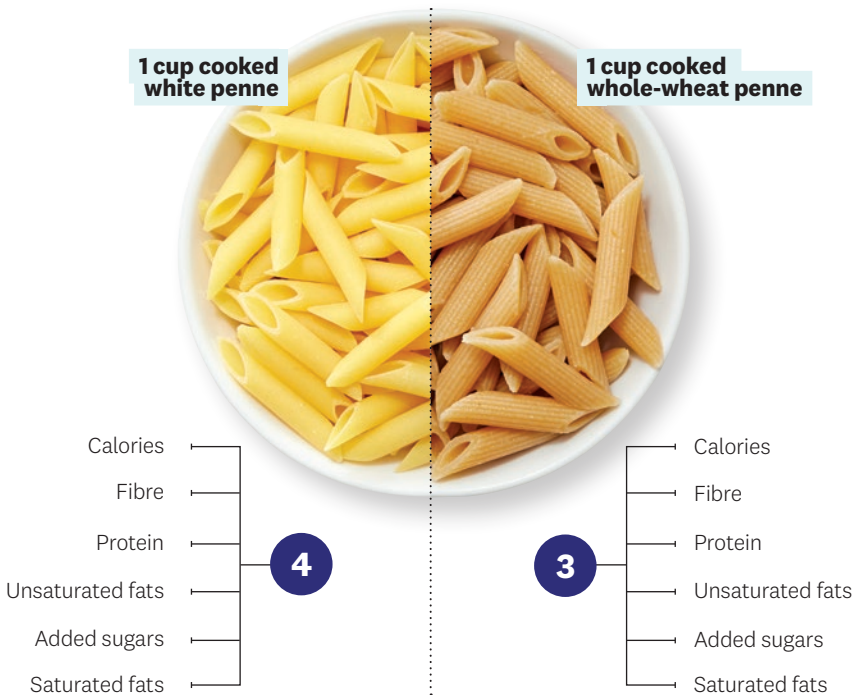
**Air-Fried Baja
Fish Tacos**

Find this recipe
and thousands
more in the
WW app!

PersonalPoints™ 101

At WW, we've always gone beyond calories to turn complex nutritional info into one number, so you can assess a food on the spot. Our updated algorithm crunches even more data—factoring in fibre and differentiating between unsaturated vs. saturated fats, and natural vs. added sugars.

Which Is the Better-for-You Choice?



Whole-wheat pasta is healthier and higher in fibre, and PersonalPoints recognizes this by lowering the Points value. This one number is especially helpful for foods you're unclear about.



No need to calculate. The WW app does all the math!

The Details

Every food has a PersonalPoints value.

It's a foolproof way to determine at a glance which foods are more nutritious. Knowing a food's PersonalPoints value helps you stay on track, which brings us to...

You have a daily PersonalPoints Budget.

It's unique to you and designed to help you reach your goals. You can spend your Budget on any food you want.

You'll track what you eat in the WW app.

It's quick and easy; we'll show you how.

If you go a little over your daily Budget, that's OK!

You also get weekly Points—an extra cushion to use any way you want throughout the week. Yum!

If you go a little under your daily Budget, that's OK, too.

Up to four unused daily Points will be rolled over into your weeklies, so you can apply them on another day. You don't have to keep track—the app does it for you!

Cilantro-Marinated Chicken with Avocado & Corn Salad



How ZeroPoint™ Foods Stack Up

We call them zero heroes because they add bulk and flavour to meals—not Points to your Budget. Check out this comparison.

- 4 White bread
- 2 Ham
- 5 Full-fat cheese
- 0 Tomatoes
- 3 Mayo



14

0 Shredded carrots

0 Roasted red peppers

0 Mustard

0 Tomatoes

1* Turkey breast

4 Whole-wheat bread

2* Avocado

0 Onions

0 Pickles

0 Lettuce

*Or 0 Points, if the food is on your individual ZeroPoint foods list! Find your list in the WW app.





4-7

Since each PersonalPoints value is personalized for you, this sandwich could be from 4 to 7 Points.

Zero Out Now

Zero isn't a winning score in any sport—but nutrition is in a different ballpark. ZeroPoint foods are stars—go-tos that form the foundation of healthy eating and don't cost any Points. Once you tell us the foods you love, the WW app serves up your personalized list of ZeroPoint foods. Use them to...

Create a base. Start with a ZeroPoint food, then add ingredients with PersonalPoints™ to build out a meal.

Pump up dishes. Toss your ZeroPoint foods into recipes to add variety and make meals more filling.

Serve as snacks. Reach for ZeroPoint foods any time you're hungry—that's why they're there!


“ZeroPoint foods are foods you told us you enjoy eating often, and being able to eat what you love is a huge part of what makes this program so livable!”



Laura Smith, MS
WW Director of
Program Innovation and
nutritionist

A ZeroPoint™ Option for All

eggs



It's no wonder eggs have been a ZeroPoint favourite for years: They've got an impressive résumé! High in protein and key nutrients like choline and vitamin B₁₂, eggs are cheap and easy to cook and double as a quick snack or a full-on meal. As for the latter, egg meals aren't just for breakfast. These three recipes make stomachs happy any time of day.



TOMATOES



FETA



DILL



**VEGGIE
EGG CUPS**



SMOKED
SALMON



AVOCADO



CAPERS



**AVOCADO-BAKED EGGS
WITH SMOKED SALMON**



BACON



LETTUCE



TOMATOES



MAYO-YOGURT
SAUCE WITH HERBS



**BLT EGG
SLIDERS**

Get the complete recipes—and your PersonalPoints™ values—in the WW app!

Why We'll Never Stop Talking About Tracking

Tracking helps form a key habit: awareness. Each time you track, you pause and become aware of the healthy choice you just made. An *intentional* choice, rather than one on autopilot. You won't have to track forever—but it's an incredibly powerful way to start.



Allison Grupski, PhD

*WW Senior Director of
Behavior Change Strategies &
Coaching and clinical health
psychologist*

“Tracking helps us notice the patterns that work and the ones that get in our way. We can use this knowledge to begin making truly impactful changes to what we do.”

Master the App

Get a VIP tour of all the tools you have at your fingertips with the **WW App Academy**. It's free!

www.weightwatchers.com/ca/en/app-academy



WW MEMBER
MISTY V.W.



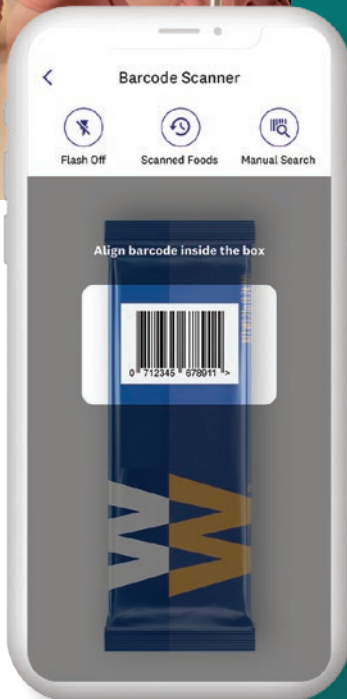
The Inside Track

Fact: People who track more often lose more weight. Here are three simple ways to do it.

Snap and track. When you're time-pressed, take a picture of your meal and track it later. The visual cue will help you remember.

Track by emoji. Instead of typing in "pizza," use the 🍕 emoji. It'll pull up the same results—just more fun!

Take a guess. Don't know every little ingredient in a meal? That's OK—find something similar and track that. If you *do* know what's in a go-to dish and don't want to repeatedly track each ingredient, tap the search bar and scroll horizontally to Quick Add. Guesstimate the total PersonalPoints™. You're good to go!



Our No. 1 Tracking Tool

Our barcode scanner is the fastest, easiest way to track almost any packaged food.

Look for this icon at the top of your home screen.



Want Extra PersonalPoints™?

Rhetorical question. Of course you want more. (Who wouldn't?) Our new program allows you to actually add PersonalPoints to your Budget. How so? You add Points to your Budget by developing sustainable healthy habits, which in turn boosts weight-loss success. Suddenly, smarter choices feel less like work—and more like something worth celebrating.



WW MEMBERS
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AND TIM G.

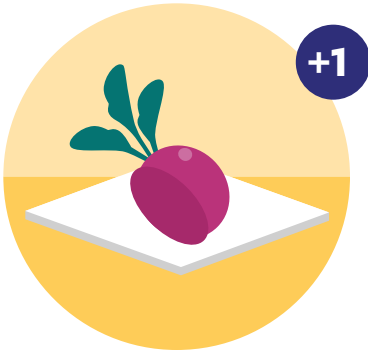
Bust a Myth

“If I add PersonalPoints to my Budget, I’m going to gain weight.”

False. Your Budget is designed so that you can add and spend additional Points and still lose weight.



3 Simple Ways to Get More Points



Eat veggies!

1 cup of non-starchy veggies = 1 PersonalPoint added to your daily Budget (unlimited per day).

Why? Non-starchy vegetables are rich in our good friend fibre, a nutrient that helps you stay fuller, longer.

Tip Er...Are carrots non-starchy? What about squash? Get the full list of veggies that earn Points on page 23 (or in the WW app).



Drink water!

1.75 L of water each day = 1 PersonalPoint added to your daily Budget (limit of 1 per day).

Why? Downing that H₂O means you're likely drinking less juice or soda—and hopefully replacing it—which may help you stay within Budget.

Tip Start with 1 extra cup of water a day. You'll hit 1.75 L sooner than you think!



Be active!

Moving more = more PersonalPoints added to your weekly Budget (unlimited); the number of Points depends on the activity as well as your age, height, biological sex, and weight.

Why? According to our scientists, regular activity plus a healthier diet leads to 20% more weight loss than just changing diet alone.

Tip "Activity in disguise"—walking your dog, gardening, and cleaning—totally counts!

Your Day One Checklist

How many can you already tick off?

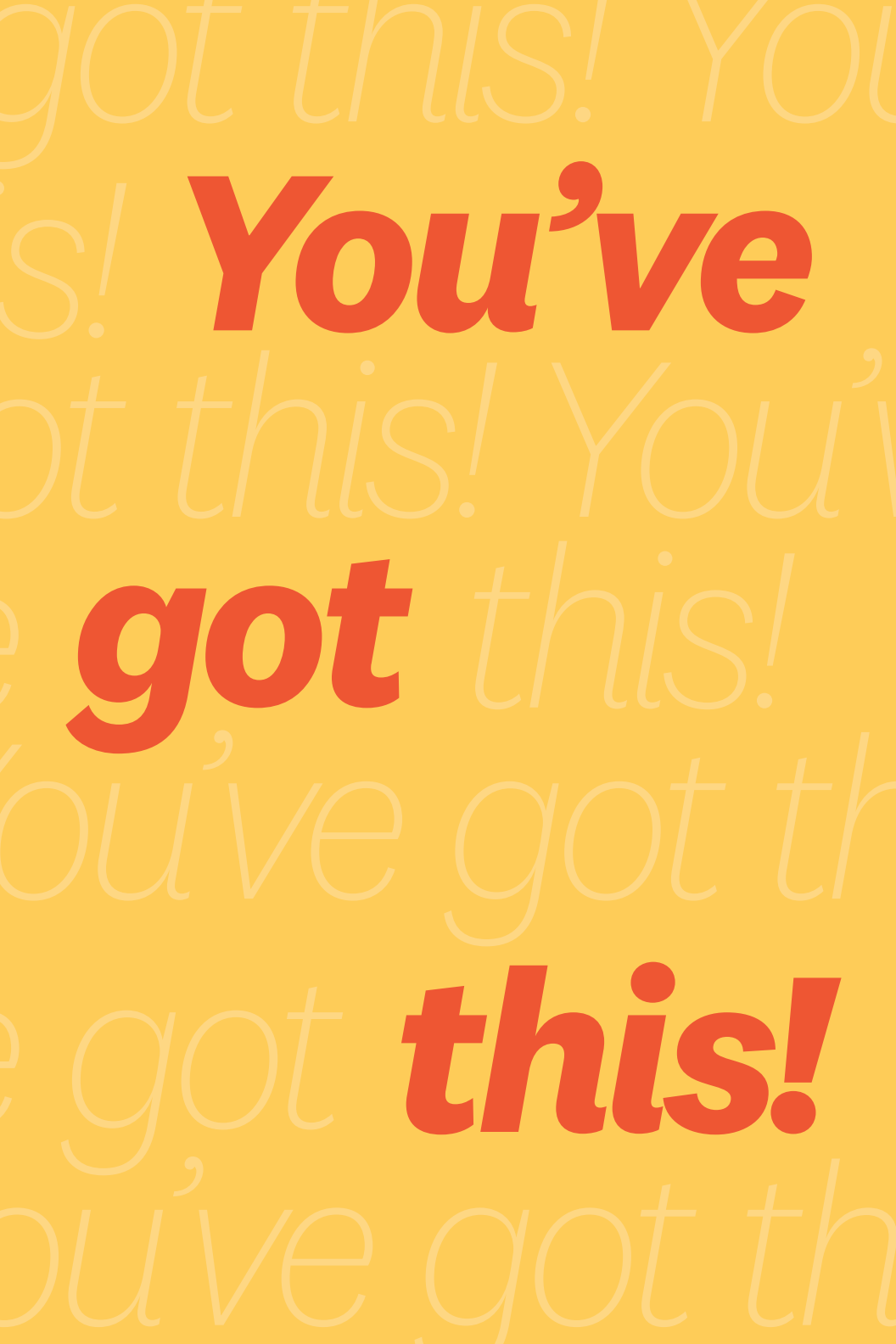
- Download the WW app.**
- Answer a few questions to get your fully personalized food and activity plan—including your PersonalPoints™ Budget.**
- Get your very own ZeroPoint™ foods list.**
- Track your first meal.**

“Take a moment to recognize this milestone. Simply by being here today, you’re committing to your wellness. That’s real, that’s important, and it’s worth celebrating.”



Jocelyn Shaw

*WW Coach and
onboarding guide*



got this! You've got this! You've got this!

You've

got

this!

A Sample Week on WW

These are only examples to show you the variety of delicious foods you can eat while still losing weight.



FIND MORE RECIPES IN THE WW PERSONAL-POINTS™ COOKBOOK!

Available in Studios or at WW.ca/shop.

DAY 1



BREAKFAST

Italian Pepper & Egg Breakfast Wrap

LUNCH

Quinoa bowl with rotisserie chicken, cucumbers, tomatoes, and balsamic dressing

SNACKS

Raw veggie sticks with hummus; mixed fruit salad



DINNER

Birria Taco-Inspired Salad



DAY 2

BREAKFAST

Cinnamon oats with apples and almonds

LUNCH

Rainbow Noodle Salad with Lime Dressing



SNACKS

Smoked-Turkey Egg Bite; orange (or other fresh fruit)



DINNER

Sheet-Pan Roast Chicken with Peppers & Olives



Sherry Rujikarn

WW Food Director, recipe developer, and French Culinary Institute grad



DAY 3



BREAKFAST

Flourless Banana Pancakes with Berry Maple Syrup

LUNCH

Turkey and Swiss bagel-thin sandwich; side of celery sticks with ranch dressing

SNACKS

Parmesan air-popped popcorn; Cheesecake Swirl Brownie



DINNER

From a Chinese restaurant: 1 cup wonton soup; 1 cup chicken and broccoli; ½ cup brown rice

DAY 4

BREAKFAST

Avocado whole-grain toast with a fried egg; a side of fresh pineapple

LUNCH

Hearty Lentil & Tomato Soup

SNACKS

Air-Fried Crispy Five-Spice Chickpeas; Frozen Chocolate-Dipped Banana Bites



DINNER

Whole-Wheat Spaghetti with Butternut Squash & Walnuts



DAY 5

BREAKFAST

Plain nonfat Greek yogurt with mango, kiwi, and shredded coconut

LUNCH

From a pizza place: 1 slice of cheese pizza; side salad with red wine vinaigrette

SNACKS

Hard-boiled egg; Roasted Strawberry & Pistachio “Nice” Cream



DINNER

Turkey Smash Burger; baked sweet potato fries (made with cooking spray)



Swap Your Way to Fewer PersonalPoints™

Your taste buds will barely notice the difference—
but your Budget will thank you later.



Dessert

Swap out heavy cream for tofu.



**DARK CHOCOLATE TART
WITH BERRIES**

Baked Goods

Swap out sugar for unsweetened applesauce.



**NO-ADDED-SUGAR
BLUEBERRY MUFFINS**

Pasta

Swap out lasagna noodles for eggplant slices.



**NO-NOODLE
VEGETABLE LASAGNA**

Lunch

Swap out bread for tomatoes.



**ROASTED RED
PEPPER TUNA SALAD**

Burgers

Swap out buns for shiitake mushrooms.



**SHIITAKE
CHEESEBURGER SLIDERS**

Portion Sizes: A Handy Guide

We love measuring tools dearly—but we draw the line at stashing them in our purses. When out and about, use your hands to guesstimate portions.



1 cup
Fist



1 tsp
Fingertip



3 oz meat
Palm



1 tbsp
Poker-chip-size circle
in palm of hand



1 to 2 oz meat
Cupped hand



1 oz meat or cheese
Thumb



Of course, not all hands are the same size. So if you want to get specific, compare yours against some measuring spoons or cups. Helps to know what you're working with!

Which Veggies Boost Your Budget?

So very many. All the non-starchy vegetables on this list add PersonalPoints™. One cup (raw, cooked, fresh, or frozen) equals one Point added to your daily Budget.

- Artichokes
- Arugula
- Asparagus
- Baby corn
- Baby peppers
- Bamboo shoots
- Beets
- Bok choy
- Broccoli
- Broccoli rabe
- Broccoli slaw
- Brussels sprouts
- Cabbage
- Canned pimientos
- Carrots
- Cauliflower
- Cauliflower rice
- Celery
- Coleslaw mix
- Collard greens
- Cucumber
- Eggplant
- Endive
- Escarole
- Fennel
- Frozen stir-fry vegetables
- Frozen vegetable mixes
- Garlic
- Ginger
- Hearts of palm
- Herbs (fresh; any type)
- Jicama
- Kale
- Kohlrabi
- Leeks
- Lettuce and leafy green mixes (any type)
- Mushrooms
- Nori (seaweed)
- Okra
- Onions
- Pea shoots
- Peppers
- Pickles (unsweetened)
- Pico de gallo
- Pumpkin
- Pumpkin purée
- Radishes
- Rosemary
- Rutabaga
- Salsa (fat-free)
- Sauerkraut
- Scallions
- Shallots
- Snow peas
- Spinach
- Squash (any type except acorn)
- String beans
- Sugar snap peas
- Tomatillos
- Tomatoes
- Tomato purée
- Turnips
- Water chestnuts
- Wax beans
- Zucchini

Download
the WW
app!



WW.ca

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*On the front cover: Whipped Feta Dip, Sheet-Pan Roast Chicken with Peppers & Olives, Pork & Veggie Grain Bowl with Lemony Yogurt.
On the back cover: Confetti Cauliflower Rice, Cheesecake Swirl Brownies.*