

The cost of dieting



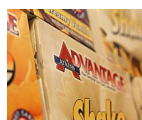
Jenny Craig

Total Price of Weekly Food Menu:	\$137.65	*
Percentage Over National Average:	152.8%	**



Nutrisystem

Total Price of Weekly Food Menu:	\$113.52	*
Percentage Over National Average:	108.5%	**



Atkins

Total Price of Weekly Food Menu:	\$100.52	*
Percentage Over National Average:	84.6%	**



WeightWatchers

Total Price of Weekly Food Menu:	\$96.64	*
Percentage Over National Average:	77.5%	**

Two-thirds of U.S. dieters regained all the weight they had lost within a year, and 97% had gained it all back within five years.



Cinch

Total Price of Weekly Food Menu:	\$80.95
Percentage Over National Average:	48.7%

Sources: Forbes, Fresh Direct, Amazon, Bureau of Labor Statistics

* Costs are adjusted for New York City prices. Includes the cost of associated book, if applicable, and any membership fees associated with the diet, averaged over a six-month period.

** Cost of diet in excess of the \$54.44 the average single American spends on food each week.

Jenny Craig: \$137.65/wk
 Nutrisystem: \$113.52/wk
 Atkins: \$100.52/wk
 Weight Watchers: \$96.64/wk
CINCH Starter Pack: \$94.98/wk*
 The Zone: \$92.84/wk
 Ornish: \$78.74/wk
CINCH Refill Pack: \$78.64/wk*
 South Beach: \$78.61/wk
 Slim Fast: \$77.73
 Sugar Busters: \$69.62
 Subway: \$68.60

Average Single American Weekly Food Expense: \$54.44