

Dear busy moms: Flavors!4U has got your dieting needs covered



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Buyer Persona: This blog post is directed to moms and women in the United States and Canada from ages 24 to 45 who are concerned about their weight and want a convenient way to lose and maintain weight. These women are seeking healthier diets and diet programs that will lead them to their desired weight and allow time for their busy lives.

Being a mother is one of the hardest jobs I have ever taken on. No one warns you about the constant sleep deprivation, sibling fight breakups, mess cleaning and driving back and forth between your children's activities. Above all, no one ever told me that becoming a mother meant that I had to become a chef overnight and provide unique, delicious and healthy meals for my family daily. Upon becoming a Michelin star chef overnight (I'm kidding), I also had to learn how to take care of my own diet and provide healthy food for myself that I enjoyed and that would be convenient for me to prepare during my hectic momma schedule. Luckily, I discovered Flavors!4U, which makes balancing my crazy life and my diet so easy.

What is Flavors!4U?

Flavors!4U is a diet program that consists of packaged, low-calorie meals, which are easy for mothers to prepare in the microwave when they are on the go. The company was founded by Emma Becker in

2010, who understands first-hand how difficult it can be to balance family life and a healthy diet. I personally love that the company's CEO is a fellow mother of two, who understands the battle it can be when it comes to whether you prioritize your career, kids or household. Fortunately, with Flavors!4U, you don't have to choose, you can do it all! Each meal costs about \$11, and the cooking time for each is about a minute. The company's primary products are diet drinks and diet meals that feature 34 different entrees for breakfast, lunch and dinner. Flavors!4U has been named one of the "200 Best Companies to Work for in the United States" by [*U.S. Workforce Magazine*](#) every year since 2018, as well as being named a top company for employee diversity by The [*National Minority Supplier Development Council*](#) every year since 2013.

What is the Purpose of Flavors!4U?

- The top reason women purchase diet meals is their desire to attain body-weight acceptance, and 77% of dieters list weight loss as the most important reason to purchase diet meals like Flavors!4U according to [*freshflavors4u*](#).
- Flavors!4U was created to provide convenient diet meals and programs to mothers who struggle to balance their careers, their kids, their household and their diets.
- In this post, we'll define Flavor!4U's new advertising focus and how it is going to help women and mothers across Canada and the United States. We will also discuss four best practices for getting started on your journey toward a passion for health.

What is a Passion for Health?

For Flavors!4U, having a passion for health is of the highest importance when it comes to taking your diet into your own hands. For me, having a passion for health is having knowledge of what I am putting into my body and an overall understanding of and passion for providing myself with nutrition that supports a healthy and happy life. According to founder and busy mother of two, Emma Becker, "Losing weight shouldn't mean losing your passion for a healthy, delicious meal." Flavors!4U's quick meal preparation of just a minute in the microwave makes it easier for consumers to build a passion for their health and try out new meals.

Why is a Passion for Health Important?

Flavors!4U wants to focus its marketing on women and mothers who are balancing a crazy life, want to improve their diet and go beyond improvement and find a passion for their health. Having a passion for health or wanting to become more healthy is important because there is a connection between happiness and good health. For me personally, what I put into my body, is a reflection of how I feel on

the outside, which can lead to certain diet choices. According to health tech businesswoman [Heidi Dietrich](#), people with an optimistic mindset are more likely to engage in healthy behaviors, such as exercising and eating right. Flavors!4U has proven to me that healthy eating can be fun as well as physically beneficial on numerous accounts. This is something that Flavors!4U wants to focus on and remind its customers as they embark on their dieting journey.

Now we'll discuss four practices that have helped me embark on and continue my journey toward a passion for health.

- Get to know your habits! When you want to build healthy habits, you need to change your cycles; but first, you must take a minute to observe your current habits. For example, if you'd like to eat more vegetables, you can't keep unhealthy things around the house and expect yourself to choose veggies over chocolate. Furthermore, do you leave a pile of clothes in the corner of your room until it is overflowing? Do you wait until the last possible minute to study? Identify these patterns in your behavior and [become aware](#) of what things you're doing. If it helps, write these behaviors down and think about which ones you want to change. For me, I find it helpful to focus on one or two things to prioritize rather than attempting to change them all at once.
- Write out the steps! So how are healthy habits developed? Using a physical notebook or journal to document your progress or even write down your thoughts about your diet or how passionate you feel about your diet can help you to keep all your habit goals on track. Write down your one or two top goals and create your plan to reach a passion for diet by writing step-by-step actions to reach those goals. For example, if you want to build a habit of hitting the gym twice a week, find a fitness routine that you enjoy, which for me, is dance. Just like Flavor!4U's new advertising goal, fitness routines and life routines, in general, should not only be conducive but enjoyable! Remember that creating a new habit means you are likely filling a time period when you used to do something else. Take into consideration your [schedule](#), stress level and complexity of the new habit before you decide to take it on.
- Practice patience! Being too impatient for results when it came to diet was something that I fell guilty of, but Flavors!4U makes it easy to maintain a healthy diet and continue the healthy trend. Remember, your new diet habits could take a few weeks or even the better part of a year to fully stick. If you have always waited until the last minute to study, it might take a while to adjust to a new schedule, so don't be hard on yourself. Instead, try to program your new habit into your day and daily meals. Luckily, with Flavors!4U, it's more than easy to quickly and conveniently prepare unique and healthy meals.
- Review and reward yourself! The human brain loves to be rewarded; we crave instant gratification, which can unfortunately lead to unhealthy eating habits. However, you can use

this desire for rewards to your advantage. Find out what your brain and body truly crave and find a healthy response to it. For example, if you crave something sweet late at night, perhaps replace ice cream with earth's candy, fruit! Or, thanks to Flavors!4U, have a nice bowl of low-calorie ice cream and be reminded that maintaining a diet through Flavors!4U doesn't mean punishment or restriction. Lastly, don't try to change all your habits at once, but rather pick just one and put all your focus into it and reward yourself when you accomplish your goals. It is helpful for me to pick a habit that I will enjoy or that will at least create real change in my life or dieting habits.

Let's Get This Settled

From one busy mom to another, Flavors!4U is the holy grail of dieting programs. With over 34 different entrees to choose from, I never get bored finding a new meal to try! For me, investing in Flavors!4U means investing in myself. Following the four steps that align with the company's new advertising strategy, you'll be on your way to your desired diet needs in no time while also being a momma boss!

So, why wait? It's never been easier to take control of your diet while being able to try new foods, spark a passion for nutrition, and still have time for your kids and family. Try Flavors!4U and find your new diet reality as you build your passion for health! For more information, visit <https://freshflavors4u.com/collections/all>.
