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## The 30-Day Diet That Helped Turn Real People Into Models – Including A Mom Of 5-Month-Old Baby!



There's a big story about an ad agency named Viceroy Creative, a group of folks that wanted to create a viral campaign. As reported by *Business Insider*, the group's 30-day diet worked to help the team slim down enough to look like underwear models. And what exactly was that 30-day diet?

President David Moritz told the publication exactly what he ate every day for 30 days to trim down into a svelte form that showed his muscles.

- Meal 1: 1/2 cup oatmeal, 1/2 cup almond milk, 1/2 cup blueberries, one scoop carb-free protein shake
- Meal 2: 3 egg whites, 1/4 cup plain potatoes
- Meal 3: 3 oz. ground turkey, low-carb wrap with a cup of romaine lettuce
- Meal 4: 3 oz. grilled chicken and 1/4 of an avocado
- Meal 5: 6 oz. fish with a 1/4 cup steamed jasmine rice and six pieces of asparagus
- Meal 6: 6 oz. of 99% lean ground beef with 1/4 avocado and 1 cup romaine lettuce

No alcohol was allowed and most condiments were banned (with the exception of hot

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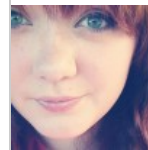


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sauce, since it added a negligible amount of extra sugar or fat).

According to *AdWeek*, it wasn't merely the **30-day diet change** that caused Moritz, Chief Financial Officer Aaron Bearce, creative director Gabrielle Rein, and account manager Raegan Gillette to slim down. Rein had just had a baby five months prior to the famous nude photoshoot. Although the 30-day diet certainly helped burn up enough fat to help the muscles they built to shine through.

The 30-day group also exercised with Equinox Tier 3+ trainers that helped them perform strength-training moves. Those workouts were enjoyed five days per week along with the 30-day diet. They also performed Plus for Plus cardio seven days a week to continue the fat burning.

As witnessed by the details of the 30-day diet, readers can see that it included plenty of protein to help build those muscles that the group was building over the first part of their five month journey. Eventually, those final 30 days prior to the photoshoot proved vital in cutting enough body fat for their muscles to be seen clearly.

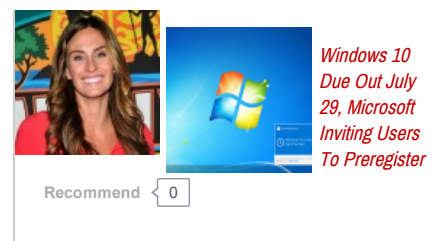
The *AdWeek* article has been shared more than 2,200 on Facebook, proving how popular articles with real diet tips can become.

As reported by the *Inquisitr*, **Beyonce's diet and weight loss secrets** were sought after in the wake of the superstar appearing slim in a revealing gown at the Met Gala. Rein, for her part, said that the 30-day diet and Equinox workout routines helped her get in better shape post-baby than she was prior to getting pregnant.

Disclaimer: *The Inquisitr* strongly recommends you consult your physician before beginning any diet or exercise program. *The Inquisitr* does not endorse any of the diets or diet techniques mentioned in this article.

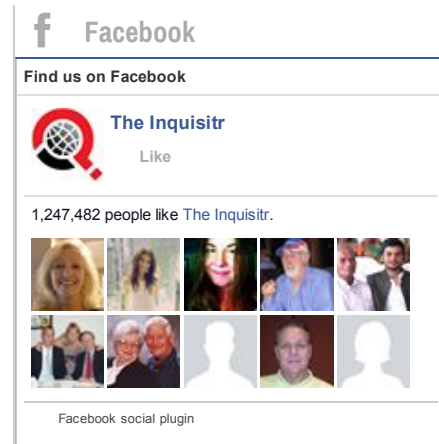
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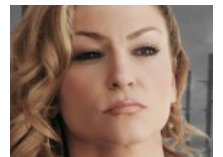
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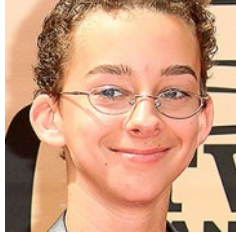
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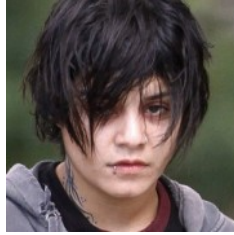
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