

1966 weight watchers diet

1966 weight watchers diet marked a significant milestone in the history of modern weight loss programs. Established during a period when dieting was often characterized by extreme measures and fad diets, the 1966 Weight Watchers diet introduced a structured, community-based approach that emphasized balanced nutrition and sustainable lifestyle changes. This program laid the groundwork for the success and longevity of the Weight Watchers brand, which remains influential in the field of weight management today. This article explores the origins, core principles, and dietary guidelines of the 1966 Weight Watchers diet. Additionally, it examines the impact of this early program on subsequent dieting trends and offers insight into how its legacy persists in contemporary weight loss strategies. The following sections provide a detailed overview of the 1966 Weight Watchers diet and its role in shaping healthy eating habits.

- Origins and History of the 1966 Weight Watchers Diet
- Core Principles and Philosophy
- Dietary Guidelines and Food Choices
- Weight Loss Strategies and Program Structure
- Impact and Legacy of the 1966 Weight Watchers Diet

Origins and History of the 1966 Weight Watchers Diet

The 1966 Weight Watchers diet was developed during a time when dieting culture was undergoing transformation. Founded by Jean Nidetch in 1963, Weight Watchers rapidly grew in popularity, and by 1966, the program had solidified its core methodology. This period was critical as it marked the shift from restrictive fad diets to a more balanced, group-supported approach to weight management. The 1966 version of the Weight Watchers diet reflected these changes, focusing on community meetings, accountability, and education around food choices.

The Founding of Weight Watchers

Jean Nidetch started Weight Watchers after struggling with her own weight and realizing the importance of peer support in achieving weight loss goals. By 1966, the organization had expanded from a small, informal group into a structured program with standardized guidelines and meeting formats. This

growth was instrumental in spreading the principles of the Weight Watchers diet nationwide.

Societal Context of Dieting in the 1960s

During the 1960s, weight loss methods often involved extreme calorie restriction or unbalanced meal plans. The 1966 Weight Watchers diet contrasted sharply with these approaches by promoting moderation and nutritional balance. This shift helped legitimize dieting as a manageable, long-term lifestyle choice rather than a short-term, punishing regimen.

Core Principles and Philosophy

The 1966 Weight Watchers diet emphasized a philosophy centered on moderation, community support, and education. Unlike many diets of the time, it avoided severe restrictions and instead encouraged participants to make informed food choices. This approach was designed to foster sustainable weight loss and healthy habits.

Moderation and Balanced Eating

The diet encouraged eating a wide variety of foods in appropriate portions rather than eliminating entire food groups. This principle of moderation helped reduce the risk of nutritional deficiencies and promoted a more enjoyable eating experience.

Community Support and Accountability

One of the hallmark features of the 1966 Weight Watchers diet was its group meetings. These gatherings provided emotional support, motivation, and practical advice. They also created a sense of accountability that helped participants stay committed to their weight loss goals.

Education and Awareness

Weight Watchers placed a strong emphasis on teaching members about nutrition, portion control, and healthy cooking techniques. This educational component empowered individuals to make better choices independently, reinforcing long-term success.

Dietary Guidelines and Food Choices

The 1966 Weight Watchers diet established clear dietary guidelines that focused on calorie control, nutritional balance, and flexibility. The program assigned point values to foods based on their calorie content, fat, and fiber, which helped members manage their daily intake without feeling deprived.

Point System for Food Management

While the exact point system has evolved over time, the 1966 version introduced the concept of assigning points to foods to simplify calorie counting. This system allowed members to track their consumption and make better decisions about portion sizes and food types.

Encouraged Food Groups

Members were encouraged to consume:

- Lean proteins such as poultry, fish, and legumes
- Plenty of vegetables and fruits for fiber and vitamins
- Whole grains in moderate amounts
- Low-fat dairy products
- Limited amounts of healthy fats

Foods to Limit or Avoid

The diet recommended limiting high-fat, sugary, and processed foods, including:

- Fried foods and fatty cuts of meat
- Sweets and desserts with high sugar content
- Refined carbohydrates like white bread and pastries
- High-calorie beverages such as sodas and alcohol

Weight Loss Strategies and Program Structure

The 1966 Weight Watchers diet combined dietary guidelines with behavioral strategies to encourage consistent weight loss. The program's structure focused on goal-setting, self-monitoring, and group interaction.

Weekly Meetings and Support Groups

Regular in-person meetings were a cornerstone of the program. Participants shared progress, challenges, and tips for overcoming obstacles. This format fostered a supportive environment and reinforced adherence to the diet.

Goal-Setting and Self-Monitoring

Members were encouraged to set realistic weight loss goals and to monitor their food intake and physical activity. This practice increased awareness and helped maintain motivation throughout the dieting process.

Incorporation of Physical Activity

Although primarily focused on diet, the 1966 Weight Watchers program also recommended incorporating regular physical exercise to enhance weight loss and improve overall health.

Impact and Legacy of the 1966 Weight Watchers Diet

The 1966 Weight Watchers diet played a pivotal role in transforming weight loss programs from restrictive, short-term fads into sustainable lifestyle changes supported by community and education. Its principles remain influential in modern dieting practices.

Influence on Modern Weight Loss Programs

The focus on moderation, group support, and education pioneered by the 1966 Weight Watchers diet has been widely adopted by numerous contemporary weight management systems. These elements contribute to higher success rates and better long-term maintenance of weight loss.

Commercial Success and Global Reach

Following its initial success in the 1960s, Weight Watchers expanded

internationally and diversified its offerings. The foundational concepts from 1966 continue to underpin the brand's programs, adapting to new nutritional science and consumer needs.

Enduring Principles for Healthy Living

The 1966 Weight Watchers diet's emphasis on balanced nutrition, portion control, and behavioral change remains relevant today. Its legacy underscores the importance of sustainable, informed approaches to weight management.

Frequently Asked Questions

What was the main principle behind the 1966 Weight Watchers diet?

The 1966 Weight Watchers diet focused on portion control and making healthier food choices, emphasizing calorie counting and group support to encourage weight loss.

How did the 1966 Weight Watchers diet differ from modern Weight Watchers programs?

The 1966 program was more rigid with calorie counting and simpler point systems, whereas modern Weight Watchers (WW) incorporates more flexibility, personalized plans, and a holistic approach to wellness.

What types of foods were recommended in the 1966 Weight Watchers diet?

The 1966 diet encouraged eating lean proteins, fruits, vegetables, and whole grains while limiting high-fat and high-sugar foods to promote weight loss.

Was exercise a component of the 1966 Weight Watchers diet plan?

While the primary focus was on diet and portion control, the 1966 Weight Watchers program also encouraged members to incorporate regular physical activity to support overall health and weight loss.

How effective was the 1966 Weight Watchers diet for long-term weight loss?

Many participants found success with the 1966 Weight Watchers diet due to its structured support groups and accountability, but like most diets, long-term

effectiveness depended on maintaining lifestyle changes beyond the program.

Additional Resources

1. *The 1966 Weight Watchers Diet Revolution*

This book delves into the origins of the Weight Watchers program as it was introduced in 1966. It outlines the foundational principles of the diet, emphasizing portion control, balanced nutrition, and group support. Readers gain insight into the early strategies that made the program popular and effective.

2. *Classic Weight Watchers: The 1966 Approach to Healthy Living*

Offering a comprehensive look at the 1966 Weight Watchers diet plan, this book provides meal plans, recipes, and tips from the original program. It highlights how the diet encouraged mindful eating and community motivation. The text also compares past and present weight loss techniques.

3. *Weight Watchers 1966: A Historical Perspective on Dieting*

This title explores the cultural and societal context of dieting in the 1960s, focusing on Weight Watchers' role in shaping weight loss trends. It discusses how the 1966 program addressed the needs of dieters during that era. The book includes interviews and archival materials from early members.

4. *The Original Weight Watchers Handbook (1966 Edition)*

A reprint of the first official Weight Watchers handbook, this book presents the original guidelines, point systems, and meal suggestions. It serves as a primary source for those interested in the authentic 1966 diet experience. The handbook also discusses the psychological aspects of dieting promoted at the time.

5. *Weight Watchers: The 1966 Diet Plan Explained*

This book breaks down the core components of the 1966 Weight Watchers diet, explaining its focus on calorie counting and self-monitoring. It provides practical advice for adapting the original diet to modern lifestyles. Readers learn about the evolution of dieting methodologies through this lens.

6. *From 1966 to Today: The Evolution of Weight Watchers Diets*

Tracing the journey from the original 1966 program to current Weight Watchers offerings, this book highlights key changes and improvements. It examines how scientific research and consumer feedback influenced the diet's development. The narrative offers a balanced view of dieting trends over the decades.

7. *Success Stories from the 1966 Weight Watchers Program*

Featuring firsthand accounts from individuals who followed the 1966 Weight Watchers diet, this book inspires readers with real-life transformations. It emphasizes the role of community and accountability in achieving weight loss goals. The stories provide motivation and practical lessons from the past.

8. *Weight Watchers 1966 Recipes: Healthy Meals for Lasting Weight Loss*

A collection of recipes originally recommended by Weight Watchers in 1966,

this book focuses on simple, nutritious meals that align with the diet's principles. It includes detailed instructions and nutritional information for each dish. The recipes aim to help readers maintain a balanced diet while enjoying flavorful food.

9. *The Psychology Behind the 1966 Weight Watchers Diet*

This book explores the mental and emotional strategies incorporated into the 1966 Weight Watchers program. It discusses motivation, behavior change, and the importance of group support in sustaining weight loss. Readers gain a deeper understanding of how psychological factors contribute to dieting success.

[1966 Weight Watchers Diet](#)

Find other PDF articles:

<https://test.murphyjewelers.com/archive-library-606/files?docid=afq72-3529&title=practice-schedule-for-blue-angels-in-pensacola.pdf>

1966 weight watchers diet: *Current Catalog* National Library of Medicine (U.S.), 1968
Includes subject section, name section, and 1968-1970, technical reports.

1966 weight watchers diet: *National Library of Medicine Current Catalog* National Library of Medicine (U.S.), 1965

1966 weight watchers diet: *Weight Watchers 50th Anniversary Cookbook* Weight Watchers, 2013-04-30 We're having a celebration of food for cooks who love to eat well—and eat smart! Weight Watchers 50th Anniversary Cookbook contains hundreds of their most popular and best-loved recipes Weight Watchers cookbooks are trusted by anyone who is excited about cooking delicious, healthy food. And with the more than 280 recipes in Weight Watchers 50th Anniversary Cookbook, healthy cooks (and anyone who aspires to be one!) everywhere now have the opportunity to sample a collection of many treasured favorites. These delicious dishes have been updated, featuring fresh ingredients, how-to tips, Weight Watchers lore, and nutritional info and PointsPlus® values for the newest program, Weight Watchers 360°. Inside you'll find... • Classics like Easy Homemade Macaroni and Cheese and Garden Vegetable Soup • Savory Italian fare such as Sausage Focaccia and Pizza Margherita • Healthy takes on hearty dishes such as Buffalo Chicken Wings and Biscuit-Topped Chicken Pot Pie • Bold-flavor favorites such as Asian Noodle Soup with Tofu and Shrimp; and Ham, Pepper and Onion Calzones • Hearty salads that make a meal, like Caesar, Chef, and Cobb • Retro faves such as Deviled Eggs and Fudgy Brownie Pudding Cake Weight Watchers 50th Anniversary Cookbook is a great resource, whether you're in search of a quick-fix dinner for tonight or planning a week's worth of menus. Every single recipe works like a charm and tastes great!

1966 weight watchers diet: *Official Gazette of the United States Patent Office* United States. Patent Office, 1968

1966 weight watchers diet: *Clinical Guide to Popular Diets* Caroline Apovian, Elizabeth Brouillard, Lorraine Young, 2018-01-29 It is no secret that the United States is facing an obesity epidemic with the obesity rates continuing to rise year after year. According to the Center for Disease Control, one third of Americans are now obese. It is no longer sufficient to simply point out the health risks of obesity to our patients as the reason to lose weight. Patients are seeking guidance

in terms of what specific diet plan to follow and what foods should be eaten. There are thousands of diets on the market with new ones introduced daily. Not all diet plans have proven results, nor will they work for every patient. More importantly, not all diets marketed to the public are safe to follow for an extended timeframe. In fact, research shows us that diet composition is not the key to long term success, but compliance to a calorie deficient diet is the solution. So how does one choose which diet plan to recommend to patients? Finally, a book for clinicians is here to help answer this question. This book provides information to help patients understand several different research proven diets on the market today including: the Atkins diet, the DASH (Dietary Approaches to Stop Hypertension) diet, the I diet, the Mediterranean diet, Paleo Diets, South Beach, Vegetarian diets, Weight Watchers, and the Zone diet. Each diet is carefully and thoroughly reviewed in this book by some of America's top obesity medicine and weight management specialists to provide health practitioners a knowledge of the diet composition, current research evaluating the diet, typical weight loss results, the pros and cons of the diet as well as which patients would most benefit from each diet plan. This book provides the necessary tools for clinicians to feel comfortable discussing several of the more popular and scientifically researched diets with patients. This book offers solid information to advise patients, based on their specific health history, on which diet will afford the greatest chance for success.

1966 weight watchers diet: *Current Catalog* , 1971 First multi-year cumulation covers six years: 1965-70.

1966 weight watchers diet: Contours of the Nation Deborah McPhail, 2017-10-31 The obesity epidemic that is said to plague nations around the world, including Canada, is not solely a medical condition to be managed. In Canada, the discourse on obesity emerged during a time of social upheaval in the postwar period. *Contours of the Nation* is the first book which historically explores obesity in Canada from a critical perspective. Deborah McPhail demonstrates how obesity as a problem was affixed to particular populations in order to separate true Canadians from others. She reveals how the articulation of obesity contributed to the Canadian colonial project in the North; where Indigenous peoples were viewed as modern Canadians due to their obesity, thereby negating any special claims to northern lands. *Contours of the Nation* successfully demonstrates how histories can trace the actual materialization of bodies through relations of power, particularly those pertaining to race, gender, and nation.

1966 weight watchers diet: *Handbook of Anthropometry* Victor R. Preedy, 2012-02-02 Anthropometry is the physical measurement of linear growth and body composition. In this handbook all facets and features of anthropometry are described. Each chapter includes applications to other areas of health and disease.

1966 weight watchers diet: The Warmest Room in the House Steven Gdula, 2008-12-04 The first book that puts the hearth of the American home-its many unique challenges and innovations-in its proper place in contemporary history. Thomas Jefferson once wrote that if you really want to understand the workings of a society, you have to look into their pots and eat their bread. Steven Gdula gives us a view of American culture from the most popular room in the house: the kitchen. Examining the relationship between trends and innovations in the kitchen and the cultural attitudes beyond its four walls, Gdula creates a lively portrait of the last hundred years of American domestic life. *The Warmest Room in the House* explores food trends and technology, kitchen design, appliances and furniture, china and flatware, cookery bookery, food lit, and much more. Gdula traces the evolution of the kitchen from the back room where the work of the home happened to its place at the center of family life and entertainment today. Filled with fun facts about food trends, from *Hamburger Helper* to *The Moosewood Cookbook*, and food personalities, from Julia Child to Rachael Ray, *The Warmest Room in the House* is the perfect addition to any well-rounded kitchen larder.

1966 weight watchers diet: *Fogarty International Center Series on Preventive Medicine* , 1973

1966 weight watchers diet: Obesity in Perspective: Summary of the conference. Commentaries , 1975

1966 weight watchers diet: Cumulated Index Medicus , 1967

1966 weight watchers diet: American Pop Bob Batchelor, 2008-12-30 Pop culture is the heart and soul of America, a unifying bridge across time bringing together generations of diverse backgrounds. Whether looking at the bright lights of the Jazz Age in the 1920s, the sexual and the rock-n-roll revolution of the 1960s, or the thriving social networking websites of today, each period in America's cultural history develops its own unique take on the qualities define our lives. American Pop: Popular Culture Decade by Decade is the most comprehensive reference on American popular culture by decade ever assembled, beginning with the 1900s up through today. The four-volume set examines the fascinating trends across decades and eras by shedding light on the experiences of Americans young and old, rich and poor, along with the influences of arts, entertainment, sports, and other cultural forces. Whether a pop culture aficionado or a student new to the topic, American Pop provides readers with an engaging look at American culture broken down into discrete segments, as well as analysis that gives insight into societal movements, trends, fads, and events that propelled the era and the nation. In-depth chapters trace the evolution of pop culture in 11 key categories: Key Events in American Life, Advertising, Architecture, Books, Newspapers, Magazines, and Comics, Entertainment, Fashion, Food, Music, Sports and Leisure Activities, Travel, and Visual Arts. Coverage includes: How Others See Us, Controversies and scandals, Social and cultural movements, Trends and fads, Key icons, and Classroom resources. Designed to meet the high demand for resources that help students study American history and culture by the decade, this one-stop reference provides readers with a broad and interdisciplinary overview of the numerous aspects of popular culture in our country. Thoughtful examination of our rich and often tumultuous popular history, illustrated with hundreds of historical and contemporary photos, makes this the ideal source to turn to for ready reference or research.

1966 weight watchers diet: The Advertising Age Encyclopedia of Advertising John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors, a generous selection of sample entries, and more, visit the The Advertising Age Encyclopedia of Advertising website. Featuring nearly 600 extensively illustrated entries, The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

1966 weight watchers diet: The Oxford Encyclopedia of Food and Drink in America Andrew Smith, 2013-01-31 Home cooks and gourmets, chefs and restaurateurs, epicures, and simple food lovers of all stripes will delight in this smorgasbord of the history and culture of food and drink. Professor of Culinary History Andrew Smith and nearly 200 authors bring together in 770 entries the scholarship on wide-ranging topics from airline and funeral food to fad diets and fast food; drinks like lemonade, Kool-Aid, and Tang; foodstuffs like Jell-O, Twinkies, and Spam; and Dagwood, hoagie, and Sloppy Joe sandwiches.

1966 weight watchers diet: Fathom , 1970

1966 weight watchers diet: Eating Disorders in America David E. Newton, 2019-03-07 An indispensable resource for readers interested in eating disorders, this book summarizes their history in human civilization, assesses the current status of eating disorders in American society, and describes efforts for establishing effective prevention and treatment programs. Although eating disorders have existed for centuries, considerable controversy remains as to the basic cause or causes of these disorders and their genetic, biological, and/or psychological factors. Eating Disorders in America: A Reference Handbook investigates these disorders, priming readers on the causes, symptoms, controversies, and treatments available. The two opening chapters of the book provide general background and a historical review of the existence of eating disorders in society. The remaining chapters provide resources the reader can use for further research, such as an extensive annotated bibliography, a glossary, and a chronology. This book differs from others on the

topic in that it provides both an expository section that provides information as well as a set of resources for further research. The book also contains a perspectives chapter in which writers describe and discuss their personal views on the subject of eating disorders. Together with the author's expertise, these views add to the value of this book as a resource for eating disorder research.

1966 weight watchers diet: Index-catalogue of Medical and Veterinary Zoology , 1974
Supplements 1-14 have Authors sections only; supplements 15- include an additional section: Parasite-subject catalogue.

1966 weight watchers diet: American Book Publishing Record , 2005

1966 weight watchers diet: Approach , 1969

Related to 1966 weight watchers diet

1966 - Wikipedia Merci, Chérie by Udo Jürgens (music by Udo Jürgens, lyrics by Jürgens and Thomas Hörbiger) wins the Eurovision Song Contest 1966 (staged in Luxembourg) for Austria

Historical Events in 1966 - On This Day Historical events from year 1966. Learn about 581 famous, scandalous and important events that happened in 1966 or search by date or keyword

Major Events of 1966 - Historical Moments That Defined the Year In this comprehensive overview, we'll explore the most significant occurrences from 1966, highlighting key moments that continue to impact our lives today

What Happened In 1966 - Historical Events 1966 - EventsHistory What happened in the year 1966 in history? Famous historical events that shook and changed the world. Discover events in 1966

28 Facts About 1966 - OhMyFacts Discover 28 fascinating facts about the year 1966, from cultural milestones to historical events that shaped the world

HISTORY On November 7, 1966, British rock sensations The Beatles walk into London's Indica Gallery, where avant-garde Japanese artist Yoko Ono is preparing for the opening of her solo exhibit

A Year in History: 1966 Timeline - Historic Newspapers Extensive timeline lists important events in 1966 including England world cup win, the ongoing Vietnam War and the death of Walt Disney

1966 Fun Facts, Trivia and History - Pop Culture Madness World Changing Event: Mao Zedong launched the Cultural Revolution. The Top Song was I'm A Believer by The Monkees. The Movies to Watch include Alfie, The Sand

What Happened in 1966 - On This Day What happened and who was famous in 1966? Browse important and historic events, world leaders, famous birthdays and notable deaths from the year 1966

1966 in the United States - Wikipedia 1966 Topeka tornado: Topeka, Kansas is devastated by a tornado that registers as an F5 on the Fujita Scale, the first to exceed US\$100 million in damages. Sixteen people are killed,

1966 - Wikipedia Merci, Chérie by Udo Jürgens (music by Udo Jürgens, lyrics by Jürgens and Thomas Hörbiger) wins the Eurovision Song Contest 1966 (staged in Luxembourg) for Austria

Historical Events in 1966 - On This Day Historical events from year 1966. Learn about 581 famous, scandalous and important events that happened in 1966 or search by date or keyword

Major Events of 1966 - Historical Moments That Defined the Year In this comprehensive overview, we'll explore the most significant occurrences from 1966, highlighting key moments that continue to impact our lives today

What Happened In 1966 - Historical Events 1966 - EventsHistory What happened in the year 1966 in history? Famous historical events that shook and changed the world. Discover events in 1966

28 Facts About 1966 - OhMyFacts Discover 28 fascinating facts about the year 1966, from cultural milestones to historical events that shaped the world

HISTORY On November 7, 1966, British rock sensations The Beatles walk into London's Indica Gallery, where avant-garde Japanese artist Yoko Ono is preparing for the opening of her solo exhibit
A Year in History: 1966 Timeline - Historic Newspapers Extensive timeline lists important events in 1966 including England world cup win, the ongoing Vietnam War and the death of Walt Disney

1966 Fun Facts, Trivia and History - Pop Culture Madness World Changing Event: Mao Zedong launched the Cultural Revolution. The Top Song was I'm A Believer by The Monkees. The Movies to Watch include Alfie, The Sand

What Happened in 1966 - On This Day What happened and who was famous in 1966? Browse important and historic events, world leaders, famous birthdays and notable deaths from the year 1966

1966 in the United States - Wikipedia 1966 Topeka tornado: Topeka, Kansas is devastated by a tornado that registers as an F5 on the Fujita Scale, the first to exceed US\$100 million in damages. Sixteen people are killed,

1966 - Wikipedia Merci, Chérie by Udo Jürgens (music by Udo Jürgens, lyrics by Jürgens and Thomas Hörbiger) wins the Eurovision Song Contest 1966 (staged in Luxembourg) for Austria

Historical Events in 1966 - On This Day Historical events from year 1966. Learn about 581 famous, scandalous and important events that happened in 1966 or search by date or keyword

Major Events of 1966 - Historical Moments That Defined the Year In this comprehensive overview, we'll explore the most significant occurrences from 1966, highlighting key moments that continue to impact our lives today

What Happened In 1966 - Historical Events 1966 - EventsHistory What happened in the year 1966 in history? Famous historical events that shook and changed the world. Discover events in 1966

28 Facts About 1966 - OhMyFacts Discover 28 fascinating facts about the year 1966, from cultural milestones to historical events that shaped the world

HISTORY On November 7, 1966, British rock sensations The Beatles walk into London's Indica Gallery, where avant-garde Japanese artist Yoko Ono is preparing for the opening of her solo exhibit
A Year in History: 1966 Timeline - Historic Newspapers Extensive timeline lists important events in 1966 including England world cup win, the ongoing Vietnam War and the death of Walt Disney

1966 Fun Facts, Trivia and History - Pop Culture Madness World Changing Event: Mao Zedong launched the Cultural Revolution. The Top Song was I'm A Believer by The Monkees. The Movies to Watch include Alfie, The Sand

What Happened in 1966 - On This Day What happened and who was famous in 1966? Browse important and historic events, world leaders, famous birthdays and notable deaths from the year 1966

1966 in the United States - Wikipedia 1966 Topeka tornado: Topeka, Kansas is devastated by a tornado that registers as an F5 on the Fujita Scale, the first to exceed US\$100 million in damages. Sixteen people are killed,

Back to Home: <https://test.murphyjewelers.com>