



Sharing **OPTAVIA ACTIVE™** Products and Plans Compliantly

OPTAVIA is thrilled to announce the launch of its new **OPTAVIA ACTIVE** platform. **OPTAVIA ACTIVE** Plans are designed to work with each Client’s evolving relationship with the Habit of Healthy Motion. Whether they’re already frequent exercisers or ready to embrace exercise, **OPTAVIA ACTIVE** products support each motion victory while keeping Clients moving forward on their transformation journey. In order to prepare for you to share, we wanted to give you some best practices and Do’s and Don’ts to help you share compliantly:

DO only share product claims from **OPTAVIA**’s official literature. All approved product claims for **OPTAVIA ACTIVE** products are outlined on page 3.

DO ensure you are using an appropriate [weight loss disclaimer](#) if sharing weight loss on our Optimal Weight 5 & 1 Plan® and 5 & 1 ACTIVE Plan, (this includes any “after” photos, “sugar shots” or just sharing your weight loss on the 5 & 1 Plan®, in general, i.e.: Average weight loss on the Optimal Weight 5 & 1 Plan® is 12 pounds. Clients are in weight loss, on average, for 12 weeks.



DO share the benefits of **OPTAVIA**’s partner app, Aaptiv, with your Clients. Aaptiv offers Clients an easy, guided way to engage with motion in whatever form they want - walking, stretching, elliptical, biking, running, etc.

DO recommend your Clients wait to start exercising for 3 weeks after being on the **Optimal Weight 5 & 1 ACTIVE Plan** and that they check with their healthcare provider before starting any exercise

program.

DO talk about the benefits of having an active lifestyle. For example, engaging in exercise can help us:

- Manage stress
- Improve our ability to do everyday activities*
- Improve sleep*
- Help us think and learn more clearly*
- Manage our weight, particularly as it relates to regaining weight that we've lost*
- Reduce the risk and help manage certain chronic conditions, like diabetes*
- Build and maintain healthy muscle*

It's important to note that, while you can share the above benefits of engaging in exercise, you **DON'T** share that these benefits can be achieved just from consuming **OPTAVIA ACTIVE** products alone. These benefits may **NOT** be shared as claims associated with **OPTAVIA ACTIVE** products."

* <https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm>

DON'T talk about **OPTAVIA ACTIVE** products or **ACTIVE** plans curing, preventing or treating any diseases.

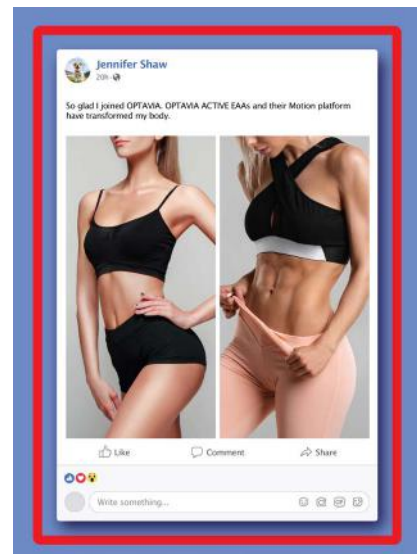
DON'T give Clients a specific exercise program prescription - providing specific exercise and/or advice is outside of the [OPTAVIA Coaching Guidelines](#). Coaches should encourage Clients to seek professional support for any specific exercise programs, regimens or advice.

DON'T share any "before and after" photos or testimonials of muscle gains, "fitness" or body composition transformations. This includes, but is not limited to, any specific muscle or fitness gains, for example:

- » "Since using **OPTAVIA ACTIVE** my BMI is now 18."
- » "I've gained 50 lbs of muscle since using the **OPTAVIA** program."
- » "My body fat went from 15% to 10% while using this program."
- » "With **OPTAVIA ACTIVE**, I was able to get 6 pack abs."

While **OPTAVIA** is excited for our Coaches to engage in the Habit of Healthy Motion using our **ACTIVE** plans and products, unfortunately, **OPTAVIA** does not have any claims or substantiation to permit Coaches to share before and after photos or testimonials with respect to their muscle gains or fitness transformations at this time.

Finally, be sure to contact the **OPTAVIA** Compliance Team, Compliance@OPTAVIA.com if you have any questions or concerns.



PRODUCT	APPROVED CLAIMS*
OPTAVIA ACTIVE Essential Amino Acids (EAAs)	<ul style="list-style-type: none"> • Activates muscle protein synthesis / Activates the muscle building process. • Helps support healthy muscle. • Helps support healthy muscle metabolism. • Reduces muscle soreness after exercise. • Alleviates muscle soreness after exercise. • Aids in/supports post-exercise muscle recovery. • Reduces muscle damage and accelerates muscle recovery after exercise. • Fuels post-workout recovery. • Helps support muscle protein synthesis during aging / Helps support the muscle building process during aging. • Helps support healthy muscle during aging. • Helps support healthy muscle metabolism during aging. • As part of a reduced-calorie diet, adequate protein consumption can aid in the retention of lean muscle mass. • As part of a reduced-calorie diet, adequate consumption of proteins and amino acids aids in the retention of lean muscle mass.
OPTAVIA ACTIVE Whey Protein	<ul style="list-style-type: none"> • High in protein. • Excellent source of protein. • High quality protein. • High quality whey/dairy protein. • Readily digestible and absorbed. • Activates muscle protein synthesis / Activates the muscle building process. • Helps support healthy muscle. • Helps support muscle health. • Supports lean muscle/muscle mass growth. • Supports muscle growth. • Helps build muscle mass and strength (with resistance exercise). • Build lean muscle and strength (with resistance exercise). • Supports post-workout recovery. • Supports muscle recovery after intense/strenuous activity. • With essential amino acids (EAAs)/branched chain amino acids (BCAAs) to support post-workout recovery • Essential amino acids) Reduce muscle soreness after exercise • Alleviate muscle soreness after exercise. • Aid in/support post-exercise muscle recovery. • Reduce muscle damage and accelerate muscle recovery after exercise. • Fuel post-workout recovery. • As part of a reduced-calorie diet, adequate protein consumption can aid in the retention of lean muscle mass. • As part of a reduced-calorie diet, adequate consumption of proteins and amino acids aids in retention of lean muscle mass. • Anytime protein or post work-workout recovery. • Protein helps to increase (feelings of) satiety/fullness. • Protein can help to reduce (feelings of) hunger.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.