

Medically Supported Weight Loss **COACH SHARING GUIDE**



Table of Contents

I. Approved Language.....	2
Program Positioning.....	2
Primary Message.....	2
Reasons to Believe.....	3
II. Testimonial Guidelines.....	4
III. Important Reminders.....	5

Approved Language

The following bulleted talking points are provided to our Coach Community as compliant statements and guardrails to be used in various marketing materials and social media. Please note that each bulleted phrase should be used as stated in this Coach Sharing Guide.

To keep your marketing materials and social media compliant, no variations of the bulleted talking points may be used.

Program Positioning

OPTAVIA® provides personalized, premium, holistic support to help transform your health and wellbeing while on a medical weight loss program. We provide everything in one place to help you win - one-on-one coaching, an active community to support you every step of the way, healthy habit creation, an easy-to-adhere-to nutrition and activity guidance. Our collaboration with LifeMD, a telemedicine provider, will help you achieve Lifelong Transformation, Making a Healthy Lifestyle Second Nature™.

Primary Message

- **OPTAVIA** provides a path to optimal health.
- With **OPTAVIA**'s personal Coach guiding you and our proprietary programs supporting you, you are thinking ahead, beyond a quick fix to Lifelong Transformation, One Healthy Habit at a Time®.
- You get everything you need, all in one place, to help maximize the chance of your success.
- Your Coach-driven support and clinically proven **OPTAVIA** Weight Loss Plans (5 & 1 Plan®, 4 & 2 & 1 Plan®, 5 & 1 ACTIVE Plan and 4 & 2 ACTIVE Plan) include nutrient dense meal replacements which help meet your daily nutrition requirement while losing weight.
- The Lean & Green™ recipes teach you and your family what and how much to eat, a key to transformation.
- Sports nutrition products to support the Habit of Healthy Motion and help retain muscle mass.
- If you are interested in a weight loss medication, **OPTAVIA**'s collaboration with LifeMD, a telemedicine provider, can help and streamline the process for you.*
- Medication alone may not be enough. You need a Coach to help guide you through the next steps.
- The combination of doctors and independent **OPTAVIA** Coaches is powerful.
- The medication can help jumpstart your weight loss while your Coach can help you with the **OPTAVIA** Plan or Products you have chosen.
- The Coach also guides you on how to eat properly with real food, sets guardrails, and helps you keep physically moving.
- With **OPTAVIA** you are not alone. Your independent **OPTAVIA** Coach and our Programs are constants: teaching you healthy habits, celebrating your victories, and keeping you motivated.
- **OPTAVIA** gives you the tools you need for Lifelong Transformation, Making a Healthy Lifestyle Second Nature.

*Medical weight loss prescriptions must be provided by a licensed healthcare professional. **OPTAVIA** does not prescribe or dispense medications.



Reasons to Believe

- Everything in one place: Not only do we help you win with one-on-one coaching, active community, healthy habit creation, an easy-to-adhere-to nutrition and activity guidance, and a collaboration with LifeMD, a telemedicine provider, we help you achieve Lifelong Transformation, Making a Healthy Lifestyle Second Nature.
 - A straightforward and hassle-free integrated program provides everything you need, connecting the mind and body to help you achieve long-term success.
- Customized easy-to-adhere-to meal plans for every step of your weight loss journey, from your starting point through maintenance and optimal health.
- Convenient, nutrient dense meal replacements provide your body with the vitamins and minerals you need while losing weight on the Optimal Weight 5 & 1 Plan® and Optimal Weight 4 & 2 & 1 Plan® while giving your transformation a jumpstart.
- Lean & Green recipes teach you and your family what healthy eating looks like with guidance on what and how much to eat, for delicious home-cooked meals – a key to help toward a successful transformation.
- Personalized activity level guidance with a digital fitness app customized to your needs and preferences.
- The **OPTAVIA** App provides support to manage important aspects of your journey like setting mealtimes, tracking hydration and your daily activity, and access to a robust Lean & Green recipe library.





Testimonial Guidelines

We understand that our Coach Community is excited to share the success of their Clients who have reached their health goals and may want to share their Clients success stories on social media and beyond. Please note that Coaches may only share weight loss testimonials (including before and after photos), if they adhere to the following guidelines:

1. Weight Loss testimonials/before and after photos may only be shared for weight loss on one of our clinically proven plans (e.g., the Optimal Weight 5 & 1 Plan, Optimal Weight 5 & 1 ACTIVE Plan, Optimal Weight 4 & 2 & 1 Plan or the Optimal Weight 4 & 2 ACTIVE Plan).
2. The testimonial must be truthful and disclose that the Client used weight loss medication (e.g., "Sarah lost 50 lbs on the 5 & 1 Plan, while using Wegovy prescribed by LifeMD").
3. One of the following approved disclaimers must be in close proximity to the testimonials or underneath the before and after photo (for further guidance on proper use of disclaimers, please see [here](#)).

For Clients who have lost weight using the Optimal Weight 5 & 1 Plan®/Optimal Weight 5 & 1 ACTIVE Plan™ + weight loss medications, please use the disclaimer:

"Average weight loss on the Optimal Weight 5 & 1 Plan is 12 pounds. Clients are in weight loss, on average, for 12 weeks."

For Clients who have lost weight using the Optimal Weight 4 & 2 & 1 Plan®/Optimal Weight 4 & 2 ACTIVE Plan™ + weight loss medications, please use the disclaimer:

"Average weight loss on the Optimal Weight 4 & 2 & 1 Plan is 10 pounds. Clients are in weight loss, on average, for 12 weeks."



Important Reminders

As **OPTAVIA** launches our new collaboration with LifeMD, the Company is subject to various regulations that govern how we and our independent **OPTAVIA** Coaches can promote this collaboration, including but not limited to the requirements of the Federal Trade Commission (FTC) and the Food and Drug Administration (FDA). These regulators have strict standards that govern the promotion of weight loss medications and the results of these medications in conjunction with **OPTAVIA**'s Products and Plans. As a result, it's critical that Coaches note the guidelines on [page 4](#) regarding sharing weight loss testimonials of Clients who have success with our Medically Supported Weight Loss Program, in addition to the following guidelines to help keep you in compliance:

- Coaches may not share weight loss testimonials/ before and after photos if they do not meet the guidelines found on [page 4](#). For example, Coaches are prohibited from sharing testimonials of weight loss on the weight loss medications alone or sharing weight loss on the **OPTAVIA** Nutrition Kit or Muscle Health Kit for Medically Supported Weight Loss.
- Coaches are never permitted to make any recommendations regarding weight loss medications. Coaches can make the LifeMD portal available to Client Candidates interested in weight loss medications to learn more. Per **OPTAVIA**'s [Coaching Guidelines](#), a Coach's role is to support their Clients on the **OPTAVIA** Program, Plans and Products. The individual's board-certified clinician is solely responsible for the medical treatment, advice, prescribing medications, adjusting of all medications, and following up with the Client regarding any medications or providing medical advice.



Important Reminders (cont.)

- Coaches may not make any statements or claims regarding **OPTAVIA**'s collaboration with LifeMD, **OPTAVIA**'s Medically Supported Weight Loss Program, product bundles, or weight loss medications that are not explicitly included in this Coach Sharing Guide.

When sharing the web link for [OPTAVIA & LifeMD's webpage](#) with Clients and prospects, please note that **OPTAVIA**'s collaboration with LifeMD is not a "referral program" and Coaches are not permitted to refer to this Medically Supported Weight Loss Program with LifeMD as such.

- To stay in compliance when promoting **OPTAVIA**'s Medically Supported Weight Loss Program on social media and beyond, it's critical that Coaches ensure they are only using the approved statements in this Coach Sharing Guide.
- When it comes to referencing weight loss medications, please note that the class of weight loss medications offered by LifeMD are called GLP-1s. All proteins are made up of peptides, however different peptides have different functions and roles in the body. Dietary proteins

are made of amino acids and polypeptide chains, and they have very specific nutritional roles, such as muscle building, synthesis of protein hormones, synthesis of immune response factors, and other physiological functions to support health and wellbeing. Referring to the GLP-1 as "peptides" is not accurate in this context since it is implying that it is a dietary protein. GLP-1, although a peptide-based hormone is not a nutrient. Hence, GLP-1 should not be referenced as a "Peptide". GLP-1 should be referred to as "GLP-1 medications" or by the brand name of the medication itself.

- Coaches must ensure they are complying with all **OPTAVIA** Policies and guidelines concerning sharing **OPTAVIA**'s products and plans on social media and beyond. Coaches may wish to refer to the following Coach Answers articles for further guidance:
 - [Sharing your Transformational Story with OPTAVIA on Social Media - Weight Loss, Maintenance and Health Claim Guidance](#)
 - [Sharing OPTAVIA ACTIVE® Products and Plans Compliantly](#)
 - [How to Use Disclaimers Compliantly](#)