



Medically Supported Weight Loss

PROGRAM OVERVIEW

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Our Mission Together

As a physician-founded company designed and backed by experts in health and behavior change, science is at the center of all we do. We have perfected our model over the last 40 years, with the Habits of Health® Transformational System, independent **OPTAVIA**® Coaches and Community at our core, and Plans and Products to support Clients in reaching their health goals. We will continue to innovate as the industry evolves.

While available for many years, medically supported weight loss and weight loss medications have recently been in the headlines for significant advances in efficacy. These pharmaceutical interventions can play an important role in addressing the health epidemic in this country and as a part of treatment plans for some.

However, while these medications can provide a jumpstart, we know lifestyle change is the cornerstone of healthy living. People need holistic, manageable solutions that also incorporate behavioral lifestyle modifications and support to help them reach their health and wellness goals through wide-ranging, multi-faceted habit creation.

Our science-based products and coaching model makes **OPTAVIA** a powerful solution alone or as a complement to weight loss medications. The landscape of our industry is changing, and given our medical heritage, we are confident **OPTAVIA** is a strong companion tool to medically supported weight loss.

We are combining our habits-based, coach-guided solution together with medical weight loss, to serve those potential Clients who may need and are eligible for weight loss medications and a multi-pronged approach. We are doing this through a collaboration with a telehealth provider, LifeMD, that combines our **OPTAVIA** solution with weight loss medication.

Coaches remain central to our Client's success and we continue to be committed to helping people live a healthier lifestyle. Everyone's journey and preferences are unique and therefore require a personalized approach. While there may be different paths to take and tools to leverage along the road to optimal health and wellbeing, all share lifestyle as a common thread – healthy habits and support play a key role in helping our Clients along their long-term health journey.

Our mission remains unchanged. We meet people where they are with tools that can support them through their personal journey, helping them achieve Lifelong Transformation, Making a Healthy Lifestyle Second Nature™.

THE **BIG** OPPORTUNITY

Half of all people looking to lose weight are open to medically supported weight loss solutions.

Source: Independent IPSOS research commissioned by Medifast, June 2023

80% of people open to weight loss medication are interested in a **combined offer with OPTAVIA®**.

Source: Independent IPSOS research commissioned by Medifast, June 2023

Analysts project GLP-1 market to be **\$100B**
by 2030, a huge increase from the \$30B
they envisioned last year for 2030.

Source: Terence Flynn, Framing the Mounjaro bull case in diabetes, Morgan Stanley Research, 9/14/23

TWO NEW TARGET AUDIENCES

In addition to audiences not interested in weight loss medication, our two new target audiences are:

- 1. "NOW WHAT"** – This group is already taking weight loss medication but understands it will not be enough without lifestyle modification and they're asking, "Now What?"

THEY MIGHT BE EXPERIENCING THE FOLLOWING:

- Feel confused or alone because they are not getting adequate guidance on what and when to eat
- Are likely not consuming adequate nutrition with a limited appetite
- Want lifestyle advice and accountability
- Are not sure if, when, or how to exercise
- Have other health issues: diabetes, fibromyalgia, disability, etc.
- Experience a weight loss plateau, feel frustrated and not know what to do
- Feel physically uncomfortable with side effects such as nausea, headaches, etc.
- Feel very worried about their weight rebounding after stopping the medications
- Are wondering if they will need to take the medication for the rest of their lives

TWO NEW TARGET AUDIENCES

In addition to audiences not interested in weight loss medication, our two new target audiences are:

2. "HUNGRY FOR HELP" – This group is open to taking weight loss medication but want more information before making the commitment. They are hungry for help.

THEY MIGHT BE EXPERIENCING THE FOLLOWING:

- Are curious about the medication and have no idea what they'll face but they've heard good things from friends or media
- Have tried other methods of weight loss and feel like nothing works or the weight comes right back
- Feel unsure about potential side effects of the medication
- Are frustrated that other weight loss attempts have not worked
- Wonder about the cost of the drugs
- Feel very worried about their weight rebounding after stopping the medication
- Might feel shame to be entertaining the option

HOW OPTAVIA® WINS

TARGET AUDIENCE PROBLEM

As users are debating weight loss medication, or once they receive their prescription, they can potentially **feel alone and confused** in their journey. They lack knowledge on the need for and what constitutes good nutrition. They **crave guidance and support** on how to properly eat and exercise while on these medications and are not sure what to do when they hit a weight loss plateau—all while potentially dealing with the medication side effects, other health conditions, and financial constraints when insurance does not cover this medication.

Almost all have tried to lose weight and failed in the past. They are particularly worried about how to transition off these medications and maintain their healthy weight long term. As a result, they are worried about needing this medication for the rest of their lives.

96% recognize that lifestyle changes are needed for weight loss and maintenance, yet only **17%** are confident they can manage on their own.

SOURCE: Independent research commissioned by Medifast, June 2023.

HOW OPTAVIA® WINS

OPTAVIA'S SOLUTION

OPTAVIA provides personalized, premium, holistic support for weight loss medication programs* to help transform your physical health and wellbeing—with everything in one place: Not only do we help you win with one-on-one coaching, active Community, healthy habit creation, the right easy-to-adhere-to nutrition plans & activity guidance, and a collaboration with LifeMD, a telehealth provider, we help you achieve Lifelong Transformation, Making a Healthy Lifestyle Second Nature.™

*Prescriptions must be provided by a licensed health care professional. **OPTAVIA** does not prescribe or dispense medication.

HOW OPTAVIA® WINS

PRIMARY MESSAGE

Introducing the **OPTAVIA** 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, Making a Healthy Lifestyle Second Nature™. You get everything you need, all in one place, to help maximize the chance of your success.

Your coach-driven **OPTAVIA** plan includes nutrient dense meal replacements which maintain daily nutrition requirements while losing weight on the 5 & 1 Plan® and 4 & 2 & 1 Plan®. The Lean & Green™ recipes teach you and your family what and how much to eat, a key to transformation. The exercise plan keeps you moving.

If you are interested in or already taking weight loss medication, **OPTAVIA**'s collaboration with LifeMD, a telehealth provider, can help. Medication alone may not be enough. You need the Coach to help guide you through the next steps. **OPTAVIA**'s collaboration with LifeMD streamlines the process for you. The combination of board-certified clinicians and independent **OPTAVIA** Coaches is powerful. The medication can help jumpstart your weight loss while your Coach can help you on 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™.

HOW OPTAVIA® WINS

REASONS-TO-BELIEVE

Comprehensive one-on-one coaching

by someone who has been in your shoes, along with an active community for personalized support

- Education, guidance, check-ins, accountability partners
- Inspiration, motivation, hope

Everything in one place!

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 critical nutrition you need - while giving your transformation a jumpstart

Lean & Green™ Recipes

that 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 building a sustainable transformation.

Personalized activity level guidance

with a digital fitness app customized to your needs and preferences

OPTAVIA App provides support to manage important aspects of your journey like setting meal times, tracking hydration and your daily activity, and access to a robust Lean & Green recipe library.

HOW OPTAVIA® WINS

EVERYTHING IN ONE PLACE

These benefits resonate most with consumers and differentiate **OPTAVIA** from competitors.



Everything in one place



Comprehensive,
Coach-led program



The right foods:
Fuelings, ACTIVE Products and
Lean & Green™

Why does this make **OPTAVIA**
different from its competitors?

- It's holistic (i.e., mind and body), specifically addressing unique needs of weight loss medication users.
- It feels more personalized with one-on-one Coaches.
- It provides food option recommendations customized to address the needs of each stage of the weight loss journey that are easy to adhere to (i.e., not counting calories or points).

OPTAVIA®'s Comprehensive Offer

Coaches and Clinicians together offer medically supported weight loss and lifestyle programs to deliver improvement in health and wellness.

Lifelong Transformation,
Making a Healthy Lifestyle Second Nature.™



OPTAVIA® + LifeMD

COLLABORATION

Lifelong Transformation, One Healthy Habit at a Time.®

OPTAVIA®

- One-on-one coaching
- Active Community support
- Habits of Health® Transformational System
- Easy-to-adhere-to meal plans
- Convenient, nutrient-dense Fuelings
- Mind & body integration
- Lean & Green™ recipes
- Digital fitness app customized to your needs and preferences
- **OPTAVIA** App

Lifelong Transformation,
Making a Healthy Lifestyle
Second Nature™

•

Truly holistic care

•

Comprehensive approach
to health

•

Meeting the Client where
they are in their journey

LifeMD⁺

- Direct-to-patient telehealth platform
- Extensive board-certified provider network with full-time doctors and nurse practitioners treating 200+ conditions
- Access to effective medications
- 150+ person patient care center
- Insurance verification assistance
- Access to lab testing
- Patient portal for education materials
- Unlimited messaging with care team

While medically supported weight management can be effective, long-term success is dependent on the nutrition and lifestyle changes individuals make in combination with taking medication¹

¹ [National Institute of Diabetes and Digestive and Kidney Diseases](#)

“Millions of people are seeking a solution that I believe we are uniquely positioned to provide. Together, Medifast and LifeMD expect to deliver a comprehensive approach to health starting with weight management, built around a powerful model of support that includes an independent **OPTAVIA**® Coach and a board-certified affiliated clinician. As a physician-founded company with a long-standing scientific and clinical heritage, we remain committed to helping even more people make living a healthy lifestyle second nature.”

Dan Chard, Chairman and CEO of Medifast®

OPTAVIA® is uniquely positioned to support consumers on their weight loss journey and make healthy living second nature.

Unlike other weight loss programs, **OPTAVIA** addresses needs when consumers...



Understanding how and what to eat when dealing with medication side-effects.

Navigating through stalls in weight loss for success.

Help transitioning off medication by learning the Habits of Health®

Continue their lives with healthier habits.

WE WILL GO LIVE ON JANUARY 3, 2024!

Tailored OPTAVIA® focused experience

- **Dedicated LifeMD clinicians** trained on **OPTAVIA's** Program and Plans
- **Customer support** channels specific to **OPTAVIA** Clients and Coaches
- Connectivity to LifeMD from **OPTAVIA account page**
- New kits to support Clients on Medication (through LifeMD or other providers)

LifeMD Subscription Pricing

Month to Month: \$129/month*

3 month commitment – 25% off

- \$290.25 for 1st 3 months
- Automatically charged \$387.00 for the next 3 months*

6 month commitment - 50% off

- \$387 for 1st 6 months
- Automatically charged \$774.00 next 6 months*

Note: Clients can call LifeMD to move to month-to-month plan at end of initial commitment

New "LifeMD Support Bonus"

- Paid for each month a Coach is supporting a Client that is active with LifeMD's weight loss program
- Coach will receive \$25 per month per Client
- Bonus is for the extra support provided to the Client
- Bonus will end when a client cancels their LifeMD subscription

Note: Cost of food and medication not included in subscription price.

*Clients will continue to be automatically charged until they cancel their subscription. For more information regarding LifeMD's subscription plans, including cancellation policies, please see <https://lifemd.com/terms>.

Other pieces of the Collaboration to come over time

NOW: Jan 2024

OPTAVIA® Coaches and Clients can click through to **OPTAVIA.com** to learn about and sign up for LifeMD's subscription program

Ongoing education from **OPTAVIA** and LifeMD to support clients on weight loss medication

NEXT: Spring 2024

LifeMD to offer **OPTAVIA** coaching support as an option to weight loss patients that they onboard

OPTAVIA will ramp up advertising effort to show the world our amazing lifestyle change options

FUTURE: Fall 2024

LifeMD + **OPTAVIA** to roll out a more tightly integrated experience (e.g. data sharing, improved purchase experience)

Potential to roll out other "offers" to better align with client needs



Weight Management Program

SUBSCRIPTION PROGRAM INCLUDES:

Medical intake process to ensure qualification and verify insurance eligibility

Online consultation with a licensed clinician resulting in a tailored treatment program based on health history, current lifestyle, lab tests, weight loss goals, etc.

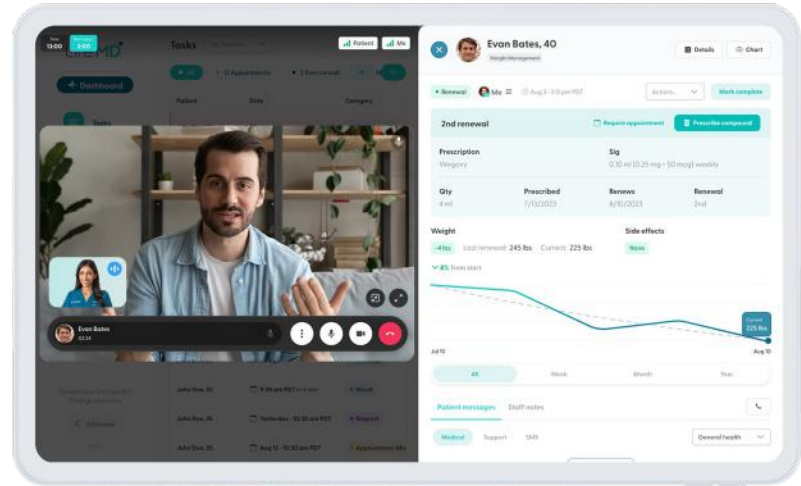
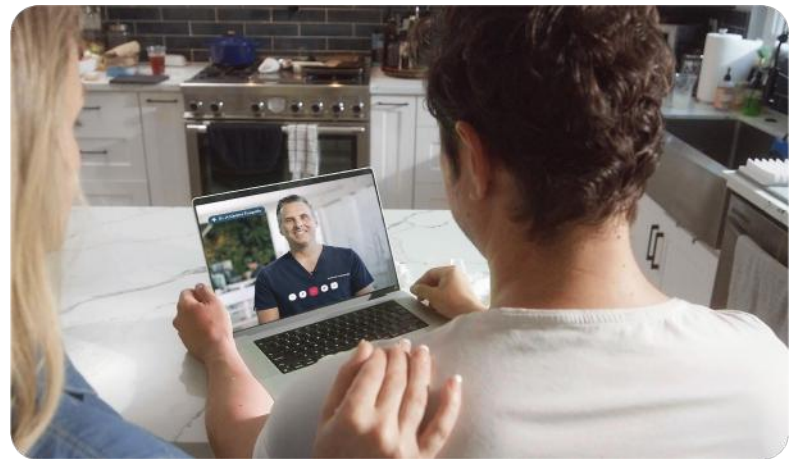
OPTAVIA® one-on-one coaching with an active community for personalized support; education, guidance, check-ins, inspiration, motivation, etc.

Clinically appropriate medications, including FDA approved GLP-1 medications

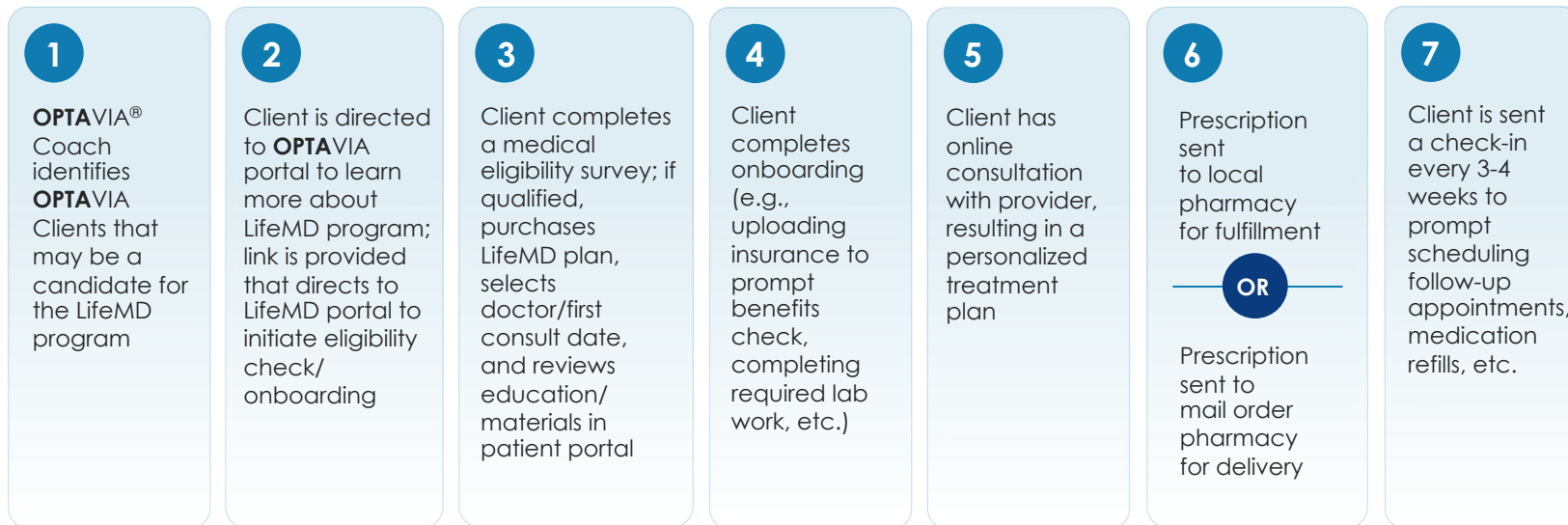
Complimentary full-service lab testing, leveraging preferred relationships and integrations with Quest and LabCorp

Step-by-step guidance, including navigating insurance coverage and local/mail-order prescription fulfillment

Ongoing access to a care team and on-demand consultations with a LifeMD-affiliated provider



LifeMD⁺ PATIENT ONBOARDING & CUSTOMER EXPERIENCE



Behind The Scenes

Reporting (consented/deidentified) on key metrics of **OPTAVIA** Clients

Flagging **OPTAVIA** clients in LifeMD CRM and portal to personalize journey

LifeMD care team trained on **OPTAVIA** lifestyle/nutrition offerings

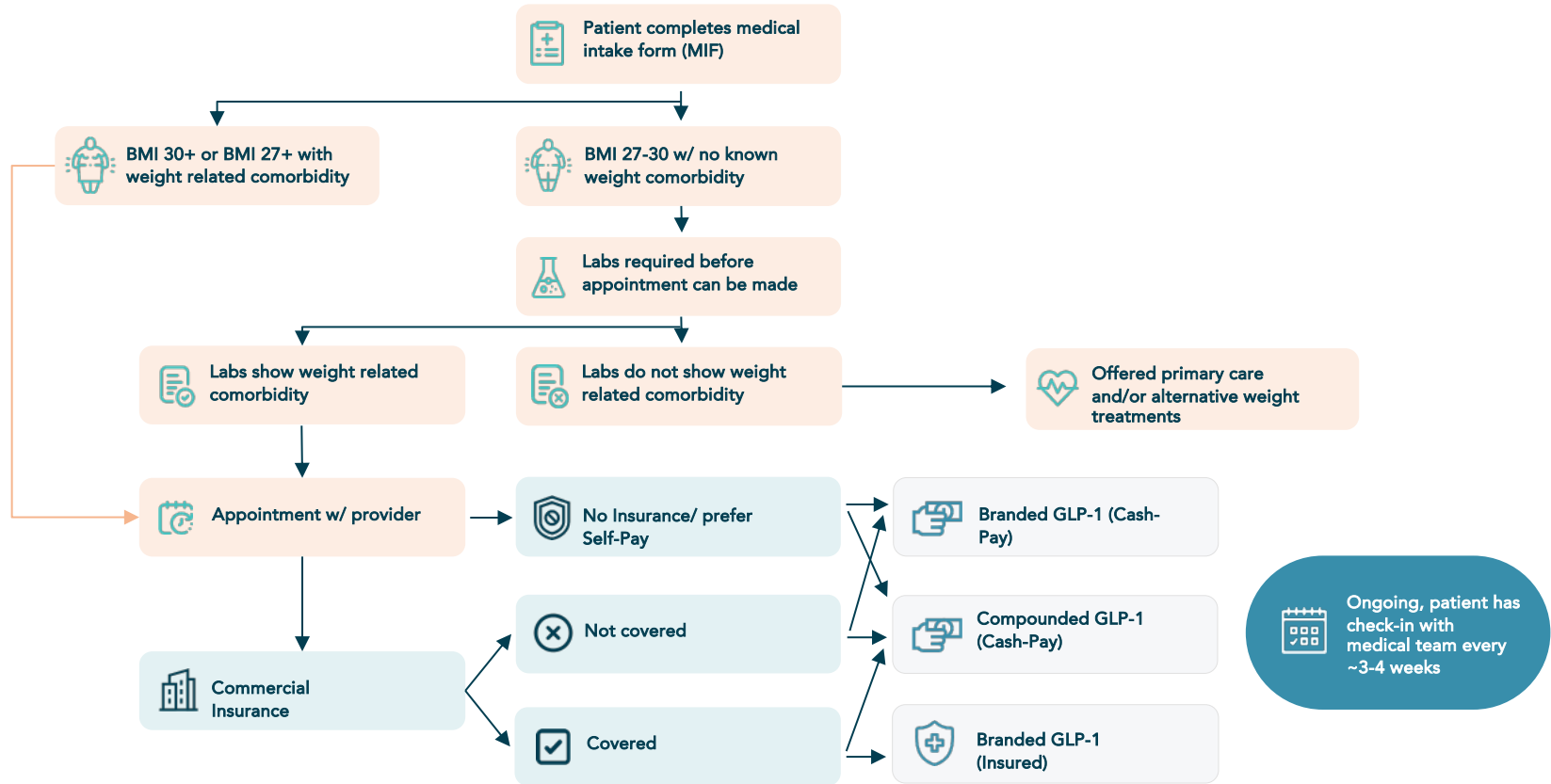
Formalized protocols, triaging and transfers for client support

PROGRAM FEE / SUBSCRIPTION

Program Plan	Fee/Subscription Cost	
Month to month / Monthly	Month 1 \$129 Every month thereafter automatically charged \$129 per month*	Included in Program Fee/Subscription <ul style="list-style-type: none"> • Insurance benefits verification • Prior authorization support • Full medical history assessment • Weight loss related labs • Prescription sent to preferred pharmacy or shipped • Clinical oversight with tailored treatment plan • Ongoing consultations with provider
3 months upfront / Quarterly	Months 1-3 (25% Discount) \$290.25 (\$96.75 per month) Every quarter thereafter automatically charged \$387 for 3 months* (\$129 per month)	Payment Details <ul style="list-style-type: none"> • Patients are billed first payment upon sign-up and subsequent automatic charges on the anniversary date corresponding with signup (i.e., at the start of "month 4" if selected the Quarterly plan) • Patients can switch to the Monthly plan after first payment cycle if preferred
6 months upfront / Every 6 months	Months 1-6 (50% Discount) \$387 (\$65.50 per month) Every 6 months thereafter automatically charged \$774 for 6 months* (\$129 per month)	Medication Costs (not included) <ul style="list-style-type: none"> • Branded prescription medication cost varies by insurance <ul style="list-style-type: none"> • If covered, insurance co-pays range \$25-1300/mo • If not covered, cash pay prices range \$900-\$1400/mo • Compounded Rx medication cost ranges \$150-\$599/mo (based on medication and dosage)

*Clients will continue to be automatically charged until they cancel their subscription. For more information regarding LifeMD's subscription plans, including cancellation policies, please see <https://lifemd.com/terms>.

CLINICAL PROTOCOLS



LifeMD FAQ for OPTAVIA® Coaches

OPTAVIA.me/TelemedicineFAQ



OPTAVIA® PLANS & PRODUCTS

OPTAVIA® Plans & Products help address key nutritional concerns for medication users

Loss of lean muscle mass and nutritional deficits while on a reduced calorie diet are two main areas of concern for medically supported weight loss users. Evidence suggests that the loss of lean body mass can range from 20% to 50% of total weight loss.*

OPTAVIA's products deliver proper nutrition for MSWL users.

OPTAVIA Fuelings



Portion controlled for a suppressed appetite
Fortified with 24 vitamins and minerals to help fill the nutrient gap
Excellent source of protein
Good source of fiber and includes probiotics to help support healthy digestion

OPTAVIA ACTIVE® Whey Protein



24g of high-quality, complete protein to help retain lean muscle mass as you lose weight
Supports muscle growth

OPTAVIA Lean & Green™



Coach-led guidance on how to prepare a healthy meal
200+ high-protein recipes with lean protein, non-starchy vegetables and healthy fats

*Sargeant JA, Henson J, King JA, Yates T, Khunti K, Davies MJ. A Review of the Effects of Glucagon-Like Peptide-1 Receptor Agonists and Sodium-Glucose Cotransporter 2 Inhibitors on Lean Body Mass in Humans. *Endocrinol Metab.* 2019;34(3):247-262. doi: 10.3803/EnM.2019.34.3.247

OPTAVIA® Plan & Kit Considerations for Medically Supported Weight Loss (MSWL)

	Optimal Weight Plans: 5 & 1 Plan® or 4 & 2 & 1 Plan®, 5 & 1 ACTIVE Plan™ & 4 & 2 ACTIVE Plan™	OPTAVIA Nutrition Kit for Medically Supported Weight Loss (NEW)*	OPTAVIA Muscle Health Kit For Medically Supported Weight Loss (NEW)*	Optimal Health 3 & 3 Plan®
CONSUMER NEED	Complete nutrition guidance.	Provides nutrition and lean muscle support while on a reduced calorie diet.	Lean muscle support while on a reduced calorie diet.	Help to keep a healthy weight.
BENEFITS	<p>Clinically-proven plans.</p> <p>Gentle, fat burning state, while on the Optimal Weight 5 & 1 Plan or the Optimal Weight 5 & 1 ACTIVE Plan</p> <p>High protein to help retain lean muscle mass as you lose weight.</p> <p>Fortified with 24 vitamins & minerals to support overall health.</p> <p>Includes probiotics and are a good source of fiber to support digestive health.</p>	<p>2 OPTAVIA Fuelings + 2 ACTIVE Whey Protein servings per day.</p> <p>Lean & Green™ and balanced meal guidance.</p> <p>Portion controlled, nutrient dense Fuelings for a suppressed appetite.</p> <p>High protein to help retain lean muscle mass as you lose weight.</p> <p>Fuelings are fortified with 24 vitamins & minerals to support overall health, includes probiotics and are a good source of fiber to support digestive health.</p>	<p>Up to 3 OPTAVIA ACTIVE® Whey Protein servings per day for adequate protein intake on a reduced calorie diet.</p> <p>Lean & Green and balanced meal guidance.</p> <p>High quality, complete protein to help support lean muscle mass as you lose weight.</p>	<p>3 OPTAVIA Fuelings + 3 small, balanced meals, incorporating all food groups.</p> <p>Supports a healthy weight.</p> <p>Helps support healthy muscle maintenance.</p> <p>Fuelings are fortified with 24 vitamins & minerals to support overall health, includes probiotics and are a good source of fiber to support digestive health.</p>
PRICE	<p>5 & 1 Plan: Starting at \$396.50 \$115.00 off your first Premier order</p> <p>**\$471.85 after first order with Premier Membership</p>	<p>Starting at \$268.15 \$67.00 off your first Premier order</p> <p>**\$321.74 after first order with Premier Membership</p>	<p>Starting at \$158.85 \$30.00 off your first Premier order</p> <p>**\$188.85 after first order with Premier Membership</p>	<p>Starting at \$375.10 \$110.00 off your first Premier order</p> <p>**\$447.59 after first order with Premier Membership</p>
CV/QV	<p>5 & 1: First order: 379.4/358.1 Second order: 451.6/426.2</p>	<p>First order: 230.7/247.2 Second order: 276.8/296.6</p>	<p>First Order: 111.2/151.4 Second Order: 126.6/172.4</p>	<p>First Order: 322.6/350.3 Second Order: 385.0/418.0</p>

*OPTAVIA'S NUTRITION KIT AND MUSCLE HEALTH KIT FOR MEDICALLY SUPPORTED WEIGHT LOSS ARE DESIGNED TO COMPLEMENT A BALANCED, NUTRITIOUS DIET AND DO NOT PROVIDE ADEQUATE NUTRITION ALONE.

**NOTE: SECOND ORDER PRICING IS BASED ON CLIENT ENROLLED IN PREMIER (AUTOSHIP) WITH REWARDS APPLIED TO SECOND ORDER.

Overview: OPTAVIA® Nutrition Kit for Medically Supported Weight Loss

Weight loss medications help jump start your weight loss, but don't teach you proper nutrition for long-term wellbeing. OPTAVIA's habit-based, Coach-guided program helps you create sustainable habits to make positive lifestyle changes. Together, OPTAVIA with the support of weight loss medication can provide a powerful combination to help maximize the chance of your success.



2 OPTAVIA Fuelings. Each portion controlled, high protein Fueling is fortified with 24 vitamins and minerals to help fill the nutrition gap and satisfy hunger.

OPTAVIA's Nutrition Kit for Medically Supported Weight Loss teaches you how to eat better while eating less on weight loss medications. Evidence suggests that the loss of lean body mass can range from 20% to 50% of total weight loss for those using medications.* As you lose weight, getting critical nutrition and retaining lean muscle mass are key. OPTAVIA's Nutrition Kit for Medically Supported Weight Loss provides high-quality protein products and nutrient dense Fuelings along with the guidance to prepare convenient, delicious meals to support your weight loss journey.



2 OPTAVIA ACTIVE® Whey Protein shakes with 24g of high-quality protein to help retain lean muscle mass as you lose weight.

OPTAVIA gives you all the tools you need to make a healthy lifestyle second nature, at the start of your medical weight loss journey and if you choose to transition off medications. Your Coach guides you on how to eat properly long term and how to incorporate healthy activity to keep your body moving. Our active community, nutrition plans and products are constants: teaching you healthy habits, celebrating your victories, and keeping you motivated for long-term success.



Convenient, delicious meals you make yourself to support a healthy diet. OPTAVIA provides hundreds of Lean & Green™ recipes to make healthy eating easy and convenient.

*Sargeant JA, Henson J, King JA, Yates T, Khunti K, Davies MJ. A Review of the Effects of Glucagon-Like Peptide-1 Receptor Agonists and Sodium-Glucose Cotransporter 2 Inhibitors on Lean Body Mass in Humans. *Endocrinol Metab.* 2019;34(3):247-262. doi: 10.3803/EnM.2019.34.3.247

OPTAVIA'S NUTRITION KIT AND MUSCLE HEALTH KIT FOR MEDICALLY SUPPORTED WEIGHT LOSS ARE DESIGNED TO COMPLEMENT A BALANCED, NUTRITIOUS DIET AND DO NOT PROVIDE ADEQUATE NUTRITION ALONE.

What's included in the OPTAVIA® Nutrition Kit for Medically Supported Weight Loss?

30-DAY KIT INCLUDES:



Starting at \$268.15*

\$67.00 off your first Premier (autoship) order
(\$321.74 after first order with Premier membership)

SKU	Item Descriptions	Quantity
77800	Chocolate Mint Cookie Crisp Bar	1
77895	Campfire S'mores Crisp Bar	1
77976	Lemon Tart Crisp Bar	1
77795	Double Peanut Butter Crisp Bar	1
78040	Smoky BBQ Crunchers	1
78020	Cinnamon Sugar Sticks	1
77936	Apple & Cinnamon Spiced Oatmeal	1
78100	Decadent Chocolate Brownie w/ Greek Yogurt Chips	1
77861	Roasted Garlic Mashed Potatoes	1
78145	OPTAVIA ACTIVE® Whey Protein - Chocolate	1
78150	OPTAVIA ACTIVE Whey Protein - Vanilla	1

*Offer valid for new customers only. Enrollment in **OPTAVIA Premier** is required to receive applicable discounts. **OPTAVIA Premier** is our continuous auto-ship program, at no additional cost to you. When enrolled in Premier, you will be charged the same amount (less any applicable Rewards) for your monthly orders which will be billed to your default payment method unless you cancel your membership. **OPTAVIA Premier Official [Terms & Conditions](#)** apply. We recommend Clients consult with their healthcare provider about the **OPTAVIA Plans and Products** to ensure they are appropriate for the individual's needs. To view our complete Medical Disclaimer, [click here](#).

OPTAVIA Clients may choose to customize their kit assortment, choosing from dozens of **OPTAVIA Fuelings**. All new Clients who enroll in **OPTAVIA Premier (autoship)** will receive an **OPTAVIA Classic BlenderBottle®** with their first kit purchase.

Overview: OPTAVIA® Muscle Health Kit for Medically Supported Weight Loss

Evidence suggests that the loss of lean body mass can range from 20% to 50% of total weight loss for those on weight loss medications.* As you lose weight, getting critical nutrition and retaining lean muscle mass are key. The **OPTAVIA Muscle Health Kit for Medically Supported Weight Loss** aids in the retention of lean muscle mass while you lose weight.

Each day you will consume up to 3 OPTAVIA ACTIVE® Whey Protein shakes. High-quality, complete protein evenly distributed throughout the day helps to activate muscle protein synthesis and supports muscle health. In addition, your Coach will provide guidance on how to prepare convenient, delicious meals to support your weight loss journey.

OPTAVIA gives you all the tools you need to make a healthy lifestyle second nature, at the start of your medical weight loss journey and if you choose to transition off medications. Your Coach guides you on how to eat properly long term and how to incorporate healthy activity to keep your body moving. Our active community, nutrition plans and products are constants: teaching you healthy habits, celebrating your victories, and keeping you motivated for long-term success.



*Sargeant JA, Henson J, King JA, Yates T, Khuntii K, Davies MJ. A Review of the Effects of Glucagon-Like Peptide-1 Receptor Agonists and Sodium-Glucose Cotransporter 2 Inhibitors on Lean Body Mass in Humans. *Endocrinol Metab.* 2019;34(3):247-262. doi: 10.3803/EnM.2019.34.3.247

OPTAVIA'S NUTRITION KIT AND MUSCLE HEALTH KIT FOR MEDICALLY SUPPORTED WEIGHT LOSS ARE DESIGNED TO COMPLEMENT A BALANCED, NUTRITIOUS DIET AND DO NOT PROVIDE ADEQUATE NUTRITION ALONE.

What's included in the OPTAVIA® Muscle Health Kit for Medically Supported Weight Loss?



30-DAY KIT INCLUDES:

SKU	Item Descriptions	Quantity
78145	OPTAVIA ACTIVE® Whey Protein - Chocolate	2
78150	OPTAVIA ACTIVE Whey Protein - Vanilla	1

OPTAVIA Clients may choose to customize their kit assortment. All new Clients who enroll in **OPTAVIA** Premier (autoship) will receive an **OPTAVIA** Classic BlenderBottle® with their first kit purchase.

Starting at \$158.85*

\$30.00 off your first Premier (autoship) order
(\$188.85/mo after first order with Premier membership)

*Offer valid for new customers only. Enrollment in **OPTAVIA** Premier is required to receive applicable discounts. **OPTAVIA** Premier is our continuous auto-ship program, at no additional cost to you. When enrolled in Premier, you will be charged the same amount (less any applicable Rewards) for your monthly orders which will be billed to your default payment method unless you cancel your membership. **OPTAVIA** Premier Official [Terms & Conditions](#) apply.

We recommend Clients consult with their healthcare provider about the **OPTAVIA** Plans and Products to ensure they are appropriate for the individual's needs. To view our complete Medical Disclaimer, [click here](#).

NUTRITION & SCIENCE

MEDICALLY SUPPORTED WEIGHT LOSS

SCIENCE AND NUTRITION

Obesity is a chronic disease primarily approached with weight loss. Medically Supported Weight Loss (MSWL) combines the use of weight loss medications with nutrition, exercise, and lifestyle behavior modifications. MSWL is provided under the guidance of a board-certified physician that encompasses Physicians, Nurses, Dietitians, counselors and other healthcare professionals.

Below you will find links to **OPTAVIA**®'s MSWL overview, nutrition guidance, and FAQs:



Medically Supported Weight Loss
Overview and Nutrition Guidance

[OPTAVIA.me/MSWL-Nutrition-Guide](https://optavia.me/MSWL-Nutrition-Guide)



Medically Supported Weight Loss FAQs

[OPTAVIA.me/MSWL-FAQ](https://optavia.me/MSWL-FAQ)

SHARING THE PROGRAM

MEDICALLY SUPPORTED WEIGHT LOSS COACH SHARING GUIDE

Below you will find links to **OPTAVIA**®'s Medically Supported Weight Loss Coach Sharing Guide which will cover approved talking points and language to avoid:



Medically Supported Weight Loss
Coach Sharing Guide

OPTAVIA.me/MSWL-Coach-Sharing