



OPTAVIA

ACTIVE™

**LET'S  
MAKE  
MOVES**





Lifelong transformation,  
*one healthy habit at a time.*®

# It's YOU, our independent OPTAVIA® Coaches, that set us apart.

It is the 1:1 encouragement and empowerment you provide that helps Clients succeed.

But you're more than a Coach. You're a Leader, a cheerleader, and ultimate Client supporter—sharing healthy habits to help your Clients transform their lives.

Now, get ready to help your Clients achieve **more**.



# LET'S MAKE MOVES





# Did You Know?

The older you get, the more your muscle mass decreases.

Changes in muscle mass and strength happen starting as early as age 30!

And, you continue to lose ~3-8% of muscle mass per decade after the age of thirty.





# The market is ready for exercise support products from **OPTAVIA®**.



We are *proud* to introduce

The main logo for OPTAVIA ACTIVE, featuring a sunburst icon above the word "OPTAVIA" and the word "ACTIVE" below it in a large, bold, sans-serif font.

The **OPTAVIA** ACTIVE program is 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 Plans and Products support each motion victory while keeping Clients moving forward on their transformation journey.



# Meet OPTAVIA ACTIVE™



Backed by science



Made with quality ingredients



Free from artificial colors, sweeteners, and flavors



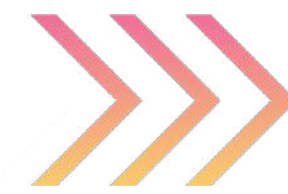
Informed Sport/Choice Certified, a global standard in sports nutrition quality control that ensures it contains no banned substances



OPTAVIA  
ACTIVE™  
is...



Formulated to work within  
**OPTAVIA**®'s proprietary system



Designed by a team of expert  
food scientists + nutritionists



A simple and easy addition to  
Client's daily routines



# The OPTAVIA ACTIVE™ Program incorporates...

Our clinically  
proven plans



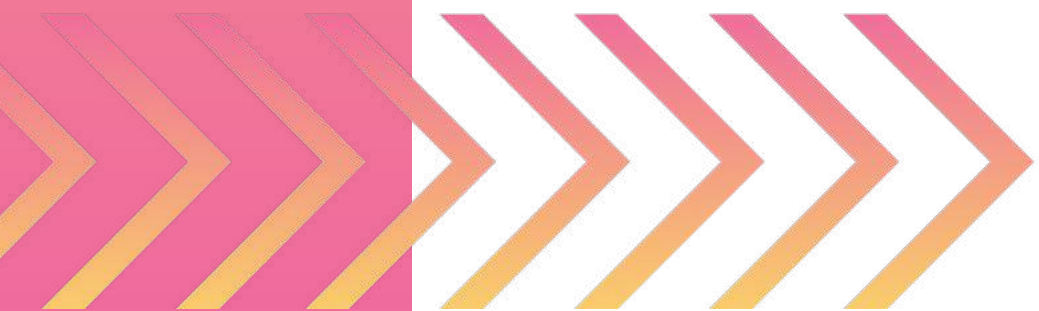
OPTAVIA ACTIVE  
Essential Amino Acid Blend



Together, they are specifically formulated to work within **OPTAVIA's** proprietary system for lean muscle support and workout recovery.



# How **OPTAVIA ACTIVE™** Fits Into Your Client's Existing Plans





Ready to make *moves*?

# Let's get to know the OPTAVIA ACTIVE™ Plans

Whether your Clients are frequent exercisers, or ready to embrace exercise,  
**OPTAVIA ACTIVE** products are an easy addition to their daily routine.

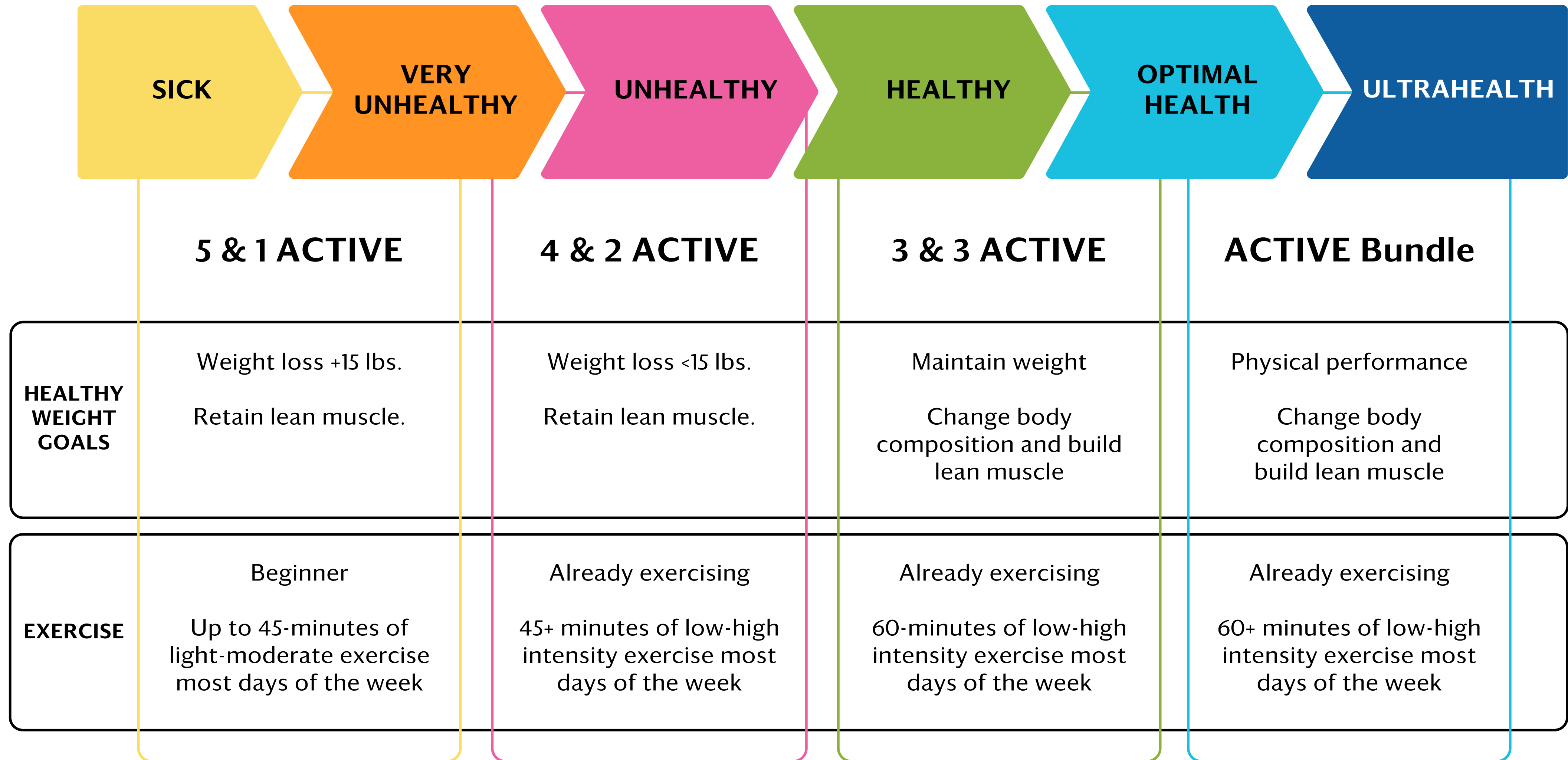
## OPTAVIA ACTIVE Products & Bundles

**Optimal  
Weight 5 & 1  
ACTIVE Plan™**  
(EAAs)

**Optimal  
Weight 4 & 2  
ACTIVE Plan™**  
(EAAs)

**Optimal  
Health 3 & 3  
ACTIVE Plan™**  
(EAAs & Whey Protein)

# OPTAVIA ACTIVE™ Plans





# **A Closer Look: The OPTAVIA ACTIVE™ Program**



A closer look

## What's Included in the **OPTAVIA ACTIVE™** Program?

When Clients start with the **OPTAVIA ACTIVE** Program, they receive all the support they need to succeed, including:

1:1 Coach Support

Community of like-minded people

Habits of Health® Transformational System

Clinically proven plans and scientifically developed products

**OPTAVIA ACTIVE**  
Essential Amino Acid Blend

**NEW!**

**OPTAVIA ACTIVE**  
Whey Protein

**NEW!**

Subscription offer through Aaptiv App for customizable fitness and workout programs\*

**NEW!**

\*Exclusive, discounted membership rates apply.



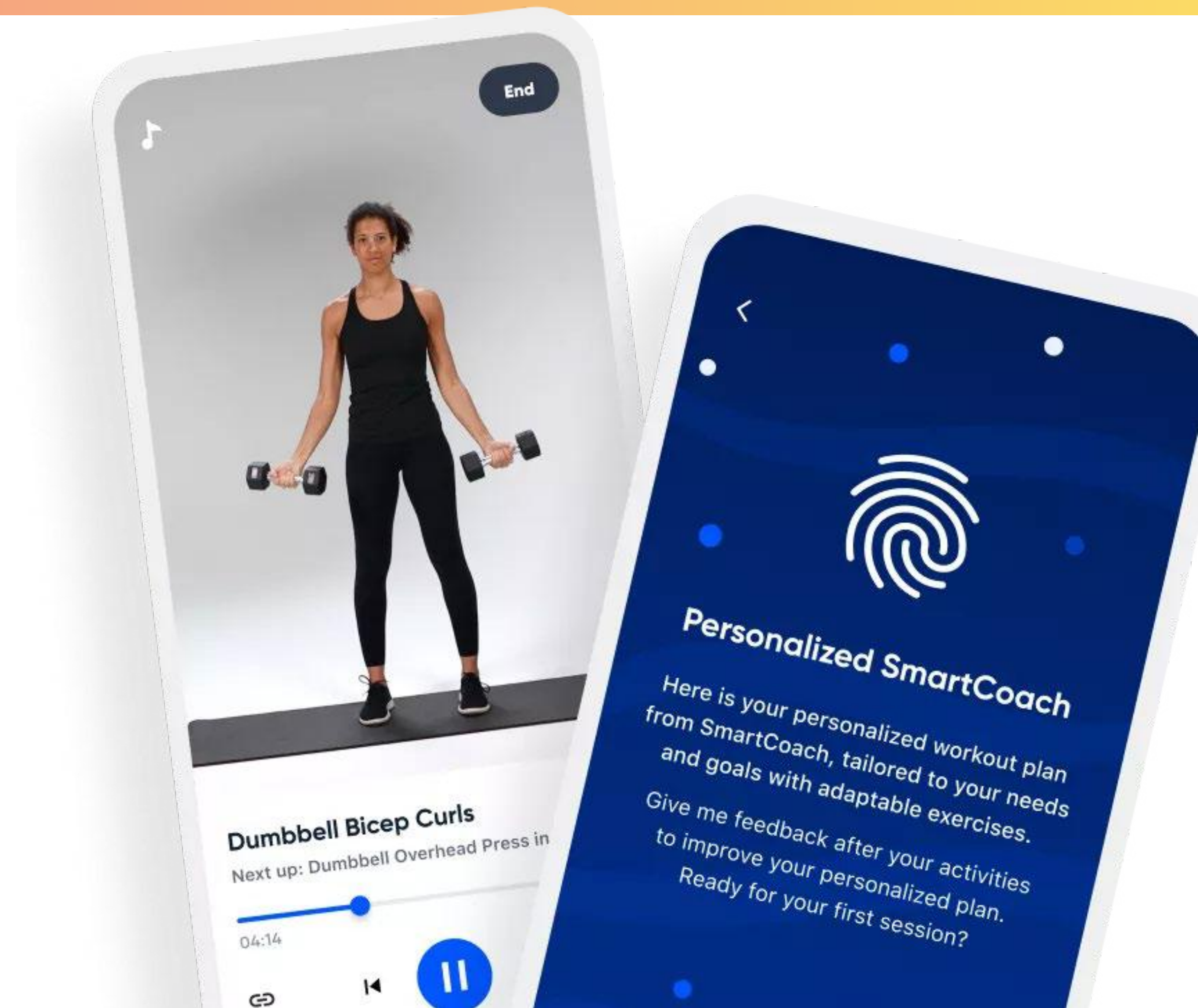
*A closer* look

## What's Included in the **OPTAVIA ACTIVE™** Program?

# Download Aaptiv and Get **ACTIVE!**

**Personal Training for Every Body  
and Every Goal**

We're excited to partner with Aaptiv, a leader in digital fitness, to provide on-demand, audio-guided workouts across various fitness categories.



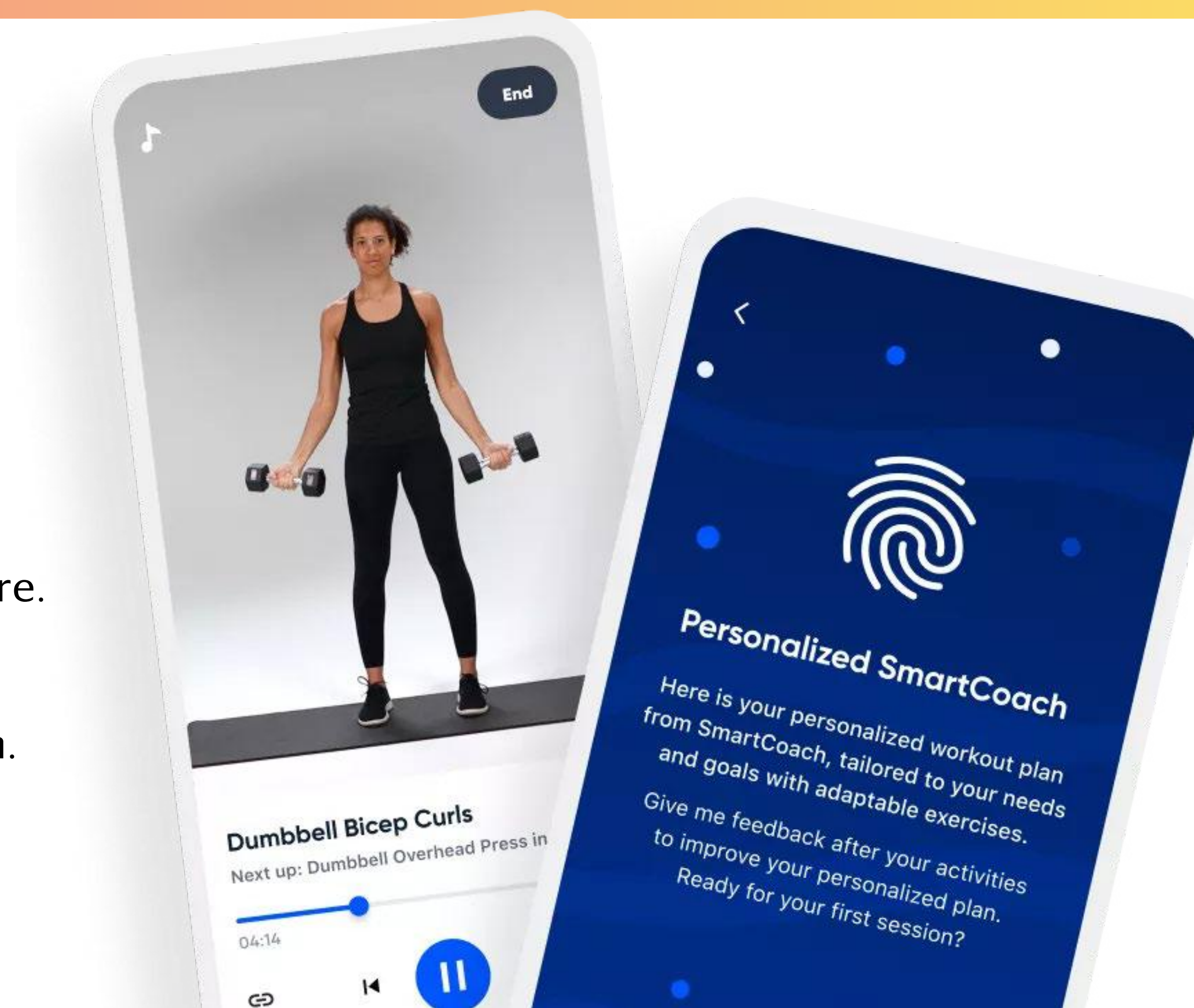


A *closer* look

## What's Included in the **OPTAVIA ACTIVE™** Program?

### With the Aaptiv app, you'll get access to:

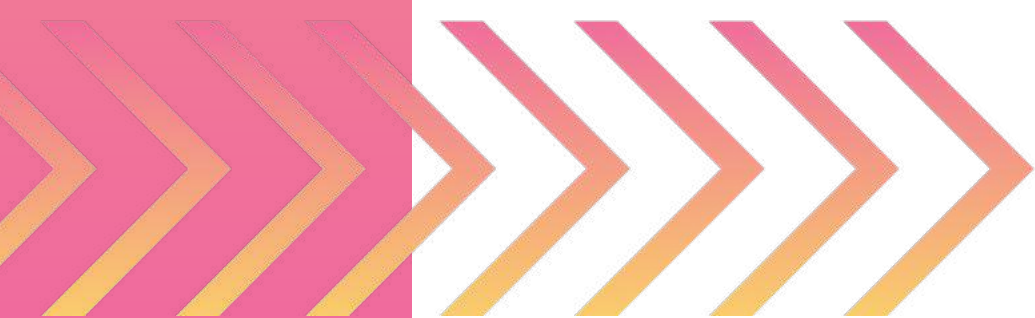
- . 7,000+ on-demand workouts accessible in the award-winning app.
- . 15+ class categories including running, strength training, elliptical, rowing, Pilates, yoga, sleep, meditation and more.
- . 60+ individual fitness and wellness programs.
- . Mindfulness tools for better sleep and guided meditation.
- . Reporting and tracking against goals.





# OPTAVIA ACTIVE™

## Products Deep Dive



PRODUCT DEEP DIVE

# With **OPTAVIA** **ACTIVE™ EAA**s, Your Clients Can Achieve *More!*



Provide the right balance of essential amino acids needed for optimal muscle protein synthesis while following a reduced calorie meal plan.



Support post-exercise muscle recovery.



Made with no artificial flavors, sweeteners or colors.



Are calorie- and carbohydrate-controlled.



10g of EAAs, including an optimal 3.5g of Leucine in every serving and 5.3g of branched-chain amino acids (BCAAs).

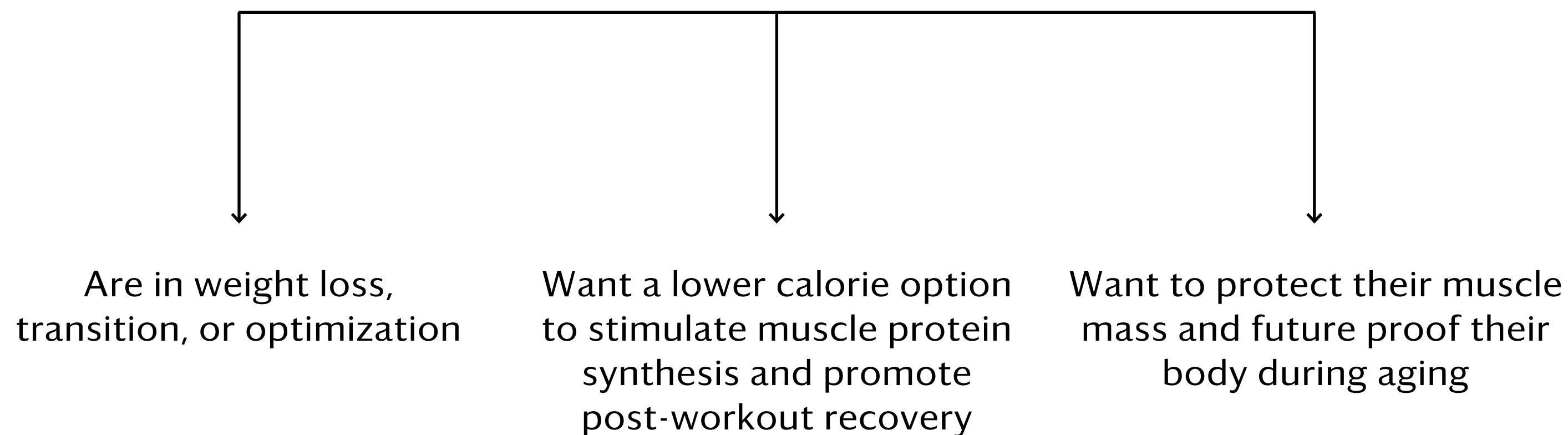


Clinically-studied blend of essential amino acids, including a 4:1:1 ratio of branched-chain amino acids.\*

\*Fujita, 2007; Dreyer, 2008; Glynn, 2010 (J Nutr); Glynn, 2010 (AJPICP); Pasiakos, 2011; Dickinson, 2014; Dickinson 2017



# Choose **OPTAVIA ACTIVE™ EAAs** if your Clients:



## Science-Backed Claims

Activates muscle protein synthesis\*

Reduces muscle soreness after exercise\*

Reduces muscle damage and accelerates muscle recovery after exercise\*

Helps support healthy muscle metabolism during aging\*

As part of a reduced-calorie diet, adequate consumption of proteins and amino acids aids in the retention of lean muscle mass.\*

Fuel post-workout recovery\*

PRODUCT DEEP DIVE

**Support Every**  
*Movement*  
**with OPTAVIA**  
**ACTIVE™ Whey**  
**Protein!**



Is an excellent source of high-quality protein that supports lean muscle growth and post-workout recovery.\*



Can be consumed as a snack at any time of the day (such as between meals or before bed) to help combat hunger and boost protein intake.



Contains no flavors, colors, or sweeteners from artificial sources.



Informed Sport Certified.



No soy, Kosher Dairy, Vegetarian Friendly.



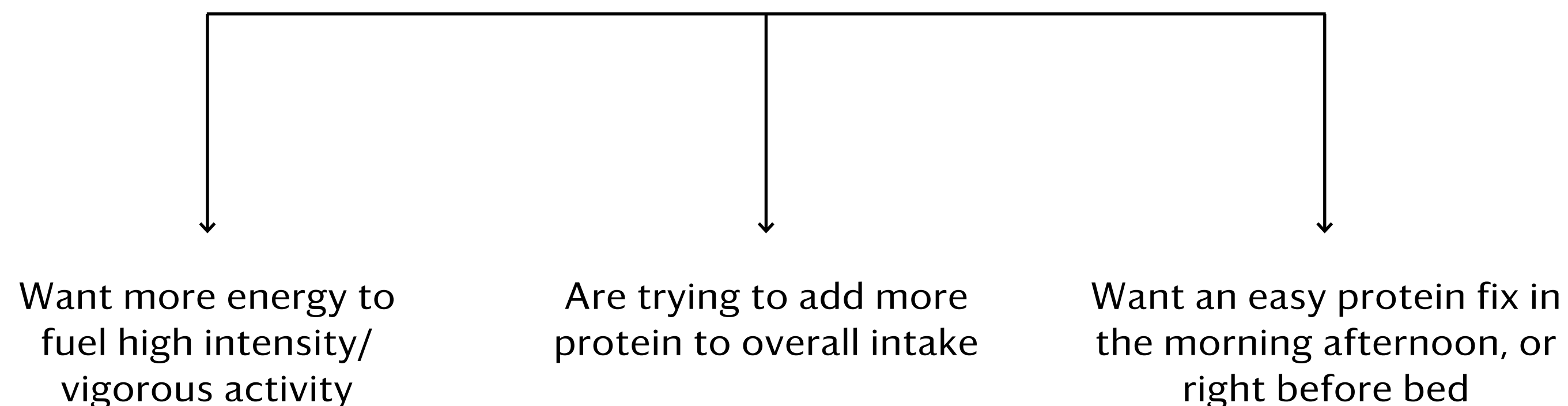
Clients should use when they are in optimization.

\*Whey Protein is for the Optimal Health 3 & 3 ACTIVE Plan™ only and not for weight loss.





# Choose **OPTAVIA ACTIVE™** Whey Protein if your Clients:



**OPTAVIA ACTIVE** Whey Protein is not recommended to be used during weight loss. The product adds 130-140 calories per serving and may impact weight loss results. Whey Protein is beneficial when in Optimization (Optimal Health 3 & 3 Plan®), and can help with muscle growth, recovery, and much more.

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

Science-Backed Claims
24g of high quality whey protein per serving*
Readily digestible and absorbed*
Activates muscle protein synthesis*
Helps build muscle mass and strength (with resistance exercise)*
Anytime protein or post-workout recovery*
Protein can help to reduce feelings of hunger*

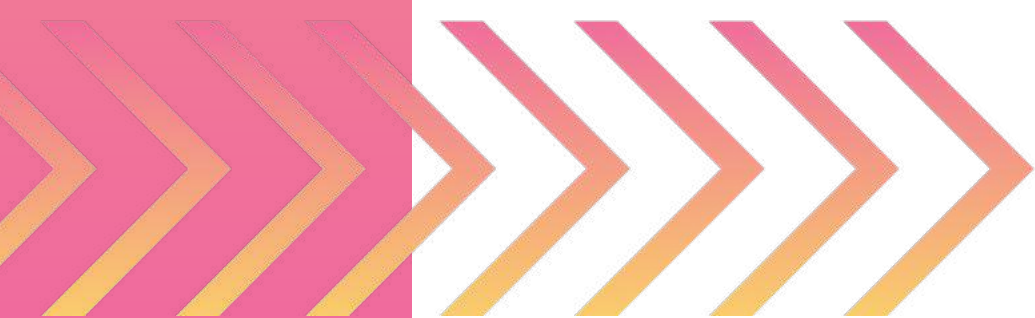
# As a Coach, you know it's all about meeting Clients where they are in their health journey.

This can look very different for everyone based on their need states.

	SICK	HEALTHY	ULTRA HEALTH
<b>We help Clients realize...</b>	I've tried countless diets and quick fixes without success, but with <b>OPTAVIA ACTIVE™</b> I can make a real change in my life	I want to take the next step in my health journey	That movement is a key piece of holistic health, and <b>OPTAVIA ACTIVE</b> now has everything I need to acquire New Clients
<b>We help Clients to believe...</b>	That finally I've found the solution that will work for me	I need to start implementing exercise and supplemental products that my independent <b>OPTAVIA</b> Coach can help me implement	<b>OPTAVIA ACTIVE</b> has transformed my life and will help transform the lives of my prospective Clients, too
<b>So Clients think...</b>	That <b>OPTAVIA ACTIVE</b> offers a turnkey, holistic solution that will help to kickstart a real transformation in my life	That the <b>OPTAVIA ACTIVE</b> Plans and Products can help me get more out of the healthy habits I've already implemented	That <b>OPTAVIA ACTIVE</b> can make an impact and improve the lives of New (and existing) Clients
<b>So Clients feel...</b>	<ul style="list-style-type: none"> <li>• That <b>OPTAVIA ACTIVE</b> is accessible</li> <li>• Supported via independent Coaches + Community</li> <li>• Equipped with knowledge + resources</li> <li>• Confident in starting a new journey</li> </ul>	<ul style="list-style-type: none"> <li>• Empowered + eager to level-up</li> <li>• Equipped with knowledge + resources</li> <li>• Proud to be a part of the Community</li> <li>• That <b>OPTAVIA ACTIVE</b> supports my personalized health journey</li> </ul>	<ul style="list-style-type: none"> <li>• Excited about the new <b>OPTAVIA ACTIVE</b> Platform</li> <li>• Equipped with knowledge+ resources</li> <li>• Confident in Medifast's 40+ years of expertise</li> </ul>
<b>So Clients take action by...</b>	<ul style="list-style-type: none"> <li>• Kickstarting my journey and reclaim my health with <b>OPTAVIA ACTIVE</b></li> <li>• Creating new habits</li> <li>• Celebrating transformation alongside Community</li> </ul>	<ul style="list-style-type: none"> <li>• Evolving my Plan, adding in <b>OPTAVIA ACTIVE</b> products</li> <li>• Creating new habits</li> <li>• Celebrating ongoing transformation</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiring + educating</li> <li>• Supporting + motivating</li> <li>• Celebrating transformation</li> </ul>



# OPTAVIA ACTIVE™ CAMPAIGN & APPROVED MESSAGING



# Ready to share **OPTAVIA ACTIVE™** with your team?

You now know the why behind what makes **OPTAVIA ACTIVE** products so great and how they are an essential part of any health journey.

So how do you shout it from the rooftops? We're here to help.





## The Campaign:

**LET'S  
MAKE  
MOVES**



**OPTAVIA ACTIVE™** is designed to help you get the most out of every movement big or small.

We meet you where you are—turning your goals into healthy habits and habits into Lifelong Transformation, one Healthy Habit at a Time®.

Whether it's a mini movement or a revolution, we are here to guide you. Let's make moves. We will be with you every step of the way.

## Messaging Points:

# What Sets Us Apart?

### **1:1 Coach Support:**

Independent **OPTAVIA** Coaches who support and guide Clients along their journey to Lifelong Transformation, One Healthy Habit at a Time®

### **Community that Empowers:**

The **OPTAVIA** Community, a group of like-hearted, like-minded people who support each other through and through

### **Habits of Health® Transformational System:**

The Habits of Health Transformational System, an innovative lifestyle approach to habit creation that gets the mind and body working together

### **Clinically Proven Plans + OPTAVIA® Products:**

Clinically proven plans and scientifically developed products that are effective and simple tools backed by a cross-disciplinary panel of experts, physicians and scientists

## Messaging Points:

# Campaign One-Liners

"We take the guesswork out of getting healthy."

"Turn exercise goals into healthy habits, and habits into a transformation."

"All the tools you need delivered right to your door."

"Lifelong Transformation, One Healthy Habit at a Time.®"

**LET'S  
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# The Elevator Pitch

Did you know the older you get, the more your muscle mass decreases? And those changes can start as early as age 30!

With **OPTAVIA ACTIVE™**, you can support your muscle tone and future proof your body through movement. **OPTAVIA ACTIVE** is a fully integrated platform and that includes Plans and Products to support the Habits of Healthy Motion.

The new **OPTAVIA ACTIVE** Essential Amino Acid Blend and Whey Protein products are specifically formulated to work within **OPTAVIA**'s proprietary system, providing a unique, holistic health solution that can't be found anywhere else.

With **OPTAVIA ACTIVE**, you can get more from your healthy habits.





# It's Time to Make *Business* Moves!

When encouraging your Clients to try the **OPTAVIA ACTIVE™** Healthy Motion platform, focus on:

01

Highlighting how all elements of the solution (including the new **OPTAVIA ACTIVE** Program) work together to promote holistic health

02

Meeting your Clients where they are in their journey– encouraging all movements big and small

03

Approaching the Habit of Healthy Motion as the next step and evolution of the **OPTAVIA®** experience

04

How adding the appropriate **OPTAVIA ACTIVE** product can help Clients get more from their motion

05

Messaging that **OPTAVIA ACTIVE** products are a superior, high quality product

# It's Time to Get Active On *Social!*

We know you're ACTIVE—so let's see it!  
Share pics of you and your Clients making  
moves or enjoying **OPTAVIA ACTIVE™**  
products across your social channels.  
Don't know where to start?

We've got you covered.



Utilize the hashtags #**OPTAVIAACTIVE**, #GetActive30 to increase potential reach and ensure all content within the campaign lives in one place



Leverage a mix of content types (Reels, carousels, static posts, etc.)



Leverage a consistent look and feel



Introduce a mix of educational content



Leverage trending audio for discoverability



Create content that feels authentic to you and your experience with **OPTAVIA®**



Create a sense of Community through your content by responding and liking comments



# Rally your teams and *join us* in the

OPTAVIA®

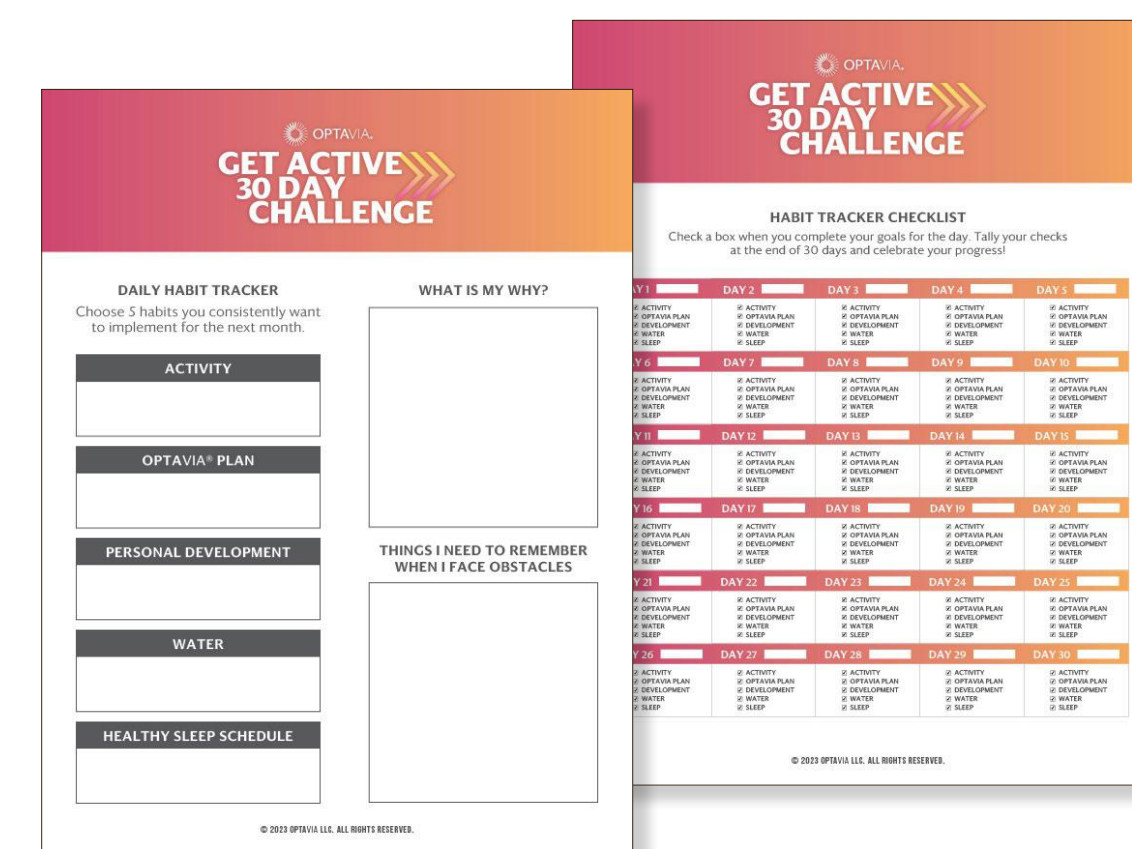
# GET ACTIVE 30 DAY CHALLENGE

#GETACTIVE30

Join us as we kick off this new  
ACTIVE era at **OPTAVIA**, *together*.

Let's set achievable daily goals, and activate for 30 days.  
We'll celebrate the victory of habit-building together, and  
inspire those around us to do the same, recommitting to  
our health, making moves towards Lifelong Transformation,  
One Healthy Habit at a Time®.

**OPTAVIA** Coaches, *are you in?*



#GetActive30 Assets will be available  
on **OPTAVIA SHARE** soon!



Let's Make *Moves!*

## Helpful Resources & Documents

[Coach Landing Page](#)

[OPTAVIA ACTIVE™ Essential  
Amino Acid Blend Product  
Information Sheet](#)

[OPTAVIA ACTIVE  
Whey Protein Product  
Information Sheet](#)

[Aptiv App  
Information Sheet](#)

[OPTAVIA ACTIVE Essential  
Amino Acid Blend FAQs](#)

[OPTAVIA ACTIVE  
Whey Protein FAQs](#)

[OPTAVIA ACTIVE Essential  
Amino Acid Blend Claims](#)

[OPTAVIA ACTIVE  
Whey Protein Claims](#)

[OPTAVIA ACTIVE Essential  
Amino Acid Blend Brochure](#)

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