

INTRODUCING



OPTAVIA

ACTIVE™



DID YOU KNOW?

As early as age 30, you begin to lose muscle mass and muscle strength, and continue to lose approx. 30-50% of it between ages 40 - 80!^[1]

OPTAVIA[®] now offers a range of products specifically formulated to provide essential nutrients to support an active and healthy lifestyle.



Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.



LET'S MAKE MOVES.

Whether it's weight loss, building strength, or overall wellbeing, let's make moves to help future-proof your body during aging.

OPTAVIA's ACTIVE Products are specially formulated to work within our proprietary plans. When paired together, alongside support from our independent **OPTAVIA** Coaches and Community, our new ACTIVE products offer the ultimate holistic solution to Lifelong Transformation, One Healthy Habit at a Time[®].

Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

GET THE MOST OUT OF YOUR MOTION.

With the right tools, even your smallest movements can work toward strengthening your body.

OPTAVIA ACTIVE Products & Plans were designed to meet you wherever you are in your fitness journey.

When you add **OPTAVIA** ACTIVE Essential Amino Acid (EAA) Blend or **OPTAVIA** ACTIVE Whey Protein to your Plan, you'll get an even greater boost toward better. So, whatever moves you, let it. **OPTAVIA** helps you make it count for more.



Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

THE OPTIMAL WEIGHT 5 & 1 ACTIVE PLAN™

is designed to work with your ever evolving relationship with motion. Whether you're a frequent exerciser or ready to embrace moderate exercise, the Optimal Weight 5 & 1 ACTIVE Plan makes even small, daily movements add up to something greater.

How Does It Work?

While using the Optimal Weight 5 & 1 ACTIVE Plan, your body enters a gentle, but efficient fat burning state while providing adequate protein to help retain lean muscle mass. With **OPTAVIA** ACTIVE EAAs supporting you as your optional snack, your muscles get the insurance they need so that you can continue doing the activities you love.



OPTAVIA ACTIVE EAAs use a clinically studied combination of EAAs¹⁻⁶, with approximately a 4:1:1 ratio of branched-chain amino acids, designed to:



HELP SUPPORT
HEALTHY MUSCLE[†]



REDUCE
MUSCLE SORENESS AFTER EXERCISE[†]



ACTIVATE
MUSCLE PROTEIN SYNTHESIS[†]

This premium formula provides 10 grams of EAAs in each serving, including 5.3 grams of branched-chain amino acids (BCAAs). The easy-to-blend supplement comes in two refreshing flavors, Strawberry Lemonade and Orange Mango, both of which contain no flavors, colors, or sweeteners from artificial sources, and no stimulants.

[†]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

THE OPTIMAL WEIGHT 4 & 2 ACTIVE PLAN™

is perfect for you if you prefer a flexible meal plan to help you achieve a healthy weight and exercise. With **OPTAVIA**, you don't have to stress about food choices. We're here to help with simple nutrition and a clinically proven, easy to follow plan.

How Does It Work?

As you begin to add motion to your health journey, our NEW **OPTAVIA ACTIVE** Products can support your fitness goals. When incorporating ACTIVE EAAs on the Optimal Weight 4 & 2 ACTIVE Plan, they will replace your daily healthy snack.



SAMPLE DAYS ON THE OPTIMAL WEIGHT 4 & 2 ACTIVE PLAN

EXERCISE DAYS:



MORNING EXERCISE DAYS:



NON-EXERCISE DAYS:



Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

THE OPTIMAL HEALTH 3 & 3 ACTIVE PLAN™

is designed for those who have achieved their optimal weight and want to maintain their weight loss and healthy habits through a combination of products that fit their needs for nutrition, performance and recovery. By adding **OPTAVIA ACTIVE EAs** and/or **Whey Protein**, you can support every movement and achieve even more.

OPTAVIA ACTIVE Whey Protein features 24g of high quality protein that is readily digestible and easily absorbed. The anytime protein is designed to:



ACTIVATE
MUSCLE PROTEIN SYNTHESIS



HELP BUILD MUSCLE MASS
AND STRENGTH WITH RESISTANCE EXERCISE

Our premium, delicious formula is available in Chocolate and Vanilla, both of which contain no flavors, colors, or sweeteners from artificial sources, and no stimulants.

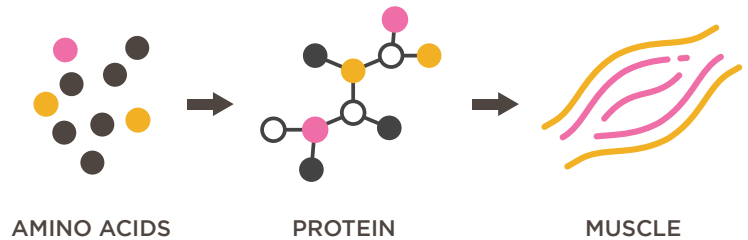


Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

THE SCIENCE BEHIND OPTAVIA ACTIVE EAAs

What are amino acids?

Amino acids are the building blocks of proteins.⁷ There are two types of amino acids: non-essential, which are produced in sufficient quantities by our bodies, and essential, which are not produced in the body. Because EAAs cannot be made by the body, they must be supplied by the foods we eat.



What are branched-chain amino acids?

Of the essential amino acids, three — leucine, isoleucine, and valine — are called branched-chain amino acids (BCAAs). BCAAs are special because they increase the signal to your body to make protein. Leucine is vital in stimulating muscle protein synthesis, a natural process in which protein is produced to repair or build new muscle.

Consuming a minimum of 2.5g of leucine at a time has been shown to stimulate muscle protein synthesis.⁷

Valine and isoleucine work together with leucine to enhance protein synthesis.⁹ Together, they also influence protein turnover and energy metabolism.⁹

While BCAAs increase the signal to your body to make protein, this does not necessarily translate into muscle growth.¹⁰ All essential amino acids in adequate amounts are required for new muscle protein synthesis, which supports new muscle development.¹⁰ **OPTAVIA ACTIVE EAAs** include a clinically studied effective blend of eight essential amino acids, including 3.5 grams of leucine¹⁻⁶, that makes this supplement right for every body, no matter where you are on motion journey.

Think of it this way:

**Leucine turns on the switch,
and the other EAAs power
the light.**

Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.



THE SCIENCE BEHIND OPTAVIA ACTIVE WHEY

What is whey protein?

OPTAVIA ACTIVE Whey Protein can be used for post-workout recovery or as part of your protein-balanced meal plan any time of the day. Each serving delivers 24g of high quality protein that can be readily digested, rapidly absorbed, and is effective for stimulating muscle protein synthesis.

OPTAVIA ACTIVE Whey Protein can help:

- Reduce and alleviate muscle soreness after exercise
- Aid in/support post-exercise muscle recovery
- Reduce muscle damage and accelerate muscle recovery after exercise
- To increase feelings of satiety/fullness
- To reduce feelings of hunger



Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.



EXERCISE ON THE OPTIMAL WEIGHT 5 & 1 ACTIVE PLAN

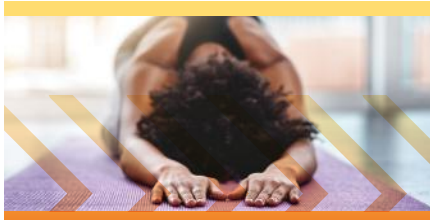
Up to 45 minutes of low-to-medium intensity exercise most days of the week.



EXERCISE ON THE OPTIMAL WEIGHT 4 & 2 ACTIVE PLAN AND THE OPTIMAL HEALTH 3 & 3 ACTIVE PLAN

60 minutes of physical activity most days of the week.

Exercise Intensity Levels



Low Intensity: This is a good place to start, especially for beginners or those new to exercise.

Examples:

- > Gardening
- > Housework
- > Walking
- > Yoga
- > Playing with kids or dog



Medium Intensity: Begin with 15 to 20 minutes per day, and gradually work your way up to 30 to 45 minutes a day, four to five days per week.

Examples:

- > Brisk walking or hiking
- > Casual biking
- > Sports
- > Dancing
- > Elliptical trainer



High Intensity: Not recommended for beginners or anyone on the 5 & 1 ACTIVE Plan. These exercises are for individuals in optimization who already work out daily.

Examples:

- > Running
- > Briskly climbing stairs
- > Advanced aerobics
- > Spinning class
- > Jumping rope
- > Vigorous strength training

For those in Optimization and following the Optimal Health 3 & 3 ACTIVE Plan, we recommend incorporating at least 200 to 300 minutes of moderate exercise per week to help prevent weight regain^[12,13]. That's about 60 minutes of physical activity most days of the week. It's important to maintain an exercise routine that incorporates a variety of physical activities, especially strength training and medium to high intensity aerobic exercise.

Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

High-intensity exercise should always include a 5-10 minute warm-up and cool-down period, along with a series of stretches.

HOW TO USE OPTAVIA ACTIVE EAAs:

Mix one level scoop with 16 fl. oz. of cold water (adjust water level for taste preference) in a shaker or BlenderBottle® and shake vigorously.

On exercise days, consume two servings daily. One serving with your first meal or **OPTAVIA Fueling** of the day and one serving during or immediately following exercise.

On non-exercise days, consume one serving with a meal or **OPTAVIA Fueling**, preferably the first meal of the day.

For maximum results, OPTAVIA ACTIVE EAAs should be consumed within 15 minutes.



SAMPLE DAYS ON THE OPTIMAL WEIGHT 5 & 1 ACTIVE PLAN

EXERCISE DAYS:



NON-EXERCISE DAYS:



Further questions? Reference the [OPTAVIA ACTIVE Essential Amino Acid Blend FAQ](#).

Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

HOW TO USE OPTAVIA ACTIVE WHEY PROTEIN:

Mix one level scoop with 6-8 fl. oz. cold water in a shaker or BlenderBottle and shake until dissolved.

For best results, consume within 60 minutes after exercise or enjoy anytime as part of your protein-balanced meal plan.



SAMPLE DAYS ON THE OPTIMAL HEALTH 3 & 3 ACTIVE PLAN

EXERCISE DAYS:



NON-EXERCISE DAYS:



Further questions? Reference the [OPTAVIA ACTIVE Whey Protein FAQ](#).

Before starting any dietary supplement or a weight loss or exercise program, be sure to check with your healthcare provider first.

References

1. Fujita, S., et al., Nutrient signalling in the regulation of human muscle protein synthesis. *J Physiol*, 2007. 582(Pt 2): p. 813-23.
2. Dreyer, H.C., et al., Leucine-enriched essential amino acid and carbohydrate ingestion following resistance exercise enhances mTOR signaling and protein synthesis in human muscle. *Am J Physiol Endocrinol Metab*, 2008. 294(2): p. E392-400.
3. Pasiakos, S.M., et al., Leucine-enriched essential amino acid supplementation during moderate steady state exercise enhances postexercise muscle protein synthesis. *Am J Clin Nutr*, 2011. 94(3): p. 809-18.
4. Dickinson, J.M., et al., Leucine-enriched amino acid ingestion after resistance exercise prolongs myofibrillar protein synthesis and amino acid transporter expression in older men. *J Nutr*, 2014. 144(11): p. 1694-702.
5. Pasiakos, S.M., et al., Human Muscle Protein Synthetic Responses during Weight-Bearing and Non-Weight-Bearing Exercise: A Comparative Study of Exercise Modes and Recovery Nutrition. *PLoS One*, 2015. 10(10): p. e0140863.
6. Dickinson, J.M., et al., The impact of postexercise essential amino acid ingestion on the ubiquitin proteasome and autophagosomal-lysosomal systems in skeletal muscle of older men. *J Appl Physiol*, 2017. 122(3): p. 620-30.
7. Layman, D.K., Chapter 55: Protein nutrition, meal timing, and muscle health, in *Handbook of Nutrition and Food*, C. Berdanier, J. Dwyer, and D. Heber, Editors. 2013, CDC Press: Boca Raton.
8. Moberg, M., et al., Activation of mTORC1 by leucine is potentiated by branched-chain amino acids and even more so by essential amino acids following resistance exercise. *Am J Physiol Cell Physiol*, 2016. 310(11): p. C874-84.
9. Monirujjaman, M. and A. Ferdouse, Metabolic and Physiological Roles of Branched-Chain Amino Acids. *Adv Mol Biol.*, 2014. 2014: p. 1-6.
10. Wolfe, R.R., Branched-chain amino acids and muscle protein synthesis in humans: myth or reality? *J Int Soc Sports Nutr*, 2017. 14: p. 30.
11. Keller, 2013; Marty, 2017; Volpi, 2004; Marzetti, 2017; Wolfe, 2006.
12. Piercy KL, Troiano RP, Ballard RM, et al. The Physical Activity Guidelines for Americans. *JAMA*. 2018;320(19):2020-2028. doi:10.1001/jama.2018.14854.
13. Jensen md, ryan dh, apovian cm, et al. 2013 aha/acc/tos guideline for the management of overweight and obesity in adults: A report of the american college of cardiology/american heart association task force on practice guidelines and the obesity society [published correction appears in *J am coll cardiol*. 2014 jul 1;63(25 Pt B):3029-3030]. *J Am Coll Cardiol*. 2014;63(25 Pt B):2985-3023. doi:10.1016/j.jacc.2013.11.004.



OPTAVIA®

