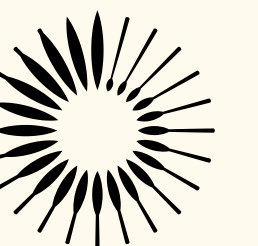


OPTAVIA

ASCEND™

Our newest product line is here — and so are two science-backed nutrition plans designed for those on GLP-1s and people seeking weight management.





Let's Set the Scene...

People are drowning in a sea of mixed messages and hype as they navigate weight loss and healthy eating.

Now, add in the flood of GLP-1s — that can jumpstart weight loss, but then what? — and the confusion hits overdrive.

There's no shortage of solutions out there, but nothing brings it all together like **OPTAVIA**.

Enter OPTAVIA[®]

Everything you need, all in one place. No stress, just straightforward guidance every step of the way.

As a physician-founded company with a long-standing scientific and clinical heritage, our simple yet comprehensive program helps make living a healthy lifestyle second nature.



And now, we're dropping
our latest innovation...

Introducing...



ASCEND™

Created specifically for the GLP-1 journey and perfectly suited for weight management.

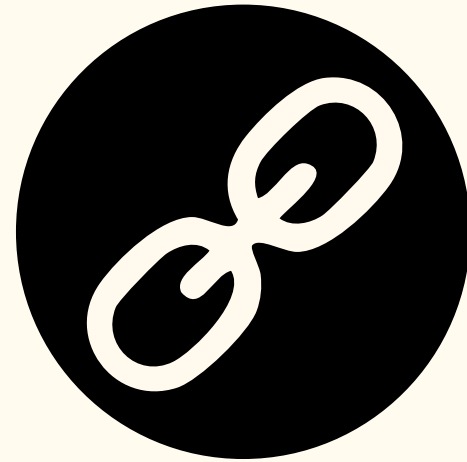
with the right amounts of

- ✓ Protein
- ✓ Fiber
- ✓ And essential nutrients

to help

- ✓ Preserve muscle
- ✓ Support digestive health
- ✓ And promote nutrient absorption

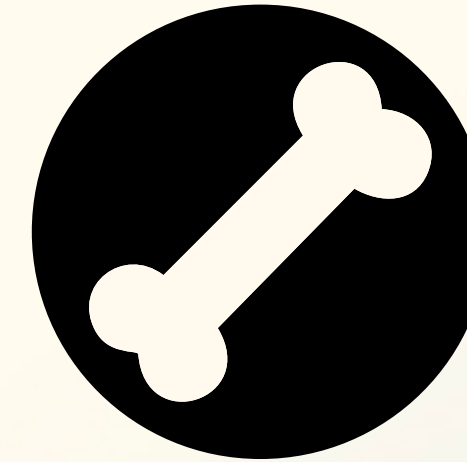
OPTAVIA ASCEND™ Mini Meals



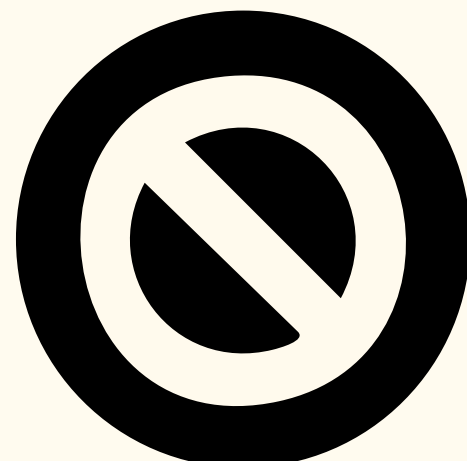
20 grams or more of high-quality protein to help retain lean muscle mass



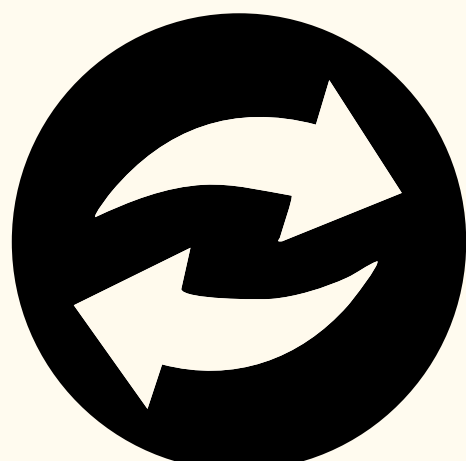
5–10 grams of fiber to promote digestive health



Calcium to support bone health and muscle function



No flavors, colors or sweeteners from artificial sources



Interchangeable and versatile



Portion controlled for a low-calorie diet



BREAKFAST
Waffle & Pancake Mix



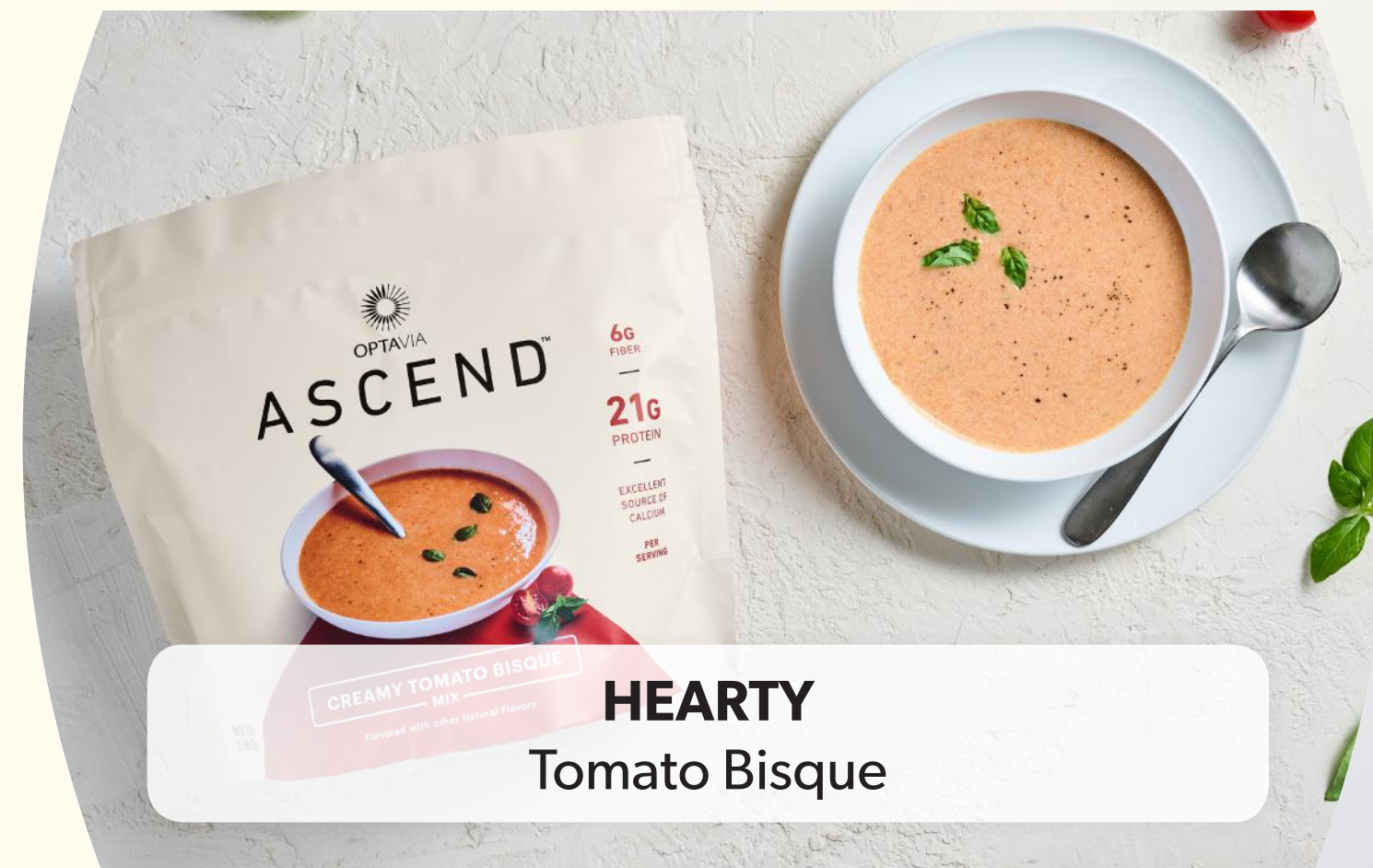
BARs
Birthday Cake, Chocolate Brownie
& Everything Bagel



SHAKES
Chocolate, Vanilla & Strawberry



STRAWS
Sweet Chili Straws & Cheddar Straws



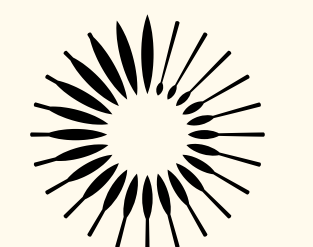
HEARTY
Tomato Bisque

OPTAVIA ASCEND™ mini meals take the guesswork out of nutrition.

These mini meals deliver targeted nutrition that gives your body what it needs to succeed — whether you're losing weight on a GLP-1 medication or are in weight management mode.

Each mini meal is packed with 20 grams or more of high-quality protein to help retain lean muscle mass, 5–10 grams of fiber to promote digestive health and key nutrients like calcium to support bone health and muscle function.

From sweet to crunch to hearty, all mini meals are scientifically formulated with macro and micronutrients to help preserve muscle, support digestive health and promote nutrient absorption — and are ready to grab, shake or heat.



Nutrition Plans

Introducing Two New Nutrition Plans

GLP-1 Nutrition Support Plan



Optimization Plan



Introducing the GLP-1 Nutrition Support Plan

The perfect nutritional companion to your GLP-1 medication , allowing you to focus on your weight loss without the stress of figuring out what to eat.



3 OPTAVIA ASCEND™ mini meals

- 20 grams of protein or more to retain lean muscle
- 5–10 grams of fiber to support digestive health
- Calcium to support bone health and muscle function



1 OPTAVIA® Lean & Green+ meal

- Nutritionally balanced
- Protein and fiber-rich foods
- All food groups
- Simple recipes



OPTAVIA ASCEND Essential Nutrients Pack

- Multivitamin & minerals
- Omega-3 fatty acids

Additional Fruits & Vegetables As Tolerated

Benefits of the GLP-1 Nutrition Support Plan

Nutrient-Dense Food Choices

Help fill fiber, vitamin and mineral gaps

Lower Food Volume Options

OPTAVIA ASCEND is under 230 calories per serving
1200–1500 calories per day

Adequate Protein Distributed Evenly Throughout the Day

~100g+ protein per day
~20g+ of protein per eating occasion

Fills Nutrient Inadequacies

Dietary supplementation (multivitamin & minerals and Omega-3s)

Simple, Convenient Recipes

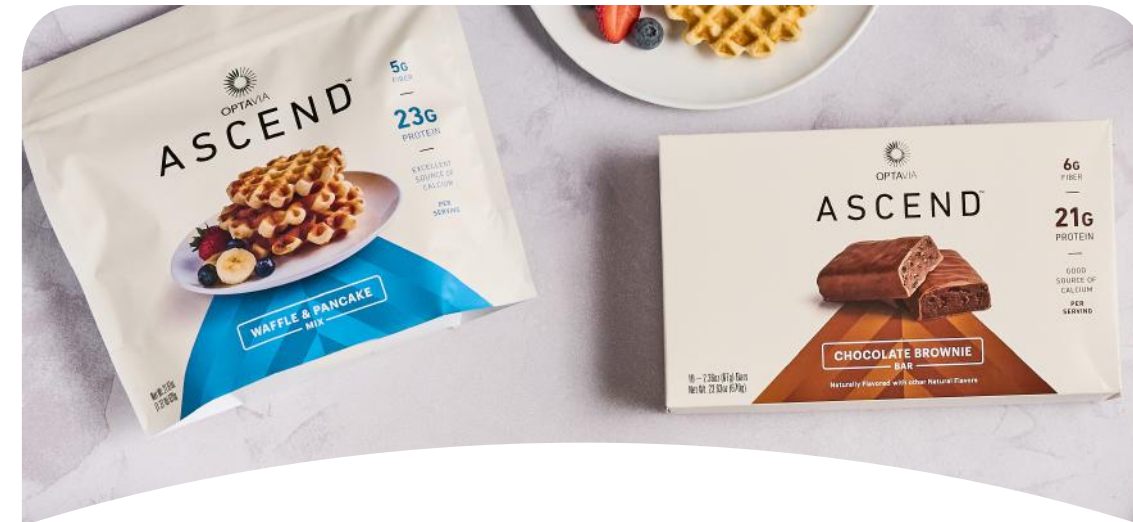
Provide balance of protein, healthy fats and nutritious carbohydrates

General Structure for Weight Loss Phase that Leads to Healthy Eating for Life

Limit added sugars, saturated fats and sodium

Introducing the Optimization Plan

You've reached your weight loss goal and established positive habits to make a healthy lifestyle second nature. Now, we're here to help you move into the next phase of your health journey. **Welcome to optimization.**



2 OPTAVIA ASCEND™ mini meals

- 20 grams of protein or more to retain lean muscle
- 5–10 grams of fiber to support digestive health
- Calcium to support bone health and muscle function



2 OPTAVIA Lean & Green+ meals

- Nutritionally balanced
- Protein and fiber-rich foods
- All food groups
- Simple recipes



2 or more healthy exchanges based on your TEE

- Healthy, whole foods, ~100 calories and ~15 grams of carbs or less
- Wide variety to offer flexibility to reach calorie needs
- Fruit, dairy, whole grains, **OPTAVIA ACTIVE EAAs**

OPTAVIA ASCEND™
Daily Nutrients Pack

- Multivitamin & Minerals
- Omega-3 Fatty Acids

Other Plan Components

Elevator pitch

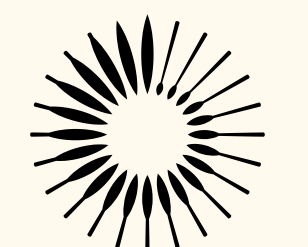
Lean & Green+ Recipes Help Make Healthy Cooking Easy and Fun.

Meal planning can feel overwhelming, and creating balanced meals the whole family enjoys is even harder. Who has time for that? We understand, and we're here to make it easy.

Our new Lean & Green+ recipes, developed by culinary experts and dietitians, are packed with protein, healthy fats and the right balance of healthy carbohydrates — all in perfectly portioned servings. With a wide variety of flavors, there's something for everyone in the family to enjoy.

Simply incorporate these Lean & Green+ meals into your coach-guided GLP-1 Nutrition Support and Optimization Plans, and you're ready to go.

Because when meals are easy and enjoyable to make, sticking to a nutritious diet becomes second nature, making healthy living a part of everyday life.



OPTAVIA® Lean & Green+

● **Protein** 3–4 ounces ALL protein
(including beans and lentils)

● **Fat** 0–2 servings
(based on appetite level)

● **Fruits & Vegetables** 2–3 total servings of
fruits and / or vegetables

● **Whole Grain** 1 serving whole grain
or starchy vegetable

● **Dairy** 1 serving (optional with meal)

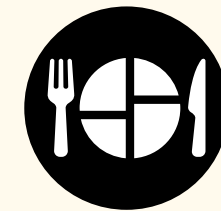




Our Lean & Green+ meals are:



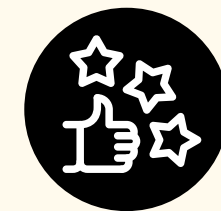
Nutritionally balanced protein, carbohydrates, fiber and healthy fats



Healthy portion sizes to empower smart food choices



Addition of fruits, whole grains and dairy to support nutrition while you're managing or losing weight with a GLP-1



Created by culinary experts and dietitians so you know you're getting the right balance



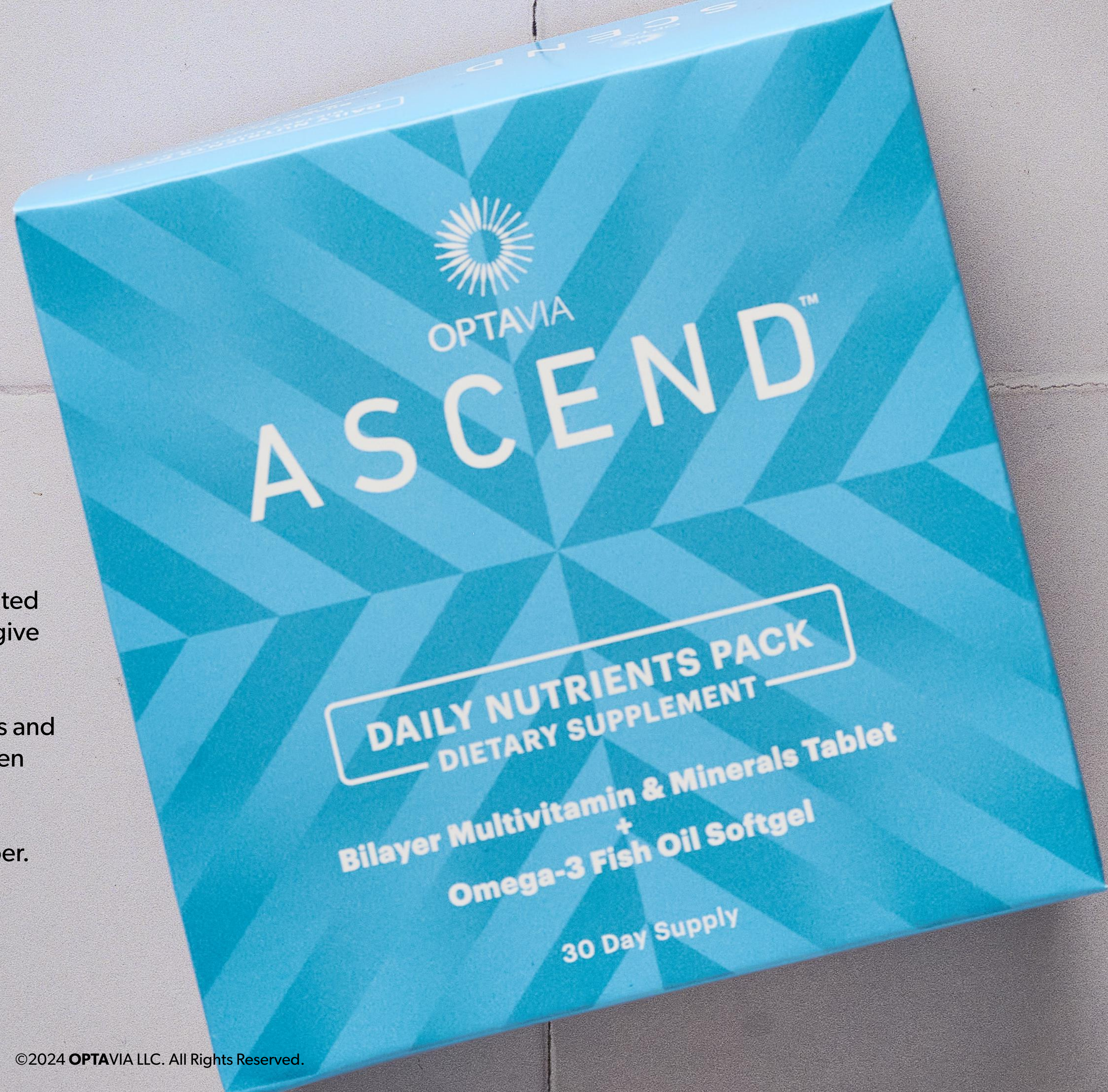
Simple ingredients and variety make cooking fun and habit forming

OPTAVIA ASCEND™ Daily Nutrients Pack offers **the right** combination.

As we continue to take the confusion out of nutrition, we've curated the vitamins and minerals that work best with our mini meals to give your body what it needs.

Each pack is formulated with the high-quality, key micronutrients and omega-3 fatty acids to help fill the nutrition gaps in your diet when you're on a GLP-1 low calorie plan.

And each pack is ready to take daily, making it easier to remember.





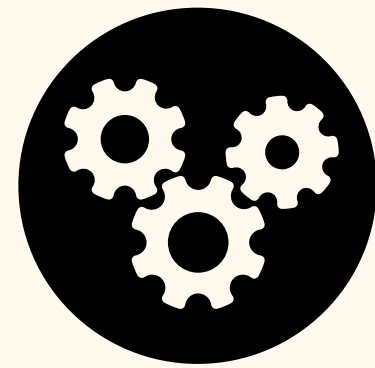
OPTAVIA ASCEND™ Daily Nutrients Pack

Our Daily Nutrients Pack helps fill nutritional gaps for those using GLP-1 medications.

- Multivitamin & Mineral supplement formulated with 100% of the daily value for 21 vitamins and minerals to support whole body health: including immune health, metabolism and cellular energy*
- Omega-3 fatty acids to support brain health, eye health and heart health*

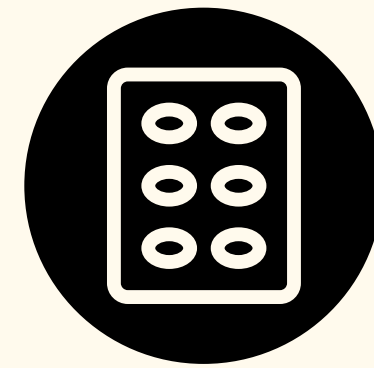
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

What makes our Daily Nutrients Pack such an essential part of our comprehensive system?*



Formulated to pair with our plans

to give your body the right nutrition it needs during such a pivotal time in your journey.



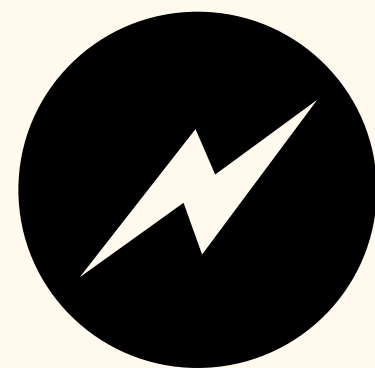
Everything you need in one daily pack

no forgetting to take them or trying to figure out what you need.



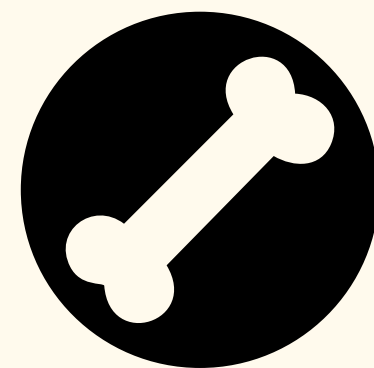
21 vitamins and minerals

100% of daily value to support whole body health including immune health, metabolism and cellular energy.



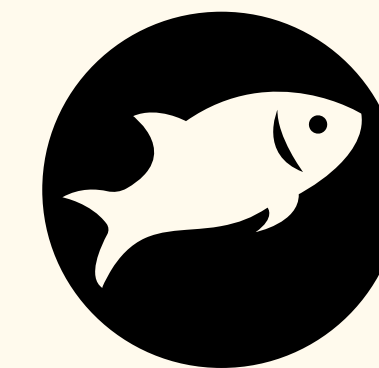
B vitamins

to support cellular energy and aid in the metabolism of fats and carbohydrates to help your body convert food to fuel.



Calcium and magnesium

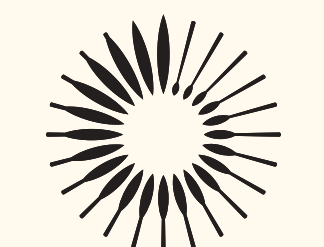
Excellent source to support bone health and muscle function.



Omega-3 fatty acids

formulated with DHA & EPA to support brain health, eye health and heart health.

*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.



For GLP-1 Users



OPTAVIA ASCEND™ for GLP-1 Users

GLP-1 users are lost when it comes to nutrition.
What should I eat? What if I forget to eat?
How do I manage side effects? Can I exercise?
How do I develop healthy habits?

Even when you're not in the mood to eat, your body
needs fuel and nutrients to function properly.

Medical advice, treatment, prescriptions, and the overall
practice of medicine must be provided by a licensed
healthcare professional. **OPTAVIA** and its coaches do not
engage in or provide any medical services.



Our GLP-1 Lifestyle Program is one of the **most comprehensive** out there, with balanced nutrition and lifestyle strategies to help you lose weight, **while preserving muscle, supporting digestive health and filling nutrient gaps** — through your journey and right into lasting optimization. Plus, the game-changing support of a **personal coach in your corner** every step of the way.

Sample Day on GLP-1 Nutrition Support Plan

BREAKFAST



OPTAVIA ASCEND™ Mini Meal, Fruit and **OPTAVIA ASCEND** Nutrients Pack

LUNCH



OPTAVIA ASCEND and Vegetable

MID-AFTERNOON



OPTAVIA ASCEND

DINNER



OPTAVIA Lean & Green+ Meal

20 new Lean & Green+ recipes launching with new plan!



AND MORE TO COME!

For Optimization

OPTAVIA ASCEND™ for Optimization

We're all looking for a way to help manage our goal weight, minimize regain and navigate the journey confidently knowing you'll stay on track no matter what life throws your way.



A personalized approach to weight management to help you keep the weight off. The plan builds on the principles that led to your weight loss success, offering lifestyle strategies, balanced nutrition, exercise guidance and ongoing coach support. Our structured, yet flexible plan, **helps you manage your long-term weight loss and enjoy life to the fullest.**

Sample Day Optimization Meal Plan (1400–1600 calories)

BREAKFAST



OPTAVIA ASCEND™ Mini Meal
and **OPTAVIA ASCEND** Nutrients Pack

MID-MORNING



Greek Yogurt (Healthy Exchange)

LUNCH



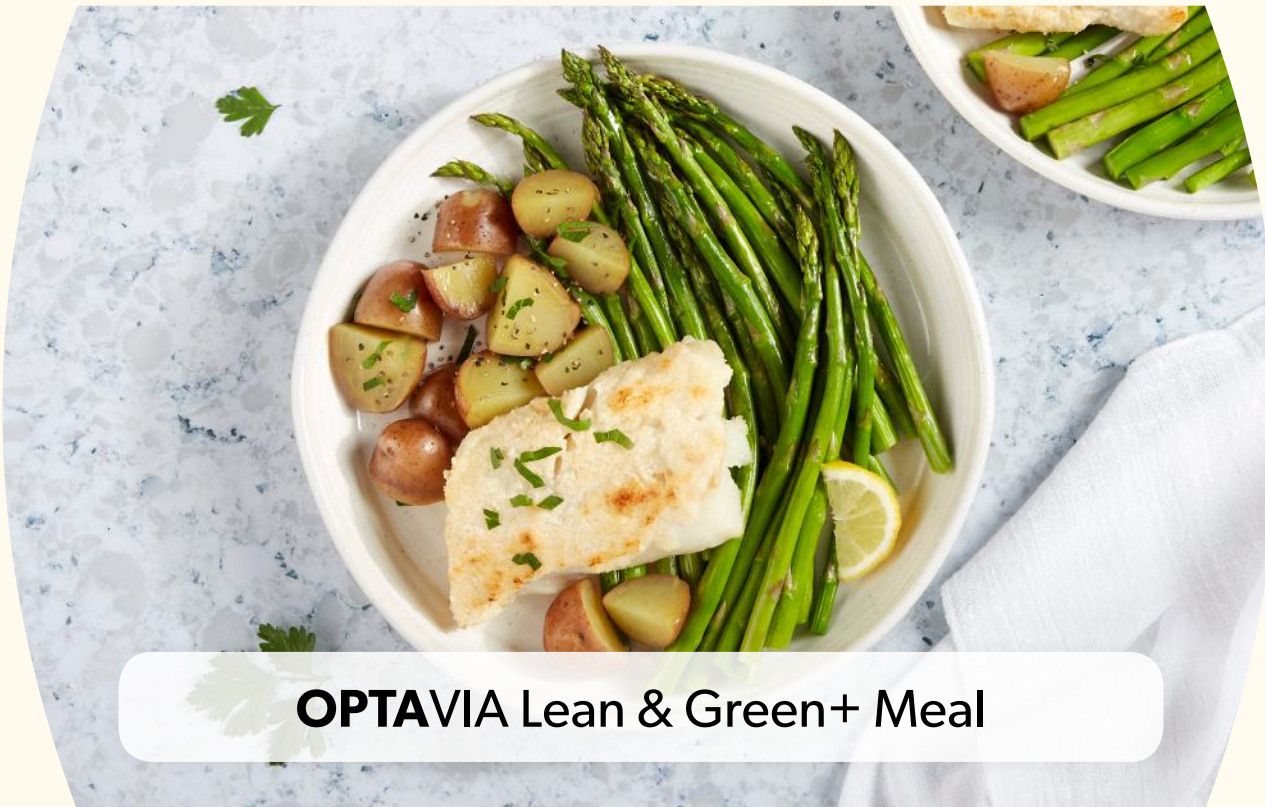
OPTAVIA Lean & Green+ Meal

MID-AFTERNOON



Berries and Nuts (Healthy Exchange)

DINNER



OPTAVIA Lean & Green+ Meal

DESSERT



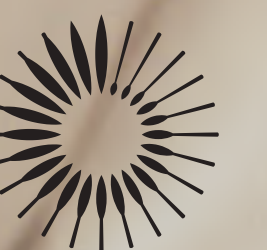
OPTAVIA ASCEND™ Mini Meal

Coach Messaging Toolkit

WITH OPTAVIA, YOU'RE NOT ALONE

- **OPTAVIA ASCEND™** nutrient-rich mini meals and Daily Nutrients Pack supplements are formulated to work together as a system to help fill nutrition gaps and satisfy hunger during and after your GLP-1 journey
- Nutritious Lean & Green+ recipes make eating healthy, balanced meals simple but never boring
- Independent **OPTAVIA** coaches inspire, guide and support you every step of the way
- You learn how to eat better while eating less and build healthy habits one step at a time
- Having a science-backed nutrition program on your side can help you keep the weight off after stopping your GLP-1 medication
- Access to medical options (if clinically appropriate) through our telehealth collaborator LifeMD®

Together, let's help you make a healthy lifestyle second nature!



Nutrition to meet you
where you are and carry
you through every stage



Elevator speech: long version

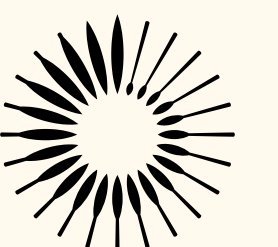


ASCEND™

Our newest product line is here — and so are new plans designed for those on GLP-1s and people seeking weight management.

Introducing **OPTAVIA ASCEND™**, created specifically for the GLP-1 journey and perfectly suited for weight management, with the right amounts of protein, fiber and essential nutrients to help preserve muscle and support digestive health.

ASCEND products are multifaceted and also play a crucial role in our new optimization plan, perfect for clients aiming to support their healthy weight long-term. This optimization nutrition plan is a simple, tailored approach for clients moving from active weight loss — with or without GLP-1 medication — to management mode.



OPTAVIA.



Elevator pitch: long version

We're talking high-quality protein for your muscles. Fiber for your digestion. Calcium for your bone health. Plus, essential vitamins, minerals, omega-3s and simple Lean & Green+ recipes to fill nutrition gaps and give you the energy to crush your goals and make living healthy second nature.

Coach-guided, science-backed, community-inspired, healthy habits focused.

Designed for real life™.

