

# OPTAVIA ASCEND™ At-A-Glance

**GLP-1s are proven to help promote weight loss, but up to 50% of that can be muscle loss\*.**

After 12-18 months of medication use, muscle loss can equate to 10% of total lean mass, which is equivalent to muscle loss during a decade of human aging.

\*According to a recently published scientific manuscript by health and wellness company, Medifast, and highly regarded medical professionals in the fields of weight loss, nutrition and exercise.<sup>1</sup>

**Two key ways to support skeletal muscle health while on or transitioning off GLP-1s are proper nutrition and adopting lifestyle changes, including:**

## Protein Rich Diet



## Regular Resistance Training



**OPTAVIA®** introduced a science-backed nutrition plan designed specifically for those on GLP-1 medications, the GLP-1 Nutrition Support Plan. The plan features **OPTAVIA ASCEND – a new product line of high-protein, fiber-rich mini meals and essential nutrient packs to support muscle preservation, digestive health and long-term wellness**, filling a critical gap in the weight management market.

**OPTAVIA's** GLP-1 Nutrition Support Plan is a comprehensive solution designed to meet the unique needs of GLP-1 users\*\*, combining personalized coaching support, advanced nutrition and healthy habit-building. Plenty of products claim to support GLP-1 users, but nothing brings it all together like **OPTAVIA**. No stress, just straightforward guidance every step of the way.

## OPTAVIA's GLP-1 Nutrition Support Plan



### MINI MEALS

portion-controlled, 20+ grams of high-quality protein, 5-10 grams of fiber, and calcium

Designed to help clients retain muscle mass as they lose weight, countering the potential loss of lean body mass – a known side effect for those on GLP-1 medications



### DAILY NUTRIENT PACK

essential vitamins and minerals and omega-3 fatty acids

Tailored to bridge nutrient gaps that may arise while on a reduced-calorie regimen. Delivering key micronutrients to promote heart, brain, and eye health, helping to maintain overall wellness



### PERSONALIZED COACHING

provides guidance on all aspects of lifestyle changes

Coach works with you individually to build a customized plan to help instill healthy habits that stick



### LEAN & GREEN+ MEALS

nutritionally balanced, protein and fiber rich foods, and simple recipes

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 serving

## About Medifast®

Medifast (NYSE: MED) is the health and wellness company known for its habit-based and coach-guided lifestyle solution **OPTAVIA®**, which provides people with a simple, yet comprehensive approach to address obesity and support a healthy life.

In partnership with the national virtual primary care provider LifeMD, **OPTAVIA** offers a complete solution that provides access to a board-certified clinician, GLP-1 medications, scientifically developed products, and a framework for habit creation – all reinforced by independent Coaches and Community support. As a physician-founded company with more than 40 years of history, Medifast empowers clients with consistent and effective support to people on their weight loss journey.

Source (1): Current Developments in Nutrition – Sculpting Success: The Importance of Diet and Physical Activity to Support Skeletal Muscle Health during Weight Loss with New Generation Anti-Obesity Medications (November 2024) <https://doi.org/10.1016/j.cdnut.2024.104486>

\*\*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.