

OPTAVIA ASCEND™

MARKETING PROBLEM/SOLUTION: GLP-1

Overall problem

Plenty of products claim to support GLP-1 users, but let's be real, nothing brings it all together.

Solution

OPTAVIA keeps it simple — everything GLP-1 support, all in one spot. No stress, just straightforward guidance every step of the way.

Our GLP-1 support program is **one of the most comprehensive out there, with balanced nutrition and lifestyle strategies to help you lose weight, preserve muscle and support energy levels** — 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.

Lack of Guidance

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. Protein is the go-to muscle-maintaining, metabolism-boosting macronutrient.

Solution

Eat better while eating less with OPTAVIA's turnkey nutrition — the GLP-1 Nutrition Support Plan has **high-quality protein, fiber and essential nutrients** to help preserve muscle, support digestive health and fill nutrient gaps.

Why go it alone when there's a better way? Harness the power of support — **you lose more weight with a coach than dieting alone!*** Your coach is someone who has been in your shoes on this weight loss ride. They're your co-pilot and personal cheerleader by your side every step of the way.

Loss of Lean Muscle Mass

Up to half of the weight lost on a GLP-1 medication can come from muscle**.

In just 12-18 months on a GLP-1, muscle loss could equal up to a **decade's worth of naturally occurring muscle loss*****.

Solution

Protecting muscle is a critical piece of the GLP-1 journey. Science shows that the right nutrition, especially high-quality protein spaced out throughout the day, is a key component.

Enter OPTAVIA ASCEND: **20 grams or more of high-quality protein** in each mini meal to help support muscle health. Add in **5 to 10 grams of fiber** for digestive health and **calcium that packs a double punch** for bone strength and muscle function.

Research shows that pairing a protein-rich diet with lifestyle changes like resistance training can slow the loss of muscle during weight loss.

OPTAVIA's GLP-1 support program goes beyond the basics. It's a comprehensive, habit-based approach that helps you eat better while eating less and zeroes in on healthy habits like exercise — so you can **support quality weight loss** and long-term well-being.

GI Issues

While the health benefits are positive, GLP-1 users feel the impact of the medication. One of the top side effects from GLP-1 medications is constipation.

Solution

OPTAVIA ASCEND products have 5 to 10 grams of fiber to promote digestive health.

Weight Regain

Once GLP-1 medications are stopped, participants regained two-thirds of their prior weight loss.‡

Solution

We've seen **people can be successful with long-term weight loss when they**‡‡:

- Have the **support of a coach** and community
- Create **healthy habits** in the weight loss phase and beyond
- Continue to utilize portion-controlled, nutrient-dense, **turnkey nutritional products** that seamlessly fit into your daily routine

*In a clinical study, the group on the *Optimal Weight 5 & 1 Plan® lost 10x more weight than the self-directed group. Average weight loss on the Optimal Weight 5 & 1 Plan is 12 pounds.

**Sargeant et al., 2019

***Sources: G.J. Grosicki, N.V. Dhurandhar, J.L. Unick, S.M. Arent, J.G. Thomas, H. Lofton, M.C. Shepherd, J. Kiel, C. Coleman, S.S. Jonnalagadda, *Sculpting Success: The Importance of Diet and Physical Activity to Support Skeletal Muscle Health During Weight Loss with New Generation Anti-Obesity Medications*, *Current Developments in Nutrition*, <https://doi.org/10.1016/j.cdnut.2024.104486>; Locatelli J, Costa JG, Haynes A, Naylor LH, Fegan PG, Yeap BB, Green DJ. *Incretin-Based Weight Loss Pharmacotherapy: Can Resistance Exercise Optimize Changes in Body Composition?* *Diabetes Care*. 2024 Oct 1;47(10):1718-1730. doi: 10.2337/dci23-0100. PMID: 38687506

‡Wilding JPH, et al; STEP 1 Study Group. *Weight regain and cardiometabolic effects after withdrawal of semaglutide: The STEP 1 trial extension*. *Diabetes Obes Metab*. 2022 Aug;24(8):1553-1564. doi: 10.1111/dom.14725.

‡‡ <https://ir.medifastinc.com/news/news-details/2022/New-Medifast-Survey-Identifies-Factors-Associated-with-Successful-Long-Term-Weight-Loss/default.aspx>