



# **Optimal Weight 4 & 2 & 1 Plan® & the Optimal Weight 4 & 2 ACTIVE Plan™**

Plan Overview & Claim Guidance



# TOPICS

Plan Overview

New weight loss claims  
and disclaimers

# Optimal Weight 4 & 2 & 1 Plan®

**4 OPTAVIA® FUELINGS**

**2 LEAN & GREEN™ MEALS**

**1 HEALTHY SNACK**

## **SUITABLE FOR INDIVIDUALS WHO:**

Have less than 15 lbs. to lose.

Want to incorporate fruit, dairy and starches.

Have Type 1 Diabetes and closely monitored by their healthcare provider.

Have Type 2 Diabetes.

Are 65 years or older and not regularly active.

Exercise more than 45 minutes per day.

Have a calorie intake of 1,100 – 1,300 kcals/day.

# Healthy Snacks on Optimal Weight 4 & 2 & 1 Plan®

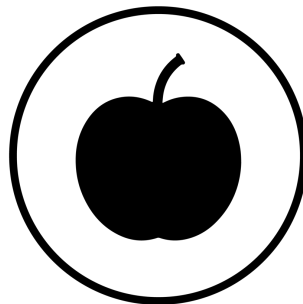
On this plan, you incorporate a healthy snack into one of the mealtimes.



**OPTAVIA® SNACK  
AND/OR HEALTHY SNACK**



**STARCH**



**FRUIT**



**DAIRY**

**NOTE:** Up to 2 servings of **OPTAVIA ACTIVE™** Essential Amino Acid (EAA) Blend can replace a Healthy Snack.

# Optimal Weight 4 & 2 & 1 Plan® Weight Loss Claims and Disclaimers

## WEIGHT LOSS CLAIMS AND DISCLAIMERS\*\*

1. Average weight loss on the Optimal Weight 4 & 2 & 1 Plan® is 10 pounds. Clients are in weight loss, on average, for 12 weeks.
- 

2. In a clinical study, the group on the Optimal Weight 4 & 2 & 1 Plan® lost 10x more weight than the self-directed group.\*

**ACCOMPANIED BY THE DISCLAIMER:** *\*In a clinical study, the group on the Optimal Weight 4 & 2 & 1 Plan lost 10 pounds and the self-directed control group lost 1 pound.*

---

3. Lose more weight on the Optimal Weight 4 & 2 & 1 Plan® than dieting on your own.\*

**ACCOMPANIED BY THE DISCLAIMER:** *\*In a clinical study, the group on the Optimal Weight 4 & 2 & 1 Plan lost 10 pounds and the self-directed control group lost 1 pound.*

\*\*WEIGHT LOSS CLAIMS AND DISCLAIMERS CAN BE APPLIED TO BOTH THE OPTIMAL WEIGHT 4 & 2 & 1 PLAN® AND THE OPTIMAL WEIGHT 4 & 2 ACTIVE PLAN™.

# Optimal Weight 4 & 2 & 1 Plan® Weight Loss Claims and Disclaimers

## FAT LOSS CLAIMS\*\*

1. In a clinical study, the group on the Optimal Weight 4 & 2 & 1 Plan® lost 14x more fat than the self-directed control group.\*

**ACCOMPANIED BY THE DISCLAIMER:** \* In a clinical study, the group on the Optimal Weight 4 & 2 & 1 Plan lost 8 pounds of fat and the self-directed control group lost 0.5 pounds of fat.

---

2. Average fat loss on the Optimal Weight 4 & 2 & 1 Plan® is 8 pounds.\*

**ACCOMPANIED BY THE DISCLAIMER:** \* In a clinical study, 80% of the weight lost by the group on the Optimal Weight 4 & 2 & 1 Plan was from fat.

---

3. Lose more fat on the Optimal Weight 4 & 2 & 1 Plan® than dieting on your own.\*

**ACCOMPANIED BY THE DISCLAIMER:** \* In a clinical study, the group on the Optimal Weight 4 & 2 & 1 Plan lost 8 pounds of fat and the self-directed control group lost 0.5 pounds of fat.

\*\*WEIGHT LOSS CLAIMS AND DISCLAIMERS CAN BE APPLIED TO BOTH THE OPTIMAL WEIGHT 4 & 2 & 1 PLAN® AND THE OPTIMAL WEIGHT 4 & 2 ACTIVE PLAN™.

# Optimal Weight 4 & 2 & 1 Plan® Weight Loss Claims and Disclaimers

## WAIST CIRCUMFERENCE EXAMPLE CLAIM AND DISCLAIMER\*\*

**1. EXAMPLE CLAIM:** Sally lost 5 inches around her waist on the Optimal Weight 4 & 2 & 1 Plan.®\*

**ACCOMPANIED BY THE DISCLAIMER:** *\*Average decrease in waist circumference on the Optimal Weight 4 & 2 & 1 Plan is 2 inches.*

\*\*WEIGHT LOSS CLAIMS AND DISCLAIMERS CAN BE APPLIED TO BOTH THE OPTIMAL WEIGHT 4 & 2 & 1 PLAN® AND THE OPTIMAL WEIGHT 4 & 2 ACTIVE PLAN™.

# Exercise Recommendations\*

If you are on the Optimal Weight 4 & 2 & 1 Plan® or the Optimal Weight 4 & 2 ACTIVE Plan™ or already at your healthy weight and in optimization, we recommend incorporating 60 minutes of physical activity most days of the week.



## LOW INTENSITY

Gardening

Housework

Yoga

Walking



## MODERATE/MEDIUM INTENSITY

Brisk Walking

Casual Biking

Elliptical

Dancing



## HIGH INTENSITY

Running

Spin Class

Advanced Aerobics

Vigorous Strength Training

*\* BEFORE STARTING ANY DIETARY SUPPLEMENT OR A WEIGHT LOSS OR EXERCISE PROGRAM, BE SURE TO CHECK WITH YOUR HEALTHCARE PROVIDER FIRST.*