

THE FUTURE OF OPTAVIA IS HERE.

BYE-BYE, BEFORE. **HELLO, AFTER- THE-AFTER.**

COMMIT TO TRANSFORMING YOUR WEIGHT
LOSS JOURNEY INTO YOUR LIFE'S JOURNEY.



OPTAVIA®



Every weight loss journey has a Before and an After.
But all too often, your After is short lived.
Old habits return.
Lost weight is regained.
And you find yourself back where you started.
Back to Before.
Break the cycle with help from **OPTAVIA**.
After all, **OPTAVIA** isn't a typical weight loss plan.
Our holistic approach includes nutrition, personal
coaching, even GLP-1 options through our
collaboration with LifeMD.
So you can crush your goals and make the most of
every day.
Commit to transforming your weight loss journey
into your life's journey.
Say "Bye-Bye, Before" and "Hello, After-the-After."
With **OPTAVIA**.





THE TIME IS NOW.

OVER 42%

of Americans are clinically obese¹ —

Up from 30% just 20 years ago. Estimates show nearly half of Americans will be obese by 2030, and one in four will be SEVERELY OBESE.

¹<https://medcitynews.com/2024/03/breaking-down-barriers-to-obesity-care>

THERE'S AN AVALANCHE OF DIET OPTIONS
OUT THERE. BUT DO
THEY INCLUDE HABITS OF HEALTH®?

**TYPICAL WEIGHT LOSS
PLANS START AT BEFORE
AND GET TO AFTER, BUT
EVENTUALLY END UP
BACK TO BEFORE.**

HALF of all people looking to
lose weight are open to
medical weight loss solutions.²

²Weight loss customer survey (n=522), fielded 8/9/2023 – 8/14/2023



IT'S A BRAVE NEW WEIGHT LOSS WORLD.

The popularity of medically supported weight loss programs is skyrocketing.



Analysts project that

30 MILLION ADULTS

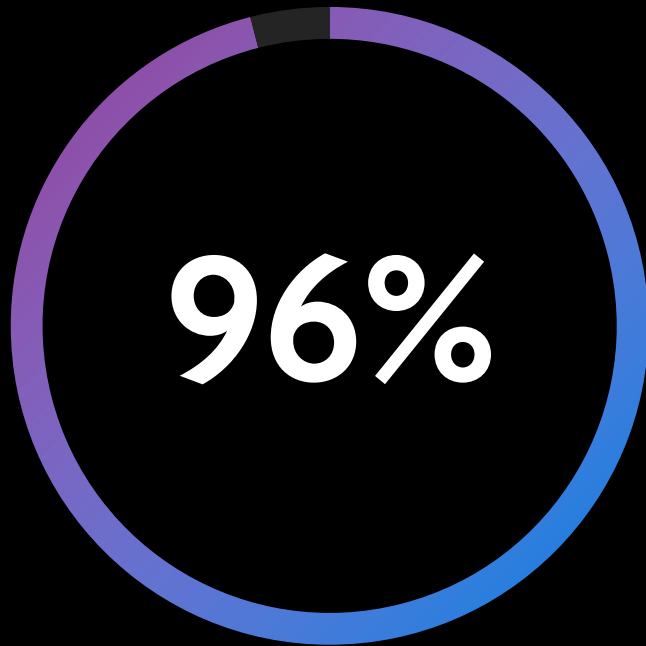
in the U.S. will be on weight loss medications
by 2030, or about 9% of all adults in the U.S.

(roughly equivalent to the total population of Texas)

Source: <https://www.jpmorgan.com/insights/global-research/current-events/obesity-drugs#section-header#1>



WHAT HAPPENS AFTER THE AFTER?



recognize that lifestyle changes are needed for weight loss and maintenance, yet only 17% are confident they can manage on their own.

WHAT PEOPLE WANT— WHAT THEY REALLY, REALLY WANT — IS TO BUILD HEALTHY HABITS FOR LIFE.

In fact, 8 out of 10 U.S. adults surveyed said practicing self-care habits is a priority.³

To get there, they need:

- A program that puts together all the elements of health for weight loss – and that includes medical weight loss just as much as diet, exercise, and healthy habits.
- To see real, relatable, yet aspirational people that have done it themselves, so they can believe that **OPTAVIA**[®] might work for them, too.
- Coaching and support along their journey.

COMMIT TO BREAK THE CYCLE.

OPTAVIA IS MORE THAN A MEAL-REPLACEMENT PROGRAM.



Tools, guidance and support designed to help you achieve your goals and lose weight



A personalized, coach-led wellness program



Access to medical options (through our telehealth collaborator LifeMD®)



Balanced nutrition and healthy habits

WE'RE HERE FOR YOU!

The weight loss landscape is confusing and crowded. People are skeptical.

We understand the complexity and personal nature of this journey — and approach it in a way that feels genuine, relatable and achievable. Dedicated, independent **OPTAVIA** coaches and our caring community are with clients every step of the way — through all the ups and downs — and that makes all the difference.

WE HELP CLIENTS **LOSE WEIGHT, NOT MUSCLE.**

Evidence suggests that the loss of lean body mass can range from 20-50% of total weight loss for those using medications.

YOU DON'T HAVE TO BE OVERWHELMED WITH GLP-1 MEDICATION WITH OPTAVIA, **YOU ARE NOT ALONE.**

- Independent **OPTAVIA** coaches provide inspiration, guidance and support to help you develop a healthier lifestyle and achieve your weight-loss goals.
- **OPTAVIA** ACTIVE whey protein products help you retain lean muscle mass as you lose weight
- The program teaches you how to eat better while eating less, losing weight the healthy way
- Fuelings help fill nutrition gaps and satisfy hunger
- You'll learn how to build healthy habits one step at a time
- Having a strong nutrition program on your side can help you keep the weight off after stopping your GLP-1 medication

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

5 CORE COMPONENTS OF OUR NEW OFFER

OPTAVIA's unique offer brings together medically-tailored nutrition, access to clinical care and robust coach support to build a sustainable, healthy lifestyle

COACHING

Coach who understands the journey to a healthier lifestyle, helps educate, and facilitates accountability

NUTRITION & HABITS OF HEALTH[®] TRANSFORMATIONAL SYSTEM

Nutrient-rich products to ensure your body is getting what it needs and small but transformative changes to help you make living a healthy lifestyle second nature.



ACCESS TO CLINICAL CARE

Doctors and experts who offer access to medications and medical opinions*

DIGITAL EXPERIENCE

Being able to track progress and charting a clear path to one's goals

SUPPORT SYSTEM

Community and tools that provide support throughout the journey of weight loss and healthier living

OPTAVIA® and LifeMD® Holistic Offer

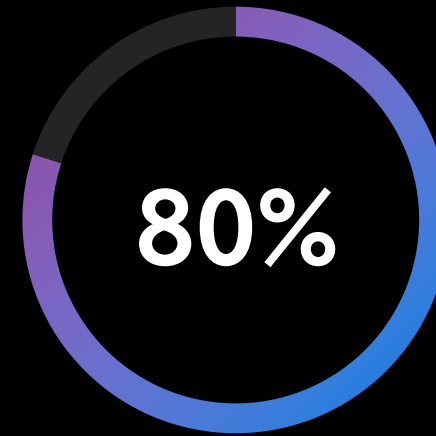
OPTAVIA and LifeMD's collaboration offers Clients the **OPTAVIA Lifestyle Program to Support GLP-1s**, which is a holistic approach to medical weight loss to help them make living a healthy lifestyle second nature.

Our GLP-1 Lifestyle Program* offers access to GLP-1 medication and support for as low as **\$282 per month,**** plus the cost of medication, and includes the following:

- A lifestyle program, dedicated personal Coach and supportive Community.
- Balanced nutrition options with the GLP-1 Nutrition Support Kit, **OPTAVIA** plans and whole foods guidance.
- Access to medical provider and bloodwork provided through LifeMD.
- Access to prescription and insurance support provided through LifeMD.

*Medical weight loss prescriptions must be provided by a licensed health Professional. **OPTAVIA** does not prescribe or dispense medications.

The price of \$282 includes \$217.15 for the **OPTAVIA GLP-1 Nutrition Support kit (retail \$242.15 - \$25.00 discount with enrollment in **OPTAVIA** Premier autoship program), plus 6-month subscription to LifeMD for \$387.00 paid up front, which is the equivalent to \$64.50/month. After the initial 6 months with LifeMD, the Client is automatically moved to the month-to-month subscription and charged \$99/month. For more information regarding **OPTAVIA** Premier, including cancellation policies, please see <https://www.optavia.com/us/en/optavia-premier/optavia-premier-terms-and-conditions>. For more information on LifeMD's subscription plans, including cancellation policies, please see <https://lifemd.com/terms>.



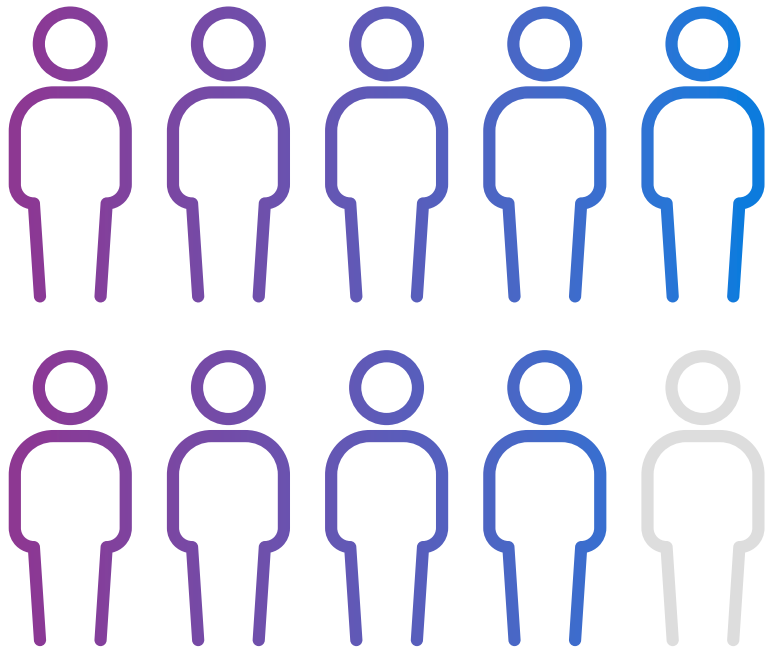
of people interested in weight loss medication are interested in our combined **OPTAVIA** Lifestyle Support Program offer.

Source: July 2023 Medifast commissioned research (15% were neutral, study did not include diabetics)

REASONS TO BELIEVE

PERSONAL COACHING

Your very own personal coach, in your corner every step of the way



90%

of **OPTAVIA** coaches were clients first, which means you have an experienced guide personally invested in your success, guiding you, listening to you and cheering you on, increasing your chances of achieving your goals

REASONS TO BELIEVE

HABITS OF HEALTH™

OPTAVIA'S Habits of Health® Transformational System is designed to help you make living a healthy lifestyle second nature.

Because long-term health, wellbeing and weight loss success begins with small but transforming changes to your daily routine. Let us help you establish healthy habits to help you with your weight loss goals.



REASONS TO BELIEVE

OPTAVIA's CLINICALLY PROVEN PLANS

Comprehensive, holistic plans designed
for real people

The opposite of one size fits all! We have a variety of products and plans designed to work for every individual. From access to medical weight loss options (if appropriate) through our collaboration with LifeMD[®], to scientifically developed, nutrient-rich products to help you ensure your body is getting what it needs. **OPTAVIA's** lifestyle program delivers clinically proven health benefits.



INTRODUCING THE GLP-1 NUTRITION SUPPORT KIT

- Portion controlled, high protein, nutrient dense Fuelings to help fill the nutrition gap while experiencing a suppressed appetite
- **OPTAVIA ACTIVE** Whey Protein shakes with 24g of high-quality protein to help retain lean muscle mass and support muscle growth
- Teaches you how to eat better while eating less on weight loss medications, with guidance to prepare healthy, balanced meals to support your weight loss journey
- 200+ nutritious Lean & Green™ recipes that help make healthy eating easy and convenient



Scan this code to learn more

DID YOU KNOW?

Evidence suggests that the loss of lean body mass can range from 20% to 50% of total weight loss for those using medications.¹

FUEL YOUR TRANSFORMATION WITH BALANCED NUTRITION

Give your body the critical fuel it needs while on GLP-1 medications. **OPTAVIA's** nutrition-rich, portion-controlled foods provide protein to retain lean muscle mass as you lose weight, as well as other essential nutrients to fill any gaps in your diet. You'll also receive guidance on preparing healthy, balanced meals to support your weight loss journey.

MEET OUR GLP-1 NUTRITION SUPPORT KIT

OPTAVIA plus the support of medical options (through collaboration with LifeMD®) is a powerful combination that can help you commit to a healthier you.

YOUR GLP-1 NUTRITION SUPPORT KIT INCLUDES:

ONE OPTAVIA Fueling per day

- Portion controlled, nutrient-dense Fuelings for a suppressed appetite
- Fortified with 24 vitamins & minerals to support overall health, help fill the nutrition gap and satisfy hunger
- Fuelings include probiotics and are a good source of fiber to support healthy digestion

TWO OPTAVIA ACTIVE® Whey Protein shakes per day

- 24 g of high-quality protein to help retain lean muscle mass as you lose weight
- Supports muscle growth

OPTAVIA also provides guidance on how to prepare a daily Lean & Green™ meal plus a variety of additional nutrient-dense, higher-fiber whole foods to provide balanced nutrition.

~90%

of **OPTAVIA** coaches were clients first! We understand your weight loss journey — because we've been there ourselves.

REASONS TO BELIEVE

ACCESS TO MEDICAL WEIGHT LOSS OPTIONS IN COLLABORATION WITH LifeMD[®],

Medically supported weight loss
from board-certified clinicians.

Commit to achieving your weight loss goals with **OPTAVIA**'s holistic offer — including weight loss medication (if appropriate) through our collaboration with LifeMD[®], as well as nutritional and behavior change support for those on GLP-1s. Eat better while eating less with our new GLP-1 Nutrition Support Kit, designed to help you achieve your goals while creating healthier eating habits.



THE OPTAVIA DIFFERENCE

	OPTAVIA® + LifeMD	Other Programs	Your Healthcare Provider (no insurance coverage for Rx)
Medical Provider	✓	✓	✓
Blood Work Included (if needed)	✓		
Support with Insurance	✓		
Compound Pharmacy Options	✓	✓	✓
Independent Coach	✓		
Lifestyle Program	✓		
Clinically Proven Support Products	✓	✓	

Note: Medical weight loss prescription must be provided by a licensed health professional. OPTAVIA does not prescribe or dispense medications.

REASONS TO BELIEVE

COMMUNITY

Access a supportive community that keeps you motivated at every step – and celebrates the little victories that add up to big changes. Over 3 million lives impacted (and counting).



MORE REASONS TO BELIEVE



Jenny says **OPTAVIA**'s Medically Supported Weight Loss program helped with her food obsession.

*"I was surprised mostly how the medication worked so well with what **OPTAVIA** offers, which is a high protein, low carb, low glycemic diet. I was pleasantly surprised how smooth the process was to get started with."*

Jenny D.

OPTAVIA client & independent coach



Steve lost almost 200 lbs.* and plans to lose another 40 to 50 lbs. this year.

"My coaches helped me find my why for losing weight... I look and feel stronger."

Steven B.

OPTAVIA client & independent coach



OPTAVIA helped Emily experience increased overall improvement in her well-being.

*"I am incredibly grateful for **OPTAVIA** and their Lifestyle Program to Support GLP-1s, because it has changed my life and outlook for my future."*

Emily E.

OPTAVIA client & independent coach

*Average weight loss on the Optimal Weight 5 & 1 Plan™ is 12 pounds. Clients are in weight loss, on average, for 12 weeks.



ELEVATOR PITCH

Typical weight loss plans start at before and get to after, but eventually end up back to before. **OPTAVIA**® isn't a typical weight loss plan. Access to medical options in collaboration with LifeMD[®], balanced nutrition, dedicated coaches and healthy habits help you make the most of every day.

Commit to transforming your weight loss journey into your life's journey.

**BYE-BYE, BEFORE.
HELLO, AFTER-THE-AFTER.**

SNACK BITES

SHOW BEFORE
WHO'S BOSS.

Decide to transform your weight
loss journey into your life's journey.

You're not alone.

Eat better
while
eating less.

90%
of **OPTAVIA**
coaches were
clients first!

AFTER IS JUST THE BEGINNING.