Creating Health for Your Patients and Your Practice

HELPING YOU:

• Introduce a proven system to help your patients lose weight and create health.

• Be part of the new era in medicine by creating health instead of reacting to disease and treating illness.

• Reduce your patients’ need for medications through weight loss.

• Turn-key start up with minimal costs, no overhead, or inventory requirements and growth based on your efforts.
“As part of the health care community, we’ve all been talking for years about how critical diet and exercise are to a patient’s health, and yet we have had only limited success in implementing them as a means to help people. This is where Take Shape For Life, with its innovative program, steps in and focuses on teaching your patients to take individual responsibility for their health. We use leading edge meal replacements and a unique support program to help your patients to first lose weight, and then create healthy habits with lasting benefits.”

Dr. Wayne S. Andersen
Co-founder & Medical Director of Take Shape For Life.

Why Take Shape For Life?

The obesity epidemic is real—two-thirds of Americans need your help. With Take Shape For Life, you will see the impact and success with your own eyes as your patients lose weight and gain hope. You can introduce others to a way of living that helps them evolve from suffering and surviving to thriving.

- **Over 68% of adults are considered overweight** and **35% are characterized obese**, according to the 2009-2010 National Health and Nutrition Examination Survey.¹
- **Over 80% of our population will be overweight by 2022.**²
- **Being overweight is rapidly becoming the number one preventable cause of disease**, soon to outpace diseases caused by tobacco.³
- **Calorie restriction is the key component of weight loss** versus an emphasis on any one macronutrient.⁴
- **Weight loss of just 5% to 10% of total body weight is likely to produce health benefits.**⁵

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**Percent of Obese (BMI ≥ 30) Adults in the U.S.**⁶

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<tr>
<th>1997</th>
<th>2010</th>
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<tr>
<td>&lt;10%</td>
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Sources:
A Dynamic New Role in Managing Obesity and Metabolic Syndrome

The Right Partner
Take Shape For Life is the Health Coaching support division of Medifast, Inc., a publicly traded company on the New York Stock Exchange (NYSE: MED). Since 1980, Medifast has developed, manufactured, and marketed portion-controlled, nutritionally balanced meal replacements for weight loss. Medifast products and programs have been recommended by over 20,000 doctors since 1980.

Take Shape For Life has become a nationwide organization of Independent Health Coaches and Health Professionals focused on helping people create health in their lives, rather than react to disease. For the past ten years, Take Shape For Life has carried on the Medifast mission of Getting America Healthy!

The Right Model
You see it in your practice every day. Nutritional pollution and sedentary lifestyles are creating a health crisis that’s spiraling out of control, causing increased morbidity and mortality among women, men, even children.

As a Take Shape For Life Health Professional Health Coach, you can show your patients the path to reaching a healthy weight and ultimately achieving Optimal Health, all while creating added value for your practice.

- Introduce a proven system to help your patients lose weight and create health.
- Show your patients how to spend less than the average American spends on food each month.
- Be part of the new era in helping others create health, instead of reacting to disease and treating illness.
- Turn-key start up with minimal costs, no overhead, or inventory requirements and growth based on your efforts.

The Right Program
The Take Shape For Life program combines the clinical efficacy of Medifast’s portion-controlled meal replacements with the comprehensive Habits of Health System that promotes long-term lifestyle changes

Start Creating Health for Your Patients and Practice Today
Contact the person who shared this information with you to find out how you can get started and join us on our mission to Get America Healthy today.
WORDS FROM YOUR PEERS

“What I really wanted to do as a family physician was to create health, but I didn’t have the tools. I realized that I was just putting bandages on different conditions. That’s when I started Take Shape For Life, and I was just amazed at the results I got after adding it to my practice.”

Nick Pennings, DO
Take Shape For Life Certified Health Coach
N. Myrtle Beach, SC

“With Take Shape For Life, it isn’t about coercion or convincing. It’s about empowering your patients. Once people start to lose weight fast and safely, I then help them learn how to keep it off using the Habits of Health System.”

Delia Garcia, MD
Take Shape For Life Certified Health Coach
St. Louis, MO

CLINICAL TRIALS

REFERENCE:

PURPOSE:
To compare the efficacy of a portion-controlled meal-replacement diet (PCD) to a standard diet (SD) (based on recommendations by the American Diabetes Association) in achieving and maintaining weight loss among 119 obese men and women with type 2 diabetes mellitus.

RESULTS:
Using intention-to-treat analyses, weight loss at 34 weeks and weight maintenance at 86 weeks was significantly better on PCD versus SD. Approximately 40% of the PCD participants lost >5% of their initial weight compared with 12% of those on the SD. Significant improvements in biochemical and metabolic measures were observed at 34 weeks in both groups. The retention rate and self-reported ease of adherence in the PCD group were significantly higher throughout the study.

This study was published in the January/February 2008 issue of The Diabetes Educator. The peer-reviewed journal is the official journal of the American Association of Diabetes Educators. The study was also presented at the American Diabetes Association’s 65th Annual Scientific Session, 2005.

REFERENCE:

PURPOSE:
A RCT was conducted to determine the effectiveness of Medifast’s 5 & 1 Plan on body weight and body composition compared to an isocaloric food-based diet plan for a 4-month period of weight loss.

RESULTS:
Subjects lost 2x more body weight on Medifast [MD -29.8lbs, FB -14.4lbs (p=0.000); % wt loss: MD -12.3, FB -6.7 (p=0.002)]; lost 5x more body fat [% ∆ in body fat: MD -13.6, FB -2.7 (p=0.001)]; improved WC [WC ∆: MD -13cm, FB -8.2cm (p=0.047); % ∆ WC: MD -11.2, FB -7.2 (p=0.069)]; and had 7x greater % reduction in visceral fat: MD -25.4, FB -3.7 (p=0.001), while maintaining LMM [% wt loss as LMM: MD 18.1, FB 42.3 (p=0.01)]. No significant between groups differences were found for blood pressure or pulse. Retention rates (64% vs. 44%) and program adherence was higher in the MD group. At 4 months, Medifast’s 5 & 1 Plan outperformed an isocaloric food-based diet in weight loss and body composition.

This study was published in the FASEB Journal. Results of this study were presented under peer review at Experimental Biology April 2009. This research was funded by Medifast, Inc., Owings Mills, MD.

A Solid Company Poised for Explosive Growth

“i can tell you that I add more and more like-minded physicians, who are ready to make a change, to our team every day. They’re tired of reacting to disease. They want to go back to the roots. And the roots are NOT putting a bunch of medicines in people; it’s about getting people healthy.”

Wayne S. Andersen, MD
Co-founder of Take Shape For Life