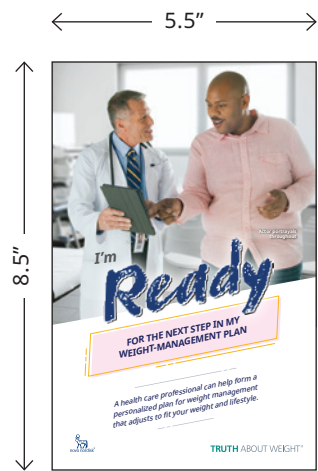
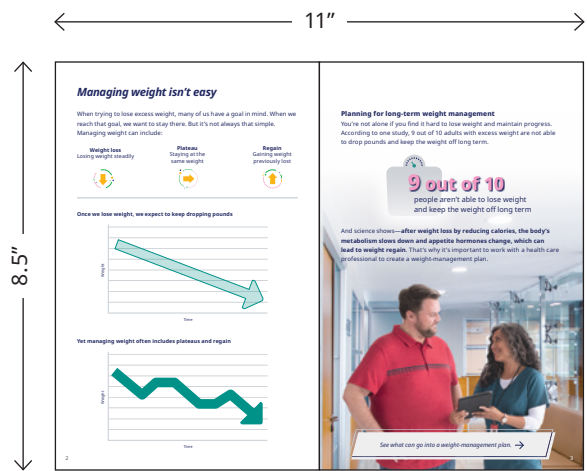


Truth About Weight - Weight Management Plan Brochure
US24OB00109



Front Cover



Inside Spread 1



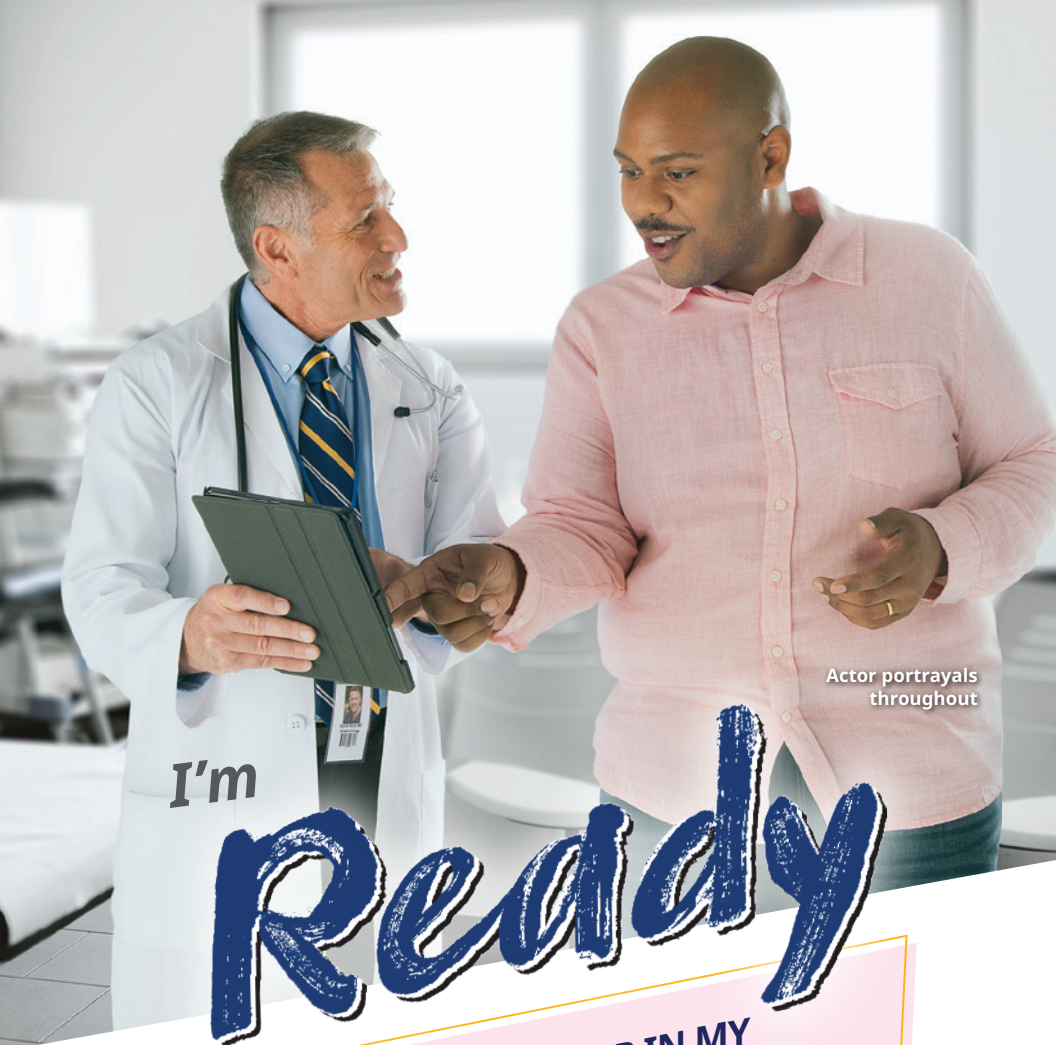
Inside Spread 2



Inside Spread 3



Back Cover



Actor portrayals
throughout

I'm

Ready

**FOR THE NEXT STEP IN MY
WEIGHT-MANAGEMENT PLAN**

A health care professional can help form a
personalized plan for weight management
that adjusts to fit your weight and lifestyle.

Managing weight isn't easy

When trying to lose excess weight, many of us have a goal in mind. When we reach that goal, we want to stay there. But it's not always that simple. Managing weight can include:

Weight loss
Losing weight steadily



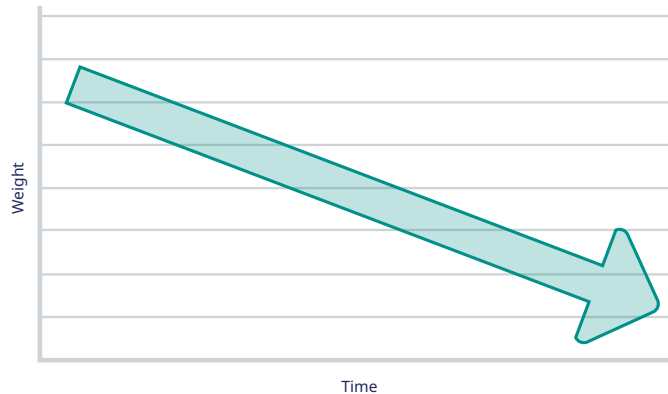
Plateau
Staying at the same weight



Regain
Gaining weight previously lost



Once we lose weight, we expect to keep dropping pounds



Yet managing weight often includes plateaus and regain



Planning for long-term weight management

You're not alone if you find it hard to lose weight and maintain progress. According to one study, 9 out of 10 adults with excess weight are not able to drop pounds and keep the weight off long term.

9 out of 10

people aren't able to lose weight and keep the weight off long term

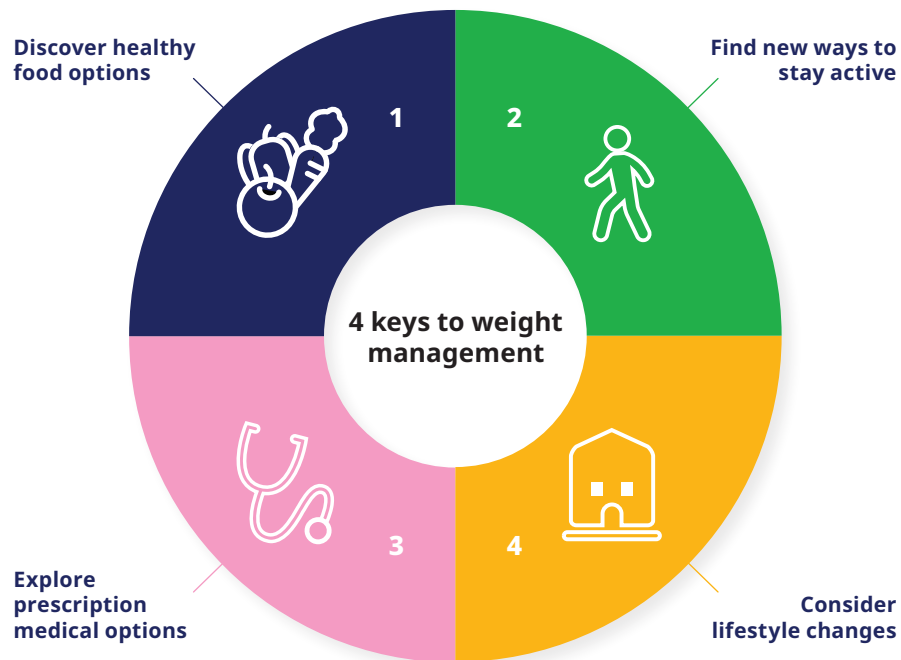
And science shows—**after weight loss by reducing calories, the body's metabolism slows down and appetite hormones change, which can lead to weight regain.** That's why it's important to work with a health care professional to create a weight-management plan.



See what can go into a weight-management plan. →

Personalizing your weight-management plan

Sometimes weight loss stops. We call this a plateau. It's very common to plateau or even gain some of the weight back. This may be a good opportunity to speak to a health care professional to evaluate your weight-management plan.



Weight-management plans can be adapted

People can lose **5 times more weight** by working with a health care professional, compared with people who do it alone. Talk to a health care professional about how you can improve your plan.

1 Discover healthy food options

- Cutting calories doesn't have to mean going hungry. By partnering with a health care professional, it's possible to incorporate nutritious, low-calorie foods into your diet
- With the right approach to meal planning, healthy foods can keep you full

2 Find new ways to stay active

- Physical activity is a part of every weight-management program, but it should be individualized
- Work with your health care professional to slowly add more activity, 3 to 5 times a week

3 Explore prescription medicines

- Obesity is a long-term medical condition, so long-term medical options may be an important part of weight management
- Many people can manage their weight by taking a prescription medicine. Ask your health care professional if a medicine could help you manage your weight

4 Consider lifestyle changes

- Professional help can identify potential problems that go beyond the physical aspect
- A behavioral therapist may be an important partner in developing ways of adapting your lifestyle to help with weight management

What to ask a health care professional. →

Work with a health care professional

Establishing an individualized weight-management plan with a health care professional is important. It all starts with a conversation. Depending on where you are in your weight-management journey, the suggestions below may help:



Weight loss—Start with the progress you've made so far

- “I've lost some weight. Here's what I think worked...”
- “I'm making progress...just slowly. What can I do to keep it going?”
- “I've changed my lifestyle and lost weight. Is there more I can do?”



Plateau—Discuss what's no longer working for you

- “I'm doing everything we planned and the scale doesn't budge.”
- “I'm trying to stay active, but it's hard to fit into my life. What would you suggest?”
- “Could a personal coach or trainer be key to continued weight loss?”



Regain—Ask how you might partner to prevent gaining weight back

- “I've lost some of the progress I made. What other activities could I try?”
- “Should I be eating different foods? Do you think a dietitian could help?”
- “Are there medicines that could play a part in my weight management?”

<https://www.truthaboutweight.com/discussing-weight-and-health.html>

Prepare for your next appointment

Record your weight history and goals with a free, personalized TrueWeight® Report. This report is intended to help you prepare for the next visit with a health care professional.



*Ready to take the next step
in weight management?*



Recognize that weight management isn't easy

Discover new tools that can help you manage your weight

Partner with a health care professional to develop
a customized weight-management plan

Ask about FDA-approved
medicines that can help you
keep the weight off



Learn more at
TruthAboutWeight.com

This submission provides for
the option to co-brand the
asset alongside NNI

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