



# Making Optimal Health *A Reality*



The Trilogy of Optimal Health



# *The Trilogy of Optimal Health*

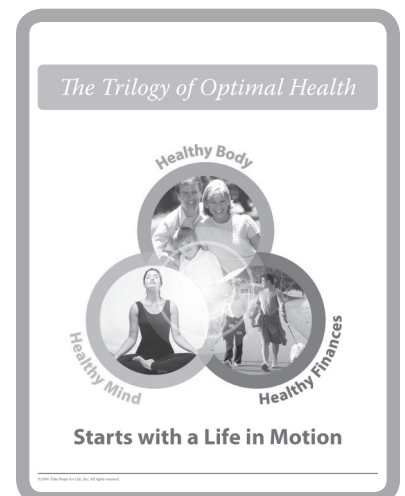


## **Starts with a Life in Motion**

## The Trilogy of Optimal Health

- You may be interested in losing weight, and we can help, but Take Shape For Life offers so much more!
- We help people reach Optimal Health. *(Point to center of Trilogy)*
- Attaining Optimal Health is a result of starting your life in motion and building on your successes until you reach your goals in these three key areas of life.

*Transition: “Much like going to see your doctor, we’re going to get started with a quick check-up to see where there are some opportunities for improvement.”*





# *The Path to Optimal Health Starts With A Check-up*



**Are you in balance?**

## The Path to Optimal Health

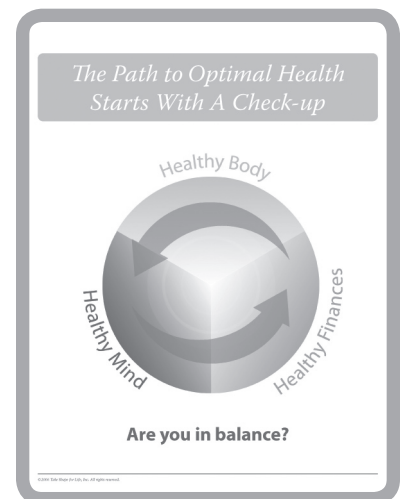
- The path to Optimal Health starts with a check-up, which is important in finding out how Take Shape For Life can help you!

(Take out sheet; give your testimony in all three areas of where YOU were before the Program and how you are now.)

(Turn over and have prospect find his/her BMI as you talk about physical aspect.)

(Have prospect circle areas where he or she believes they can improve, and rate themselves overall in each of the three areas from 1 to 10, 10 being totally in balance.)

*Transition: “OK, now we have identified some specific areas of your health that we can focus on; and you should know... you are not alone...”*



# *You Are Not Alone*

In the United States:



**5% Thriving**



**20% Unhealthy**



**75% Not Fully Well\***

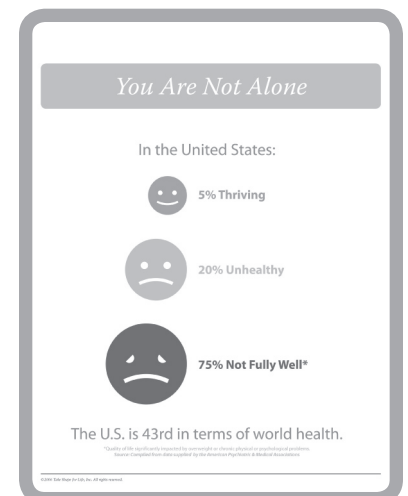
The U.S. is 43rd in terms of world health.

\*Quality of life significantly impacted by overweight or chronic physical or psychological problems.  
Source: Compiled from data supplied by the American Psychiatric & Medical Associations

## You Are Not Alone

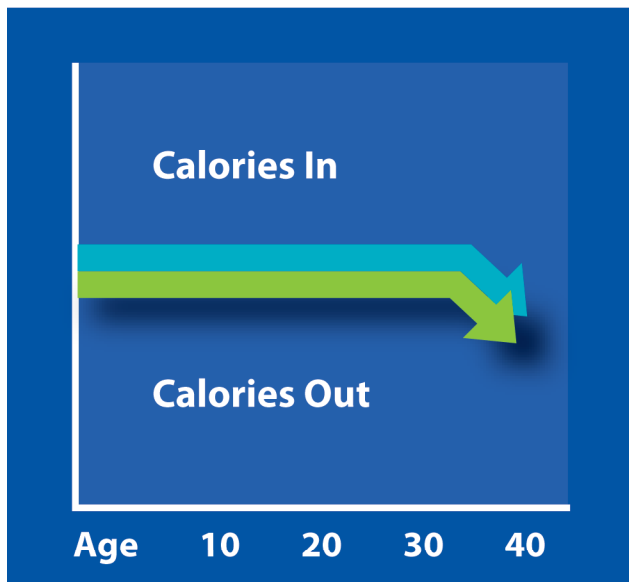
- Only a very few people have no quality-of-life issues and are thriving (*i.e.*, perfect 10 scores in all three areas), which is our goal with you!
- The majority of Americans are significantly impacted by overweight or chronic physical or emotional problems.
- We Americans think we're better off, but we rank poorly in overall health.

*Transition: "So, let's take a look at how this happened."*



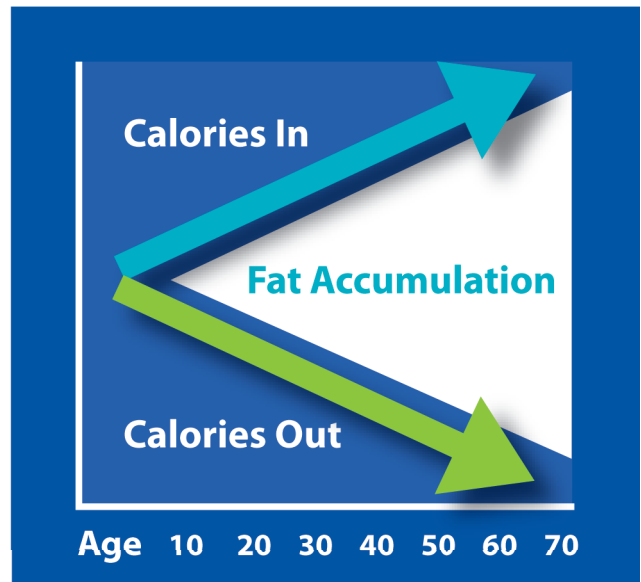
# *Why We Are So Unhealthy*

10,000 Years Ago



- Active Hunter/Gatherers
- Designed to Store & Conserve Energy

Present Day



- Less Active
- Prone to Overeat

***Fast Forward >> to Fast Food***

# Why We Are So Unhealthy?

- 10,000 years ago:
  - Our body design matched our lifestyle.
    - We actively hunted and gathered our food.
    - We stored energy until we could find our next meal.
    - We sought out calories - the more, the better.
    - We conserved precious energy – as much as we could.
    - When the body slowed down, so did ability to find food (*i.e.*, end of life).
    - Calories In = Calories Out and these stayed the same throughout life.
  - Therefore, we were lean and in excellent shape.
- Fast Forward to Present Day:
  - Our body design hasn't changed, but our lifestyle has.
  - We're less active.
  - We're prone to overeat.
  - This leads to more calories in than calories out.
    - With sugary snacks and inactivity, even our children are gaining weight.
  - The gap between the two is excess weight and fat accumulation.

*Transition: "Let's look at why it's so hard to control our weight..."*



# *Our Bodies Today*



## **Nutritional Pollution**

- Calorie Dense Food
- Too Many Calories
- Too Much Fat



## **Inactivity**

- Sedentary Lifestyle
- Low Activity
- Muscle Loss

# Our Bodies Today

## Nutritional Pollution


- Calorie-dense food is a new phenomenon (processed food).
  - 100 years ago only the rich were overweight, and now the opposite is true.
  - The food industry is not your friend!
- Too many calories. Everything is supersized.
- Too much fat:
  - 38% of American calorie intake is fat (Japan is 10%).
  - Our intake of animal fat gives Americans the highest rate of heart disease, diabetes, etc., in the world. Asians have the lowest!

## Inactivity

- Sedentary Lifestyle
  - High-tech energy conserving devices reduce calories out.
  - We are simply following our design to conserve energy (calories).
- Low Activity - Couch Potatoes, TV, Video Games, Computers, etc.
- Muscle loss
  - After the age of 20, we lose 1 pound of muscle per year.
  - 1 pound of muscle equals 70 calories per day of energy out.
  - By 40, we burn 1,400 fewer calories a day than when we were 20. . . and we wonder why we are gaining weight.
- It's not your fault if managing your weight is difficult –


*Transition: “and it’s not just a matter of weight that is the concern...”*

### Our Bodies Today



**Nutritional Pollution**

- Calorie Dense Food
- Too Many Calories
- Too Much Fat



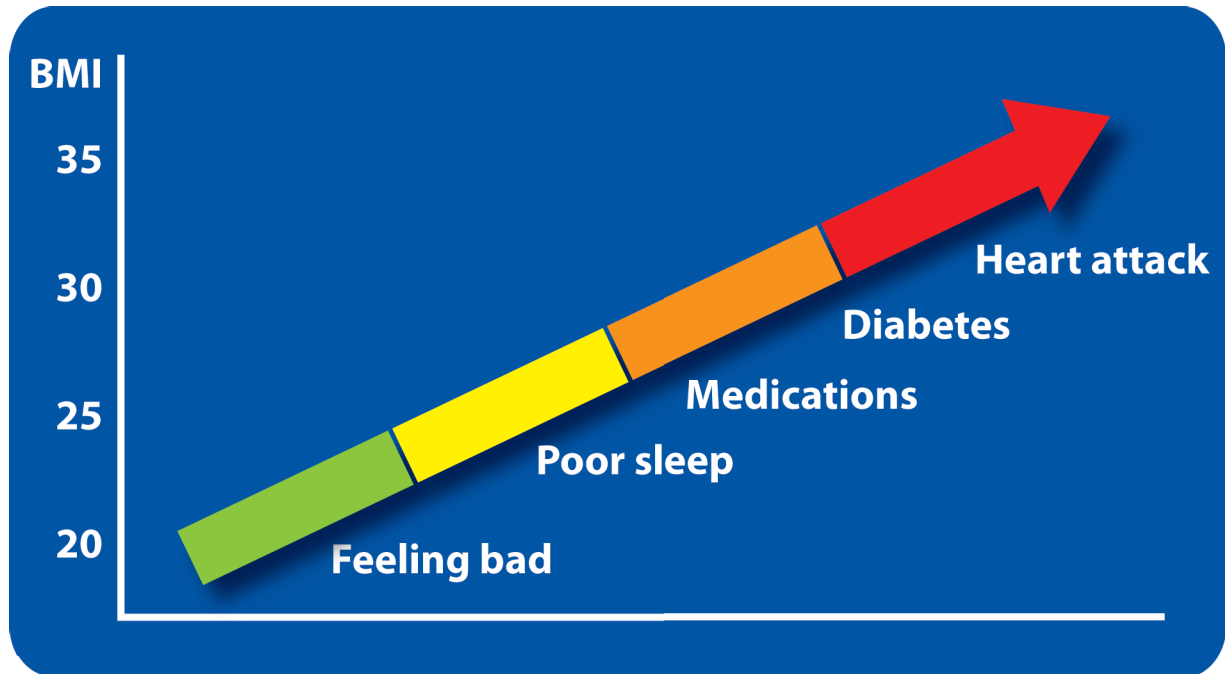
**Inactivity**

- Sedentary Lifestyle
- Low Activity
- Muscle Loss

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# *It's Just Not Your Appearance*



Are **you** at Risk?

## Coincidence?

Fast Food Industry  
\$129 billion per year

**vs.**

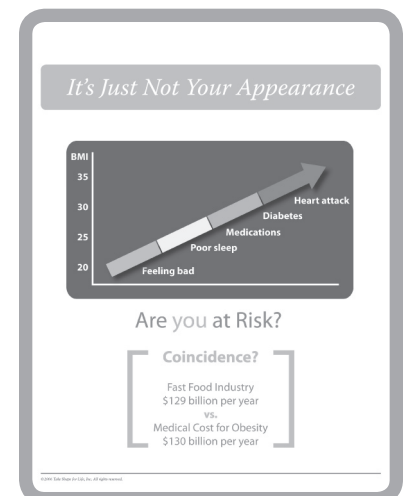
Medical Cost for Obesity  
\$130 billion per year

## It's Just Not Your Appearance

- We are literally eating ourselves to death.
- As our weight increases, our risk for disease increases as well.
- If your BMI is over 30, your risk goes up even quicker.
- Even a BMI above 24 puts you at risk.

(Refer back to BMI that prospect did on the flip side of check-up as you show why it's so important to keep BMI at around 24 or lower!)

*Transition: "So now that we see that there's a problem out there, where can we get help?..."*



# *Where Are The Answers?*

## Medical Solutions:

More medication  
More surgery



• Side effects • Complications • Death

## Fad Diets:

The latest book  
The newest pill



• Failure • Yo-Yo Syndrome • False Hope

## Where Are The Answers?

- Doctors are great for taking care of infections or injuries, but not for health problems relating to lifestyle.
- Chronic use of medications can lead to worsening health with all of its side effects.
- Prescription medications contribute to many deaths and injuries each year.
- Bariatric surgery should be reserved as a method of last resort - too many complications (1% die on table; 1% die months later).
- Some diets are good for getting weight off (although few are clinically shown to be safe).
- 85% gain the weight back within 2 years.
- Yo-yo syndrome - usually gain more weight after each failure.

*Transition: “So if we were to design a healthy program tailored for today’s society, what might it look like...”*



# *What If There Were*



**Healthy Fast Food  
& Lots of Support?**

**What would you have?**

## What If There Were

- Healthy Fast Foods that...
  - Taste great
  - Offer plenty of variety
  - Are low in fat
  - Are low in calories
  - Are high in nutrition
  - Are quick and easy to prepare

and

- Lots of Support
  - Caring, like-minded people to provide information and encouragement.
  - People who have been where you are now and have solved the Yo-yo syndrome and have the tools, education, and support to help you.

*Transition: "What would you have?"*

What If There Were



Healthy Fast Food  
& Lots of Support?

What would you have?

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*Real Answers For Real People*



**Take Shape  
For Life®**

Making Optimal Health a Reality

Our focus is on **you!**

## Real Answers For Real People

### Take Shape For Life!

Revolutionary new concepts that take leading edge Medifast Meal replacements and combine them with the most powerful program created to get you to a healthy weight, and more importantly, keep you there!

- Over 70 different high-quality Meals to select from.
- Clinically proven safe and effective.
- Program tailored to home or “on the go.”
- Permanent solutions focused on you!

*Transition: “Let’s explore in more detail how we surround you with all the ingredients to make Take Shape For Life your answer to great health!”*





# *Reaching the Trilogy Starts with a Life in Motion*

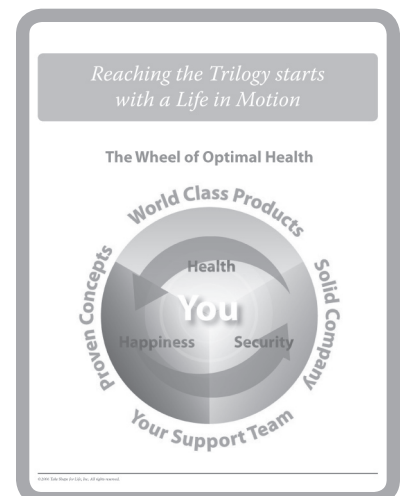
## The Wheel of Optimal Health



## Reaching the Trilogy Starts with a Life in Motion

- At the center of the wheel is you. Our long range goal is to help you reach perfect 10s in all these areas, because where they all come together, that's Optimal Health, and that's how you get your life in motion.
- The first level of support is represented on the outer wheel, which addresses your physical health.
- We have assembled a powerful combination of:
  - World-class products
  - A strong, stable company
  - Your own personal Health Coach and team
  - Time-tested and proven concepts

*Transition: "We will now evaluate all 4 of these areas in more detail and show how they provide you the most powerful protection and plan for your Optimal Health."*



# *Take Shape For Life's World Class Products*

## **Medifast Meals**

Nutritionally engineered for:

- Weight Loss & Weight Management
- Health Management
- Women & Men
- Seniors
- Diabetes
  
- Safe
- High Quality
- Cost Effective
- Great Tasting
- Kosher
- Soy Based
- Over 70 Choices



## Take Shape For Life's World Class Products

- We have a variety of programs designed to meet your specific health needs. (Detail the other specifically designed products for special needs and special categories.)
- Not just shakes and bars but lots of choices and flavors. The Meals can be used by the whole family - a quick meal for moms and dads on the go, or a healthy snack for children.
- Most are soy based; many are kosher.
- We provide quality choices to make it easier to stay on the Program (give your own experience with products).

(Have them taste the product now during a 1:1; or tell them they will get to taste them later if in a group meeting.)

*Transition: "Now let's take a look at what stands behind the products."*


### Take Shape for Life's World Class Products

#### Medifast Foods

Nutritionally engineered for:

- Weight Loss & Weight Management
- Health Management
- Women & Men
- Seniors
- Sports
- Children

- Safe
- High Quality
- Cost Effective
- Great Tasting
- Kosher
- Soy Based
- Over 50 Choices

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# *The Take Shape For Life Corporate Team*



- Leader in meal replacements since 1980
- Clinically proven safe and effective
- Recommended by over 15,000 doctors since 1980
- FDA-Inspected Manufacturing Facility
- Owns & controls manufacturing & distribution
- Well capitalized - New York Stock Exchange Company (NYSE: MED)



## The Take Shape For Life Corporate Team

(Go through the bullet points and briefly elaborate if you have visited the Home Office, the distribution facility, etc.)

*Transition: “But Take Shape For Life is a lot more than just great products and a strong company...”*

### *The Take Shape for Life Corporate Team*



- Leader in meal replacements for over 25 years
- Clinically proven at Johns Hopkins
- Over 15,000 physicians have recommended our program
- FDA-Inspected Facility
- Owns & controls manufacturing & distribution
- Well capitalized - American Stock Exchange Company



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# *The TSFL Support Team*

## **TSFL Health Network**

- Personal Health Coach Trained by The Health Institute
- Access to Our Team of Physicians, Nurses & Health Professionals
- Focus on health - **BeSlim®** lifestyle
- Support Calls
- Mentor Program
- Health Institute Programs
- **BeSlim®** Club





## The TSFL Support Team


- Personal Health Coach who has been trained by The Health Institute.
- Access to health professionals (outline nurse's call, doctor's call, The Health Institute, which designed training for you).
- Focus on health – We are the best because unlike the medical community, we focus on staying healthy, not on disease.
- Support Calls – from your Health Coach (me) and the Home Office.
- Mentor Program – More health, coaching, and knowledge training should you become interested.
- Health Institute programs
- BeSlim® Club – discount for continued patronage and for making a long term commitment to health.

*Transition: “So now that you understand the ingredients, let’s take a look at how our Medical Director, Dr. Wayne Andersen, a leader in nutritional intervention, has taken time-tested and proven concepts and designed a complete plan for you, from weight loss through the BeSlim® lifestyle for lifelong weight control, to create a life in motion...”*

### The TSFL Support Team

#### TSFL Health Network

- Personal Coach Trained by The Health Institute
- Access to Our Team of Physicians, Nurses & Health Professionals
- Focus on health - BeSlim™ Philosophy
- Support Calls
- Mentor Program
- Health Institute Programs
- BeSlim™ Club

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# *Proven Concept:*

## *How Does It Work?*



## How Does It Work?

### Before:

- As we saw earlier, the gap between more calories in than out = fat accumulation.

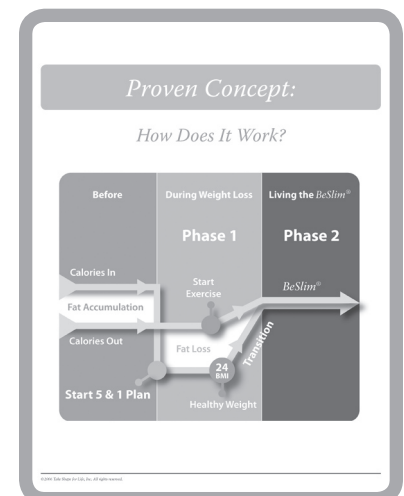
### During weight loss:

- We first lower your intake to 800 - 1,000 calories on The Medifast 5 & 1 Plan using our portion controlled meal replacements. (Briefly describe 5 & 1 Plan)
- You won't be hungry because you will be eating every 2-3 hours and in about three days, you will be in a fat burning state.
- Also, our research shows you won't have significant muscle loss.
- Even without exercise, we have created fewer calories in than out. Your gap now = fat loss.
- Increase activity gradually (i.e. light exercise) only after significant weight loss (usually occurring after 3 - 4 weeks).
- If currently exercising, cut exercise in half, and increase gradually.
- As we get to your healthy weight (BMI of 24 or less), gradually increase calories (which is called Transition).
- We will teach you how to eat healthier.

### Prescription for Life:

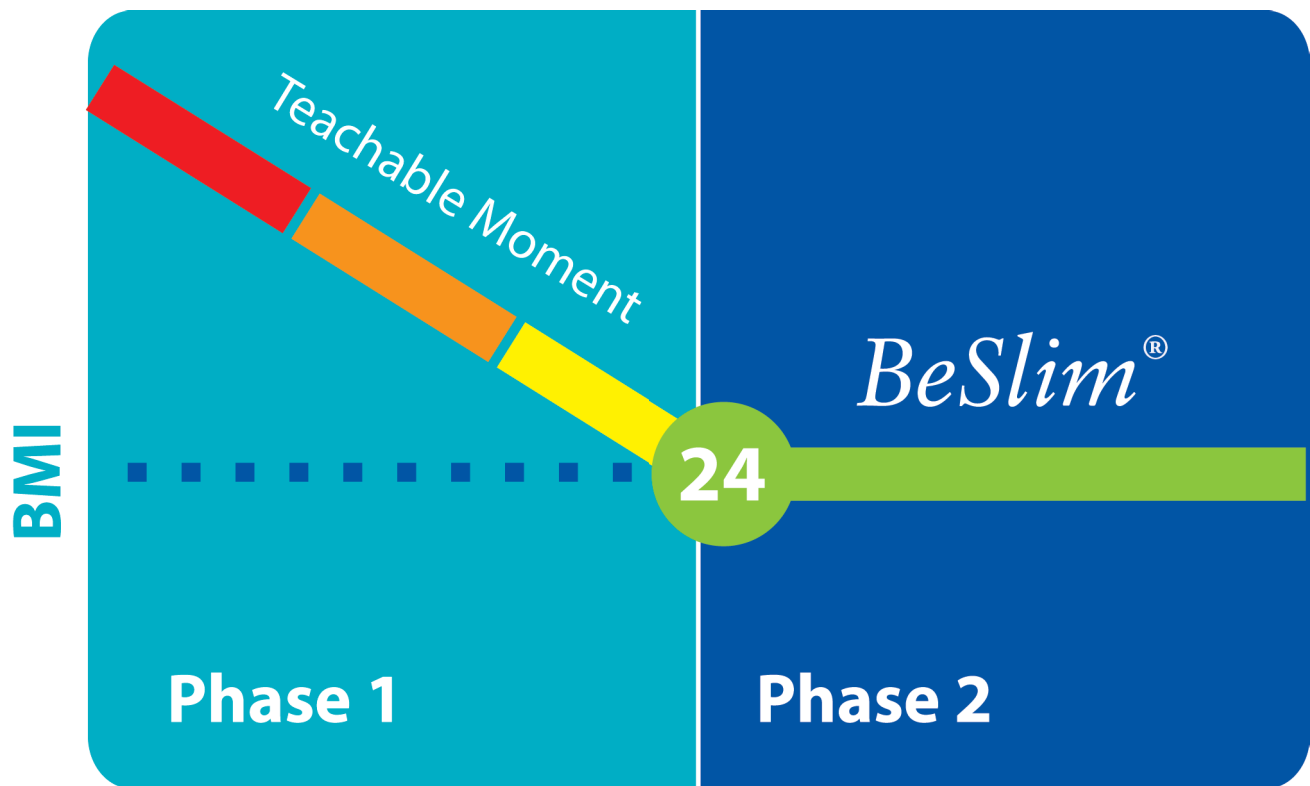
- At target weight, we have calories in/calories out matched (like 10,000 yrs. ago) and we keep you there with our BeSlim® lifestyle.

*Transition: "To see if you are qualified for BeSlim®, I have one question for you..."*



# *Proven Concept:*

*Can You Eat Every 3 Hours?*



*BeSlim<sup>®</sup>*

**B**reakfast every day  
**E**xercise  
**S**upport  
**L**ow-fat meals 5-6 times a day  
**I**ndividual Plan  
**M**onitor

## Can You Eat Every 3 Hours?

- Yes? Then you have what it takes to lose and maintain!
- In Phase 1, we will focus on getting you down to a healthy weight, but will start adding, in bite size pieces, our BeSlim® ingredients.
- Once losing and feeling better, you will be ready to learn and use the BeSlim® lifestyle daily. It's simple!
- Our research, including data from the Weight Control Registry of successful long term weight losers, has identified 6 common things that you have to do:

**Breakfast** – The most important meal of the day. Our oatmeal, shakes, and other meal choices make it easy to do.

**Exercise** – Increasing activity as you approach target weight (focus on progressive exercise only once you are ready and motivated).

**Support** – From me and the team (emphasize how rewarding this role is for you – how much fun it is!)

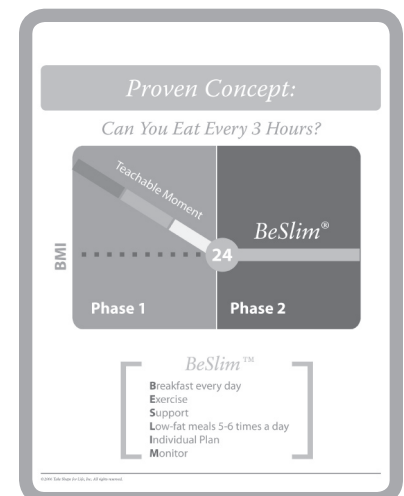
**Low-fat Meals** – 5 - 6 meals per day not easy to do, but our healthy fast foods now make this quick and easy; and they fit our busy lifestyles.

**Individual Plan** – I will help tailor your plan with all the food choices, etc.

**Monitor** – Tight jeans will tell!

You've got to be the one to do it, but I'll be your coach and I will be there to support you during Phase 2, to make sure we keep you healthy!

*Transition: "So now let's talk about what you can do today..."*



# *What Can You Do Today?*



Take control of your health



Order your program



Use Health Coach Support



Review tools to get started



Product Catalog



Quick Start Guide



Achieving Optimal Health DVD



Web site

## What Can You Do Today?

“Do you agree that our Program makes sense and we will surround you with all you need to lose that weight and keep it off?”

“We will become your grocer, so the Program is cost neutral, and all the marvelous support is free!”

We want you to succeed and take control of your health!

(Assume the sale. Talk about how it will work. You'll help them select and order. After first order, they can order direct. You're freed up to train and support your Clients since the company ships directly and provides the tracking, etc.)

(Give support material for them to review during the 5-10 business days it will take for their order to arrive).

*Transition: “Before we go through your order selections, I'd like us to go back to your Trilogy check-up for a moment and address our second level of support, which truly can provide Optimal Health.” (Tie this in before you take the order).*

### What Can You Do Today?

- ✓ Take control of your health
- ✓ Order your program
- ✓ Use Health Advisor Support
- ✓ Review tools to get started
- ☐ Product Catalog
- ☐ Quick Start Guide
- ☐ Video: Life in Motion – Program Overview
- ☐ Website

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# *Where Will You Be In 5 Years?*



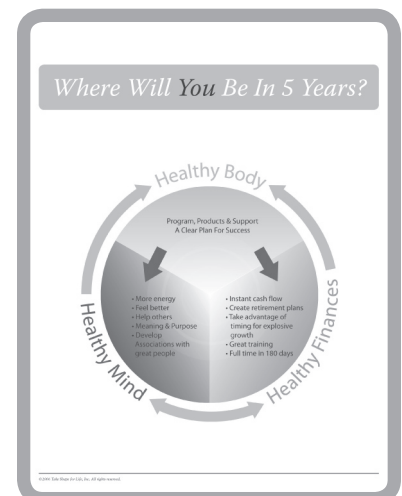
## Where Will You Be In 5 Years?

- What is your current reality...will it change over the next 5 years?
- Identify potential needs in the 3 areas of the Trilogy.
- Our main focus today was on your physical health which was your immediate concern. And I think we have shown you a clear plan for success, wouldn't you agree? Well, we have found that improving the other parts of the Trilogy are really essential to reaching and maintaining Optimal Health. (Refer back to their check-up and point to the Healthy Mind and the Healthy Finances arrows leading back to Healthy Body).

(Briefly give your own experience in terms of Healthy Mind, then point to Healthy Finances and give your experience – do this quickly and without pressure – emphasize that only people with product experience and basic training are qualified to become Health Coaches).

(Their asking you for more information is your invitation to tell more...)

*Transition: “If you’re interested in learning about the rewards of becoming a Health Coach and the ability to create Optimal Health, I’ll be happy to give you the materials.”*





# *Start Living the Trilogy*



Becoming a Health Coach DVD



Setting Your Business in Motion Guide



Schedule the Next Step

## Start Living the Trilogy

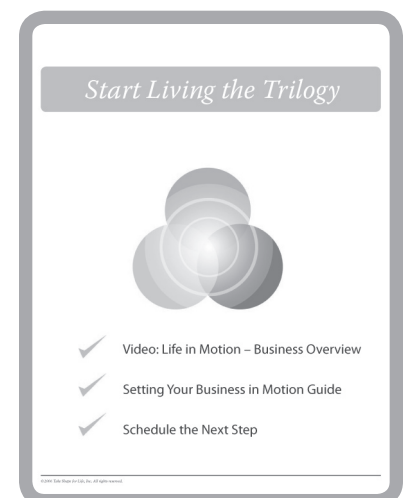
(Briefly review materials you can leave with them now, including watching the second part of the video.)

(Set up follow-up meeting once they have started on the Program.)

(See if they have what it takes.)

(Take order today and make them a new Client!)

(Let them know the sooner they get going, the sooner they can become a Health Coach! But they must wait until they have been on the Program at least one week.)







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