



**Take Shape
For Life.**
Life in Motion®

The “Medi” in Medifast

- ▶ An approach to weight loss developed, used, and recommended by doctors.



How doctors do weight loss.

ADDRESSING A TRUE HEALTH CONCERN

Obesity is a medical problem, and should be treated like one. Being overweight is associated with high blood pressure, type 2 diabetes, heart disease, stroke, and some forms of cancer.

Medifast was created in 1980 by William Vitale, M.D. His products were sold directly to doctors, who in turn prescribed them to their patients.

Since then, 15,000 doctors have prescribed or recommended Medifast, and over a million customers have used Medifast to lose weight quickly and safely—including doctors and their family members.

The products are now available direct to consumers, and the company is now publicly traded on the New York Stock Exchange (symbol: MED).

Recommended by
over 15,000 doctors

IMPROVING GENERAL HEALTH AND NUTRITION

Improved appearance is only one benefit of achieving a healthy weight with Take Shape For Life and Medifast.

As you get healthy, you'll lose more than just pounds and inches. You'll cut your risk for dangerous diseases and reduce the stress and exhaustion of chronic bad health. You may even be able to cut back on or eliminate diabetes and blood pressure prescriptions from your doctor.

Today's Medifast is a synergistic combination of:

- ▶ A doctor-developed program for fast, safe, and sustained weight loss.
- ▶ Low-glycemic, low-calorie foods scientifically formulated with the right balance of protein, carbohydrates, fiber, vitamins, and minerals.
- ▶ A consortium of nutritionists, doctors, Health Coaches, and other professionals, as well as a vibrant online community, which provides information and support.
- ▶ All products manufactured in the U.S., with 90% made in Medifast's wholly owned manufacturing facility in Owings Mills, MD, for strict quality control and best practices.

FAST, SAFE, SIMPLE, SATISFYING, AND SUPPORTED



A DISTINGUISHED SCIENTIFIC ADVISORY BOARD

In September 2008, Medifast announced the formation of its Scientific Advisory Board.

The role of the Board is to continually review the effectiveness, safety, and nutritional benefits of Medifast's products and programs. The team of specialists will also assist in the development of new Meals and supplements, as well as weight-loss approaches for specific medical needs (*i.e.*, patients with heart disease) or lifestyles (vegetarians, etc.).

The work of this cross-disciplinary group builds on Medifast's heritage of medically sound approaches to weight loss, and the incorporation of leading-edge clinical research into the company's products and programs.



Lawrence Cheskin, M.D.

Director of the Johns Hopkins Weight Management Center in Baltimore, MD



Miriam Cohen, M.D., F.A.C.C.

Cardiologist and Assistant Professor at the University of Maryland Medical School



Scott Kahan, M.D., M.P.H.

Instructor at the Johns Hopkins Bloomberg School of Public Health



Debra L. Miller, Ph.D.

Director of Nutrition at The Hershey Company



Varsha Vaidya, M.D.

Assistant Professor of Psychiatry and General Internal Medicine at Johns Hopkins University School of Medicine; Director of the Obesity Psychiatry program at Johns Hopkins Bayview Medical Center



Alison Duncan, Ph.D., RD

Associate Professor, Department of Human Health and Natural Sciences at University of Guelph
Functional Foods Expert

CLINICAL RESEARCH EXAMPLES

Medifast uses both clinical research studies and retrospective analysis data from its Medifast clinics as the bases of its claim, “clinically proven.” Some examples:

- ▶ Cheskin, Mitchell, Lewis, Jhaveri, & Yep: Johns Hopkins Bloomberg School of Public Health, Baltimore, MD. “Efficacy of 2 diet plans designed for people with type 2 diabetes on weight and health measures.”

This study evaluated the efficacy of the standard American Diabetes Association (ADA) self-selected diet (SD) vs. a portion-controlled diabetic food diet (PCD) in obese patients with non-insulin dependent diabetes mellitus. After 34 weeks, participants in the PCD group achieved significantly better results in percentage of weight lost, insulin level, and hemoglobin A1c. The study was published in the 2008 January/February issue of *The Diabetes Educator* and was also presented at the American Diabetes Association's 65th Annual Scientific Session in San Diego, CA, June 11, 2005.

- ▶ Coleman, Rampolla, Kiel, & Davis: Jason Pharmaceuticals, Inc., Owings Mills, MD. “Evaluation of metabolism-boosting beverages on resting energy expenditure.”

This study evaluated the effect of thermogenic meal replacement beverages (Momentum by Medifast) containing 90 mg of EGCG and 100 mg of caffeine on resting energy expenditure (REE). Findings suggest three potential benefits of Momentum in weight control: increased REE, increased fat oxidation, and decreased appetite. Decreased energy in and increased energy out should translate into improved weight loss and effective weight maintenance.

FULL-TIME SPECIALISTS AT OUR CORPORATE OFFICES

Since 1980, Medifast has been the result of solid science, thoughtful research, and creative innovation, and we continue to evolve. You can count on Medifast for lasting weight-loss solutions that incorporate the latest clinical findings in nutrition and health care. In keeping with our distinguished medical and scientific heritage, our dedicated experts here at the home offices in Owings Mills, Maryland, work closely with our Scientific Advisory Board to ensure that every Medifast product and program is of the highest quality, effectiveness, and value.



Dr. Wayne Scott Andersen

Executive Director of the Health Institute,
Medical Director of Medifast, Inc., and
Co-founder of Take Shape For Life.



**Lisa M. Davis,
PhD, PA-C, CNS, LDN**

Vice President of Research and
Development of Medifast, Inc.



**Joni Rampolla,
RD, LDN**

Director of Nutrition of Medifast, Inc.

Find out what other doctors are saying about
Medifast and how it can work for you:
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