



NEWS RELEASE

# Medifast Announces Strategic Shift to Metabolic Health with the Introduction of Metabolic Synchronization™

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Breakthrough Science Expands Company's Mission Beyond Weight Loss to Address Metabolic Health

BALTIMORE--(BUSINESS WIRE)-- **Medifast** (NYSE: MED), the health and wellness company known for its science-backed, coach-guided lifestyle system, today announced a strategic transformation, unveiling a new focus on holistic metabolic health. The company introduced Metabolic Synchronization™ — a breakthrough science that reverses metabolic dysfunction with a targeted reset of the body's metabolism. Research shows the company's comprehensive system activates strong and targeted fat burn to improve metabolic health by reducing bad visceral fat, preserving lean mass and protecting muscle. This approach results in quality weight loss that goes beyond the scale, ultimately empowering individuals to reach their health goals.

## The Big Picture: Tackling Metabolic Dysfunction

With nine in ten U.S. adults metabolically unhealthy\*, the country is facing a health crisis. Metabolic health — often misunderstood or overlooked — refers to the body's ability to efficiently convert food into energy, regulate critical body functions and maintain internal balance. Metabolic dysfunction is a state that can often silently slip in and can put the body's metabolic processes under strain, cascading into some of today's most serious health challenges.

"For decades, we've empowered millions of people to achieve significant weight loss and improve their health," said Dan Chard, Chairman and CEO of Medifast. "What we've discovered through our clinical research and breakthrough

insights is that the same science driving our program's weight loss outcomes can go even further — helping unlock a healthier metabolism and promoting overall wellbeing. This focus on metabolic health marks the next evolution in our mission: addressing a wider range of health challenges millions face, from weight loss to enhanced vitality and a longer health span."

## From Weight Loss to Metabolic Health: A Strategic Evolution

Building on its legacy of transforming lives, Medifast is advancing its approach with Metabolic Synchronization™, a breakthrough science that reverses metabolic dysfunction with a targeted reset of the body's metabolism. This new science leverages years of clinical evidence to deliver results beyond the number on the scale.

The first step of Metabolic Synchronization™ is quality weight loss. Recent breakthrough research shows the company's comprehensive system activates strong and targeted fat burn, driving measurable improvements in overall metabolic health and body composition through three key mechanisms:

- **Burn:** Targets visceral fat — the bad fat stored around organs and muscles — achieving a 14% reduction in visceral fat in just 16 weeks\*\*.
- **Preserve:** Helps retain 98% of lean mass, supporting strength, energy and mobility during weight loss\*\*.
- **Protect:** Supports healthy muscle to help restore the body's natural ability to improve an active metabolism, optimize energy use and regulate body weight.

"Metabolic health is the foundation of lifelong vitality," said Dr. Satya Jonnalagadda, Vice President of Scientific & Clinical Affairs at Medifast. "Metabolic Synchronization represents an innovative, evidence-based solution that enables people to take control of their health, not just by losing weight, but by improving how their bodies work at a fundamental level."

## Unlocking New Opportunities to Serve Clients Across the Health Journey

By focusing on the root causes of metabolic dysfunction, Medifast is unlocking new opportunities to reach and empower individuals at every stage of their health journey. For people utilizing weight loss medications, Medifast's programs provide complementary solutions to enhance metabolic function and overall health. For those pursuing a medication-free approach, the company's science-backed system offers an effective alternative, delivering measurable results through its holistic focus on metabolic health.

## Backed by Science, Driven by Innovation and Connection

With over 40 years of industry leadership, supported by 30+ peer-reviewed publications and clinical studies,

Medifast remains committed to advancing science and innovation. The company's structured programs remain integral to this evolution, providing clients with a trusted foundation for metabolic health.

Medifast also continues to stand apart with its human-centered approach. Clients who work with a personal coach experience 10 times greater weight loss and 17 times greater fat loss than those pursuing self-directed approaches†. Looking ahead, the company plans to launch new products using the science of metabolic synchronization in 2026, incorporating next-generation ingredients that further enhance metabolic health.

"We've always been about innovation," said Chard. "With Metabolic Synchronization, we're taking the next bold step in our journey. This breakthrough science gives us the opportunity to serve more people in more ways, offering meaningful, evidenced based solutions that adapt to every stage of the health journey. As we look to the future, this scientific breakthrough will serve as the foundation for future innovations that improve lives, restore vitality and redefine what's possible in health and wellness."

## About Medifast

**Medifast** (NYSE: MED) is the health and wellness company known for its science-backed, coach-guided lifestyle system. Designed to help address the challenges of metabolic dysfunction, the company's holistic approach integrates personalized plans, scientifically developed products and a framework for habit creation — all supported by a dedicated network of independent coaches. Driven to improve metabolic health through advanced science and comprehensive behavioral support, Medifast has introduced Metabolic Synchronization™, a breakthrough science that reverses metabolic dysfunction through a targeted reset of the body's metabolism. Research shows the company's comprehensive system activates strong and targeted fat burn to enhance metabolic health and body composition by reducing visceral fat, preserving lean mass and protecting muscle. Backed by more than 40 years of clinical heritage, Medifast continues to advance its mission of Lifelong Transformation, Making Healthy Lifestyle Second Nature®. For more information, visit [MedifastInc.com](https://www.MedifastInc.com), and follow Medifast on **X** and **LinkedIn**.

\*O'Hearn M et al. Trends and Disparities in Cardiometabolic Health Among U.S. Adults, 1999-2018. J Am Coll Cardiol. 2022; 80(2):138-151. doi:10.1016/j.jacc.2022.04.046

\*\*In a clinical study, 98% of lean mass was retained and individuals experienced a reduction of 14% visceral adiposity [visceral fat] on the Optimal Weight 5 & 1 Plan® at 16 weeks. Arterburn LM, et al. Randomized controlled trial assessing two commercial weight loss programs in adults with overweight or obesity. Obes Sci Pract. 2018;5(1):3-14. doi: 10.1002/osp4.312.

†Those on the Optimal Weight 5&1 Plan® with support of an **OPTAVIA** Coach successfully lost 10x more weight and 17x more fat than those who tried to lose weight on their own. Arterburn LM, et al. Randomized controlled trial

assessing two commercial weight loss programs in adults with overweight or obesity. *Obes Sci Pract*. 2018;5(1):3-14. doi: 10.1002/osp4.312.

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