



NEWS RELEASE

Medifast Introduces New High-Protein Product Line OPTAVIA ASCEND™ For GLP-1 Users & Those Looking for Help to Keep Weight Off

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Two new programs incorporate OPTAVIA ASCEND products for easy nutrition, with or without medications, and provide strategies & support to help with weight maintenance

High-protein products help preserve lean muscle mass during weight loss, addressing the accelerated muscle loss often associated with GLP-1 medications ^{1*}

BALTIMORE--(BUSINESS WIRE)-- Medifast (NYSE:MED), the health and wellness company known for its habit based and coach-guided lifestyle solution OPTA VIA, today announced OPTAVIA ASCEND — a new product line of high-protein, fiber-rich mini meals as well as a daily nutrient pack. These products are featured in two new science-backed nutrition plans designed for people on GLP-1 medications and those looking for help to keep weight off. The mini meals provide essential nutrients to promote muscle health, digestive health and bone health, and combined with the new plans and OPTA VIA's holistic offer, fill a critical gap in the weight management market.

Medifast's launches OPTAVIA ASCEND — a new product line of high-protein, fiber-rich mini meals as well as a daily nutrient pack. These products are featured in a new science-backed nutrition plans designed for people on GLP-1 medications. (Graphic: Business Wire)

GLP-1 medications are revolutionizing weight loss, but challenges remain. Studies show that two-thirds of weight

lost on GLP-1 medications is typically regained within 12 months of stopping treatment, with



cardiometabolic benefits often reversing as well^{2*}. Additionally, muscle loss on GLP-1 medications can equal up to a decade worth of naturally occurring muscle loss within just 12-18 months, according to a recent scientific manuscript by Medifast published in Current Developments in Nutrition¹. These findings highlight the importance of combining GLP-1 medications with proper nutrition and lifestyle habits, such as eating a protein-rich diet and incorporating regular resistance training to support skeletal muscle and metabolic health.

"Despite increasing numbers of people using GLP-1 medications, many overlook that they are just one tool to support weight loss and are not intended to be used without lifestyle changes," said Dan Chard, Chairman and CEO of Medifast. "OPTA VIA ASCEND was designed to fill an important gap in the market and now allows us to provide a simple solution combining high-protein products, daily nutrient packs, the personalized guidance of a coach and the support of a community. Our solutions have always paired science-backed nutrition and lifestyle strategies with coaching, and we're excited to be able to serve even more customers with this new offering, whether actively losing weight or looking to learn how to keep weight off."

These plans are accompanied by the support of a personal coach who has likely experienced their own weight loss journey. The coach serves as a support system and provides guidance for customers. This builds on the company's existing strategic collaboration with LifeMD to ensure customers have access to GLP-1 medications where clinically appropriate.

"Obesity is a chronic health condition, and findings from a recent clinical trial³ suggest that ongoing support is essential for sustaining progress in weight and overall health," said Satya Jonnalagadda, Vice President of Scientific and Clinical Affairs at Medifast. "While GLP-1 medications help initiate weight loss by reducing appetite, they don't address the underlying nutrition, habits or lifestyle factors that contribute to long-term success. Weight regain often occurs once GLP-1 medications are stopped but OPTA VIA equips individuals with strategies and support to help keep the weight off^{1,3*}. By incorporating targeted nutrition, physical activity and behavioral support, these new plans can help people – whether they use weight loss medications or not – lose weight in a healthy way, manage their weight and improve overall health."

For more information on OPTA VIA's full offerings visit, www.OPTAVIA.com.

About Medifast®:

Medifast (NYSE: MED) is the 40+ year old health and wellness company known for its habit-based and coach-guided lifestyle solution **OPTA VIA ®**, which provides people with a simple, yet comprehensive approach to address obesity and support a healthy life. OPTA VIA provides unparalleled coaching support along with

community, tailored nutrition and healthy habits, and empowers people to master their weight loss journey through each stage of life. Through the company's collaboration with national virtual primary care provider LifeMD® (Nasdaq: LFMD) and its affiliated medical group, customers now have access to GLP-1 medications where clinically appropriate. Medifast remains committed to its mission of offering Lifelong Transformation, Making a Healthy Lifestyle Second Nature™. Visit [MedifastInc.com](https://www.MedifastInc.com) and [OPTA VIA .com](https://www.OPTAVIA.com) for more information and follow @Medifast on **X** and **LinkedIn** .

References:

¹ Grosicki GJ, Dhurandhar NV, Unick JL, Arent SM, Thomas JG, Lofton H, Shepherd MC, Kiel J, Coleman C, Jonnalagadda SS. Sculpting Success: The Importance of Diet and Physical Activity to Support Skeletal Muscle Health during Weight Loss with New Generation Anti-Obesity Medications. *Curr Dev Nutr*. 2024 Oct 18;8(11):104486. doi: 10.1016/j.cdnut.2024.104486.

² Wilding JPH, Batterham RL, Davies M, Van Gaal LF, Kandler K, Konakli K, Lingvay I, McGowan BM, Oral TK, Rosenstock J, Wadden TA, Wharton S, Yokote K, Kushner RF; STEP 1 Study Group. Weight regain and cardiometabolic effects after withdrawal of semaglutide: The STEP 1 trial extension. *Diabetes Obes Metab*. 2022 Aug;24(8):1553-1564. doi: 10.1111/dom.14725. Epub 2022 May 19.

³ Wadden TA, Bailey TS, Billings LK, Davies M, Frias JP, Koroleva A, Lingvay I, O'Neil PM, Rubino DM, Skovgaard D, Wallenstein SOR, Garvey WT; STEP 3 Investigators. Effect of Subcutaneous Semaglutide vs Placebo as an Adjunct to Intensive Behavioral Therapy on Body Weight in Adults With Overweight or Obesity: The STEP 3 Randomized Clinical Trial. *JAMA*. 2021 Apr 13;325(14):1403-1413. doi: 10.1001/jama.2021.1831.

Disclaimer:

* Medical advice, treatment, prescriptions, and the overall practice of medicine must be provided by a licensed healthcare professional. **OPTA VIA** and its coaches do not engage in or provide any medical services.

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