



NEWS RELEASE

People Magazine Spotlights Tiffany Howard's Metabolic Health Journey with OPTAVIA®

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A Powerful Story of Improving Metabolic Health Through Science, Coaching and Community

BALTIMORE--(BUSINESS WIRE)-- **Medifast**® (NYSE: MED), the health and wellness company known for its science-backed, coach-guided lifestyle system **OPTAVIA**, celebrates the **inspiring health transformation of Tiffany Howard**, recently featured in People magazine. Tiffany's journey highlights how **OPTAVIA's** comprehensive program, which combines science-backed nutrition, personalized coaching and sustainable habit-building, reversed her metabolic dysfunction¹. For Tiffany, this meant several meaningful health improvements, including healthy weight loss.

Before starting her **OPTAVIA** journey, Tiffany struggled with metabolic health challenges, including elevated blood sugar levels, high cholesterol, chronic brain fog, persistent fatigue and cycles of restrictive dieting that led to muscle loss and weight regain.

Through **OPTAVIA's** science-backed targeted reset program, she addressed the root causes of her metabolic dysfunction and weight gain, resulting in improvements to her energy and confidence, while she built long-term habits. The program combines personalized plans designed to support targeted fat burn and lean mass retention, evidence-based habit formation frameworks to help clients build routines that last, one-on-one guidance from a coach and the support of a community that provides accountability and motivation.

"When I found **OPTAVIA**, it wasn't just about losing weight — it was about learning how to take control of my



health," said Tiffany. "The program gave me tools I could actually stick with, and the support I had from my coach and community made all the difference."

Today, Tiffany has improved her metabolic health and now serves as an independent coach, sharing the same science-backed solutions and support system that transformed her life with others. **OPTAVIA's** clinical study¹ shows that clients who work with **OPTAVIA** coaches achieve 10 times greater weight loss than those who follow a reduced calorie plan without support — underscoring the power of **OPTAVIA's** unique combination of clinically proven plans, coaching and community.

"The community aspect is what kept me going," said Tiffany. "Knowing I wasn't alone and having someone to turn to when things got hard made all the difference. Now, as a coach myself, I see how life-changing this kind of support can be."

Metabolic Dysfunction: An Overlooked Health Crisis

Tiffany's story reflects the widespread yet often misunderstood challenge of metabolic dysfunction, which affects energy, sleep and weight for millions of people. Recent **Medifast research**² highlights the urgent need for solutions:

- In a nationally representative survey, nearly 94% of Americans expressed concern about at least one aspect of metabolic health, such as poor sleep or weight struggles.
- 85% of Americans believe it's possible to reverse metabolic dysfunction.

"Tiffany's story mirrors the experiences of many others who unknowingly struggle with metabolic dysfunction," said Dr. Satya Jonnalagadda, Vice President of Scientific & Clinical Affairs at Medifast. "Through interventions like **OPTAVIA's** targeted reset program, people can address the root causes of these challenges associated with metabolic dysfunction and achieve improvements in their health."

1 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. 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.

2 **OPTAVIA** commissioned an online survey with KRC Research among n=1,004 U.S. adults ages 18-75. The survey was fielded between September 23rd and September 29th, 2025.

About Medifast

Medifast (NYSE: MED) is the health and wellness company known for its science-backed, coach-guided lifestyle system. Designed to address the challenges of metabolic dysfunction, the company's holistic approach integrates personalized plans, scientifically developed products and a framework for sustainable 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 targeted metabolic reset. Research demonstrates that the company's comprehensive system activates strong and targeted fat burning to enhance metabolic health and body composition by reducing visceral fat, preserving lean mass and protecting muscle integrity.

Backed by more than 40 years of clinical heritage, Medifast continues to advance its mission of Lifelong Transformation, Making a Healthy Lifestyle Second Nature®. For more information, visit **[MedifastInc.com](https://www.MedifastInc.com)**.

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