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NEWS RELEASE

# Take Shape For Life® Hosts Largest Go Global Leadership Conference Ever

2017-02-20

OWINGS MILLS, Md., Feb. 20, 2017 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, announced that Take Shape For Life®, the company's direct selling division and wholly-owned subsidiary, held its largest ever Go Global conference in Atlanta from February 16 to February 19. More than 1,000 attendees participated in workshops and learned strategies to help grow their businesses and expand their leadership skills.

In his first address to top field leaders since joining the company, Medifast® CEO Daniel Chard shared plans to accelerate company growth by supporting Health Coach businesses and introduced OPTAVIA™ Essentials – the newest clean label products as part of the lifestyle brand OPTAVIA™.

"This conference is particularly important to our organization as we transition from Take Shape For Life® to OPTAVIA™. We will continue to focus on helping people achieve meaningful and sustainable change. Over the next



few years, we look forward to growing our Health Coach and leadership community by aligning around our repeatable business-building rhythm and transformation opportunity," said Chard.

In addition to learning more about the company's new growth strategy, conference attendees were among the first to experience the newest OPTAVIA™ Essentials Fuelings. Introduced in 2016 exclusively for Take Shape For Life® Health Coaches, OPTAVIA™ Fuelings are nutrient dense, portion controlled, and free of colors, flavors, and sweeteners from artificial sources. Each Fueling is also a good source of high-quality complete protein, and full of essential vitamins and minerals, including fifty percent of the daily requirement of Vitamin D to support bone health. OPTAVIA™ Fuelings also contain proprietary GanedenBC<sup>30</sup>® probiotic cultures to support digestive and immune health, as part of a balanced diet and healthy lifestyle.

Using the most advanced science, the formulation behind each of these products is unique. Used in conjunction with the Optimal Weight 5&1 Plan™, each Fueling has a nutritional profile designed to support a gentle, efficient fat burning state. The science is also reviewed by the company's prestigious Scientific Advisory Board, led by Larry Cheskin, M.D., F.A.C.P., Associate Professor of Health, Behavior & Society, with a joint appointment in Human Nutrition, and in Medicine at Johns Hopkins.

"Our goal is to continue to expand our products and programs to support the health and wellbeing goals of our Health Coaches and Clients. In July of 2016 we introduced the brand OPTAVIA, and the unveiling of these 20 OPTAVIA Essential Fuelings is the first of several extraordinary launches planned between now and when we fully become OPTAVIA, in July of 2017 at our National Convention in Dallas, Texas," said Take Shape For Life® President Mona Ameli Nader.

The company rounded out its leadership conference by offering its Health Coaches an opportunity to give back to the Atlanta community. At its Take Shape For Life® Makes a Difference – Charity Bike Build night, attendees assembled 200 bicycles to donate along with \$10,000 in cash, for a total of \$35,000 in donations to non-profit charity Hands on Atlanta.

### **About Take Shape For Life:**

Take Shape For Life® is a thriving, vibrant community that is redefining the path to wellbeing and Optimal Health™. It achieves this through a network of Independent Health Coaches, who provide support and personal encouragement to help Clients safely and effectively reach and sustain a healthy weight, and adopt habits for a lifetime of health. Within the Trilogy of Optimal Health, Take Shape For Life® offers individuals an opportunity to create sustainable health in all areas of their lives – building a healthy body, developing a healthy mind, and generating healthy finances. Take Shape For Life® provides Health Coaches with tools and support; an innovative, leading-edge lifestyle program; training and knowledge; and best of all, a community of like-minded individuals working toward the common goal of getting America healthy. In 2016, Take Shape For Life® was ranked in the top

20 of the Direct Selling Association's largest companies, and is a Code of Ethics member of the same organization.

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### **About Medifast®:**

Medifast, Inc.® (NYSE: MED) is a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs.

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