

# If you think it costs too much to lose weight...think again!



# Take Shape For Life<sup>®</sup>

featuring **Medifast Meals**

Save money. Save your health! For the results you want, the nutrition you need, and a price you can afford, the answer is Take Shape For Life.

## Weight-loss Program Comparison

Weight-loss Program	Take Shape For Life <sup>®</sup> <small>featuring Medifast Meals</small>	nutrisystem <sup>™</sup>	<i>Slim-Fast<sup>®</sup></i>	SOUTH BEACH DIET <sup>™</sup>	Jenny Craig <sup>®</sup>	WeightWatchers <sup>®</sup>
Offers	5 portion-controlled Meals and 1 Lean & Green Meal daily	Convenient pre-packaged food	Inexpensive and convenient	Jump start on weight loss	Pre-measured meal portions	Chance to continue eating favorite foods
Advertised Weight Loss	up to 2 to 5 lbs a week	up to 2 to 3 lbs a week	up to 1 to 2 lbs a week	up to 1 to 2 lbs a week	up to 1 to 2 lbs a week	up to 1 lb a week
Fullness Index <sup>™*</sup>	15.2	8.6	7.8	10.2	6.4	7.1
Protein per Day	115	78	67	78	66	71
Average Cost per Day	\$14.89	\$16.79	\$14.44	\$20.80	\$28.15	\$13.34
Cost to Lose 40 lbs	<b>\$833.84</b>	\$1,516.59	\$2,021.60	\$2,912.00	\$3,427.60	\$3,735.20
Keep in Mind	<ul style="list-style-type: none"> <li>♦ <b>FREE Health Coach</b></li> <li>♦ Has been recommended by over 15,000 doctors since 1980</li> <li>♦ Offers free online community</li> <li>♦ Lets you have dinner with family</li> </ul>	<ul style="list-style-type: none"> <li>♦ Food that is high in preservatives and sodium</li> <li>♦ Limited support options</li> </ul>	<ul style="list-style-type: none"> <li>♦ Limited product selection</li> </ul>	<ul style="list-style-type: none"> <li>♦ Restricted saturated fats, fruits, and vegetables</li> <li>♦ Restricted carbohydrates</li> </ul>	<ul style="list-style-type: none"> <li>♦ Slower rate of weight loss</li> <li>♦ Higher cost than most plans</li> </ul>	<ul style="list-style-type: none"> <li>♦ Time-consuming group meetings</li> <li>♦ Complex points system</li> </ul>

Claims about specific weight-loss programs were obtained from each company's Web site: TSFL.com, NutriSystem.com, Slim-Fast.com, SouthBeachDiet.com, JennyCraig.com, and WeightWatchers.com, February 2009. Costs were determined by obtaining sample meal plans from each company and by purchasing the program/food, February 2009. Additional grocery item costs were calculated from Peapod.com, Baltimore-metro area, February 2009. Protein, satiety, and calorie data are summary of research performed by Jacqueline McLaughlin, Associate Director GPPS at Penn Medicine, between June 1, 2008 and December 31, 2008. Averages are based on total eating episodes per day; raw source data from research provided for each respective diet was obtained from: TSFL.com, NutriSystem.com, JennyCraig.com, and WeightWatchers.com. Weight Watchers comparison does not include "Cheat Points" which will increase weight gain and calories for Weight Watchers. USDA data sourced for typical Weight Watchers meals. \*The Fullness Index<sup>™</sup> is a measure of how filling a food is based on the amount of protein and fiber per calorie. It is calculated by adding the number of the food's fiber grams and the protein grams, multiplying that total by 100, and then dividing by the food's calories per serving. The higher the Fullness Index<sup>™</sup> score, the more satisfying each calorie of that food is. The "Keep in Mind" section is Medifast's conclusions based on the data collected.