

# WELCOME TO THE Movement

For the **100 million** adults living with obesity, the time has come for **change**<sup>1,2,a</sup>



See how your guidance can make an impact



How much weight loss can make a clinically meaningful difference?

<sup>a</sup>Adults aged ≥20 years in the United States.

Actor Portrayal.



See how you can help your patients get closer to their weight-management goals

# IT'S A critical time IN THE FIGHT AGAINST OBESITY<sup>3</sup>

Your guidance can make a difference

Patients lost

**5X more weight**

with HCP counseling than with a self-directed program<sup>4,a</sup>

<sup>a</sup>A randomized, controlled study of 415 patients with obesity showed that patients lost more weight with HCP counseling, weight-loss coaches, and web-based support (5.2% weight loss) when compared with a self-directed program (1.1% weight loss) at 24 months.<sup>4</sup>

## Why is weight regain so common? The body fights back

Healthy eating and physical activity keep your patients on track to lose weight. But when patients lose weight via reduced caloric intake, one of the body's natural responses is to alter appetite-regulating hormones in an attempt to regain the weight they've lost; this is called metabolic adaptation.<sup>5,6</sup>



Appetite hormones increase hunger and decrease satiety as early as 10 weeks after weight loss<sup>5</sup>

THE RESULT

Efforts that had been working may not continue to produce weight loss

Diet and exercise alone may not be enough for lasting results

Patients may regain

**30%-40%**

of the weight they've lost<sup>7,b</sup>

How can pharmacotherapy help?

Patients have been shown to **lose more weight** when adding pharmacotherapy to lifestyle modification<sup>8</sup>

<sup>b</sup>From a 2-year study of 307 adults with a BMI of 30 to 40 kg/m<sup>2</sup> randomly assigned to a low-carbohydrate diet or a low-fat diet. Both groups participated in a comprehensive lifestyle modification program.<sup>7</sup>

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A weight loss of **5% or more** has been shown to have a clinically meaningful impact on<sup>9</sup>



BLOOD PRESSURE



CHOLESTEROL LEVELS



TRIGLYCERIDE LEVELS

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