

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



# Take Shape For Life®

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® <small>featuring Medifast Meals</small>	NutriSystem®	SlimFast®	South Beach Diet™	Jenny Craig®	Weight Watchers®
<b>Offers</b>	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
<b>Advertised Weight Loss</b>	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
<b>Fullness Index™*</b>	15.2	8.6	7.8	10.2	6.4	7.1
<b>Protein per Day</b>	115	78	67	78	66	71
<b>Average Cost per Day</b>	\$14.89	\$16.79	\$14.44	\$20.80	\$28.15	\$13.34
<b>Cost to Lose 40 lbs</b>	<b>\$833.84</b>	\$1,516.59	\$2,021.60	\$2,912.00	\$3,427.60	\$3,735.20
<b>Keep in Mind</b>	<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™ 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™ score, the more satisfying each calorie of that food is. The "Keep in Mind" section is Medifast's conclusions based on the data collected. All other trademarks are the property of their respective owners.

# Take Shape For Life will save you \$\$\$!

For about half the price of a typical day eating on the run, you can lose weight quickly and safely with Take Shape For Life, featuring Medifast Meals.

Take Shape For Life is...

- Clinically proven to be safe and effective for weight loss
- Portion-controlled and either ready-to-eat or conveniently mix up with hot or cold water
- Provide you with filling and satisfying nutrition no matter how busy you are.

We priced a day's worth of meals you'd typically eat during a busy day, and added up the nutrition as well as the amount of fat, carbs, and protein you'd actually be getting. Then we put these figures side-by-side with Take Shape For Life.

See for yourself what Take Shape For Life can save you in terms of fat, carbs, and COST!



**TYPICAL ON-THE-RUN MEALS**

<b>Fast food breakfast</b> Sausage, egg, & cheese on English muffin; hash browns, 21 oz orange juice <b>13g fat/ 26g protein/102g carbs .....\$5.30</b>
<b>Coffee house snack</b> Café mocha and blueberry muffin <b>25g fat/ 19g protein/ 107g carbs.....\$5.65</b>
<b>Sub shop lunch</b> 6" club sub, bag of baked chips, 16 oz diet soda <b>9.5g fat/ 22g protein/ 71g carbs.....\$5.89</b>
<b>Vending machine snack</b> Bag of pretzels, 16 oz diet soda <b>1g fat/ 3g protein/ 22g carbs.....\$1.75</b>
<b>Dinner at home</b> 1 serving frozen lasagna, 1 slice of bread with garlic butter, salad with mixed veggies & 2 tbsp dressing <b>34g fat/ 24g protein/ 55g carbs.....\$8.50</b>
<b>½ pint gourmet ice cream</b> <b>36g fat/ 10g protein/ 44g carbs.....\$1.75</b>
<b>TOTAL FOR THE DAY</b> <b>118.5g fat/ 104g protein/ 401g carbs</b> <b>\$28.84*</b>

**Take Shape For Life.**  
featuring **Medifast Meals**

<b>Momentum Cappuccino</b> <b>0g fat/ 14g protein/13g carbs.....\$2.42</b>
<b>Peanut Butter Crunch Bar</b> <b>3.5g fat/ 11g protein/ 13g carbs.....\$2.32</b>
<b>Maryland Crab Soup</b> <b>1g fat/ 13g protein/ 15g carbs.....\$2.21</b>
<b>French Vanilla Shake</b> <b>0.5g fat/ 14g protein/ 13g carbs.....\$2.21</b>
<b>Lean &amp; Green Meals</b> 6 oz grilled chicken with 1 tsp olive oil 1 cup romaine lettuce ½ cup mushrooms ½ cup tomatoes <b>11g fat/ 55.1g protein/ 8g carbs.....\$3.52</b>
<b>Chocolate Pudding</b> <b>1g fat/ 14g protein/ 15g carbs.....\$2.21</b>

**TOTAL FOR THE DAY**  
**17g fat/ 121.1g protein/ 77g carbs**  
**\$14.89\***

**VS.**

\*Food prices are examples only. Costs of fast food are quoted from popular national chains in Baltimore-metro area, August 2008.