

# How to Optimize Weight Health in the GLP-1 Era



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# Weight Health in the GLP1 Era

## Two Stats, One Question

40% of Americans  
have obesity

9 in 10 Americans don't  
meet criteria for  
metabolic health

Is Weight Loss the Solution?

## When your car has gas, oil, air but doesn't start...

- 1) Reduce gas, add air
- 2) Tell it to move more
- 3) Review dashboard "check engine" lights; look under the hood or have an expert evaluate

“stop when 80% full”

“don't eat any fat”

“When you feel hungry, drink 32 oz of water instead of eating

“Exercise until you have burned 1300 calories,  
only eat 1200 calories”

“Food has points. You can eat 18 points a day.”

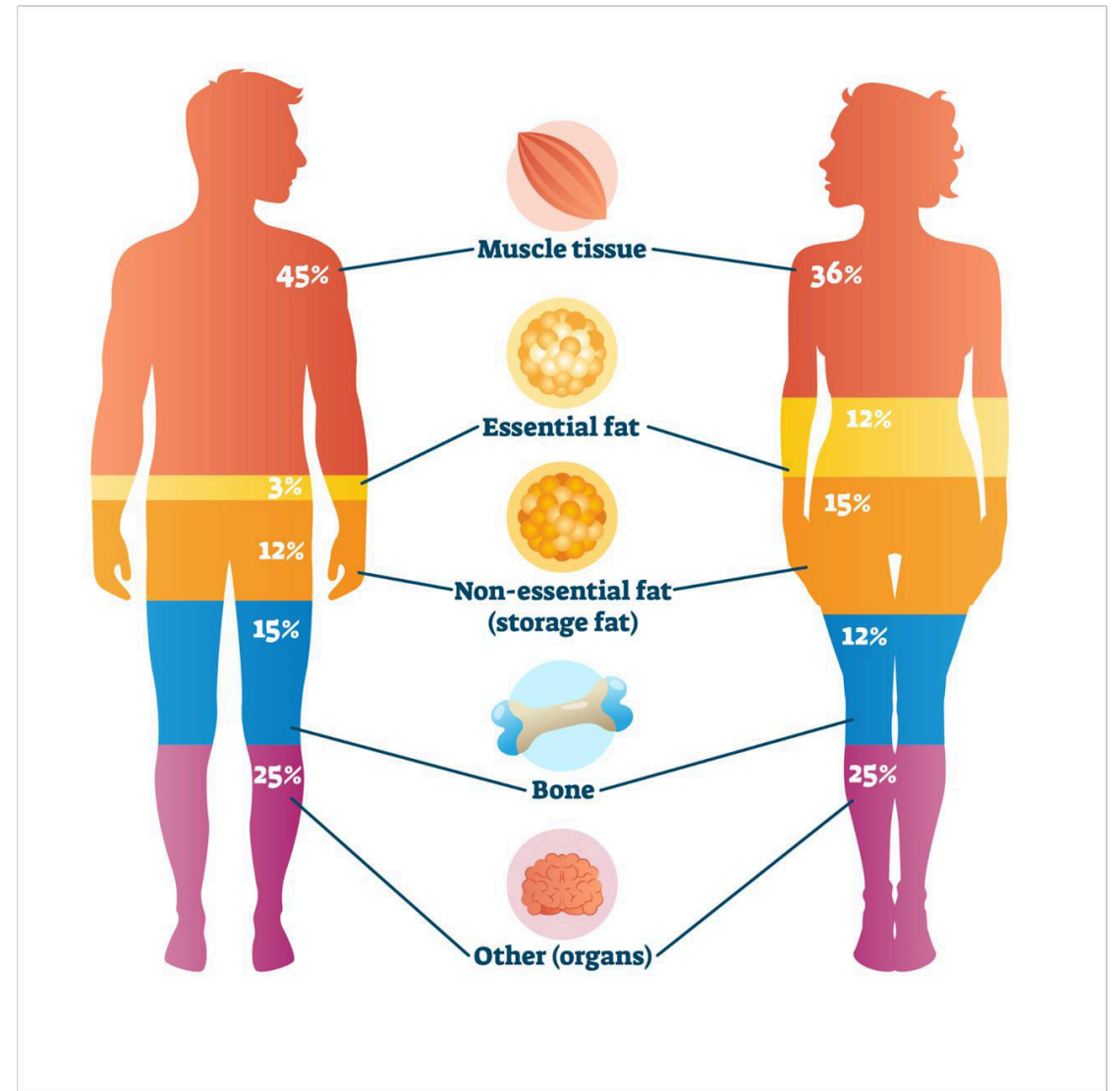
“Only have one of our packaged food meals three times a day. There's a snack if you get hungry. ”

**“It's not what you eat or don't eat, your body  
doesn't have what it needs to run better”**





**Doesn't reveal anything  
about your health**



**Is a key performance  
indicator of your health**


**#1 Weight Health > Weight Loss**

**ENERGY  
PERFORMANCE  
(THYROID)**

**BLOOD  
SUGAR  
(INSULIN)**

**SATIETY  
(LEPTIN)**

**SEXUAL  
FUNCTION  
(ESTROGEN)**

A white puzzle piece is centered on a blue diamond-shaped background. The puzzle piece has a notch on the left and a bump on the right, with a larger notch at the bottom. The text is printed in black, bold, uppercase letters on the piece.

**WEIGHT-HEALTH  
HORMONES  
(GLP1, GIP, PYY, CCK)**

**Blood sugar, fullness, bone, fat, hydration, inflammation...**



# GLP1 agonists are hormone replacement therapy *for some weight-health hormones (GLP-1, GIP)*



**#2 GLP1 is for Every  
Body**

**“It's not what you eat or don't eat, your body doesn't have what it needs to run better”**



# What Does a Body Need to Run Better?

- Optimal - not *readily dumb* amounts (RDA) of nutrients
- Available - where it needs it, when it needs it
- Usable - form it recognizes, can use

What Does a Body Need to Run Better?

**“Better nutrition gives *your* body what it needs to run better, today, without irritating, overwhelming or disrupting its efforts” Ashley Koff RD**

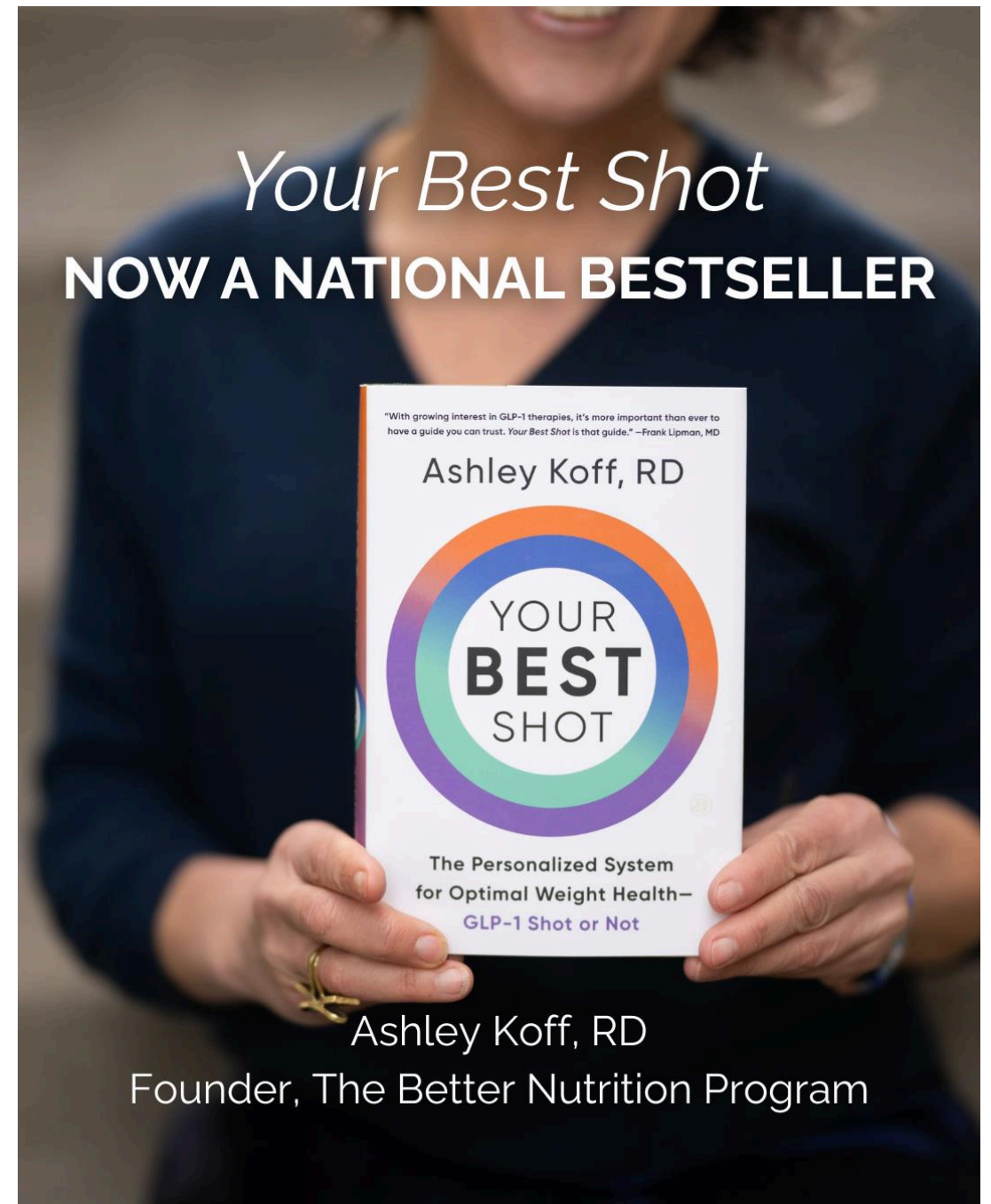
# #3 Total Nutrition



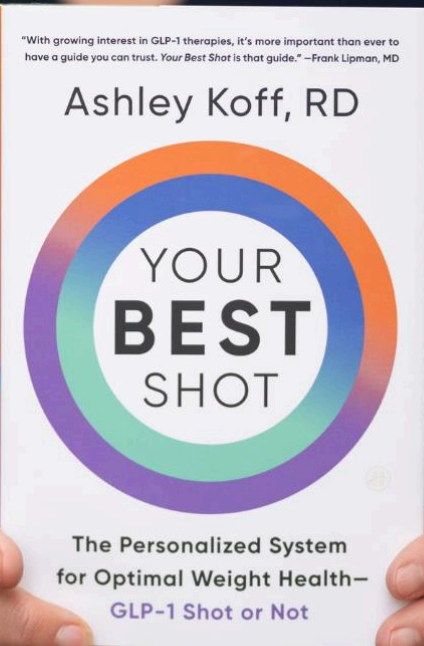
- #1 Weight Health**
- #2 GLP1**
- #3 Total Nutrition**

# Weight-Health Hormone Optimization is Your Best Shot at Cultivating Loyalty with Consumers & Customers: GLP-1 Shot or Not

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*Your Best Shot*  
**NOW A NATIONAL BESTSELLER**



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