



MEDIFAST NEWS

Updates on clinical obesity management with Medifast



spring 2009

Welcome to Medifast News!

Here's what's new from Medifast, your resource for clinical management of obesity.

This month:

- Program update - NEW "no excuses" Meals**
- Food science - That filling feeling**
- Nutrition - Medifast and vegetarian diets**
- Compliance - A new look at "positive thinking"**

Medifast Program Updates and News

NEW "no excuses" Meals

If your patients are missing their Medifast Meals because they're not near a water source or microwave at mealtime, help is on the way.

Medifast's new line of Pretzels and Puffs are Meals that can be eaten right out of the bag. These new items add enticing snack-like flavor and crunch to your patients' Medifast 5 & 1 Plan, and they make terrific healthy snacks for those in the Maintenance phase.

These new products make it easier for patients to eat their Meals on time, which is critical to keeping hunger

at bay and maintaining a steadier metabolism. As you would guess, these new Medifast Meals are perfect for multi-taskers, busy moms, long-distance commuters, and anyone else who spends a good part of their day away from the kitchen.

Each package of Pretzels and Puffs is a fully fortified Medifast Meal with the same basic nutritional footprint as our shakes, soups, and other selections, so all are interchangeable on the Medifast 5 & 1 Plan.

The new Meals are completely portable and ready to eat, just like our popular

Bars and Ready-to-Drink Shakes. Your patients can tuck the convenient packets in their car's glove compartment, in a handbag, or in a briefcase or office desk drawer. They're great for anyone looking for filling, portion-controlled nutrition that also satisfies the urge to crunch something savory.

Medifast's Product Development team is dedicated to continually updating the array of Medifast Meals to increase satisfaction and compliance with our program, and promote fast, lasting results for your patients.



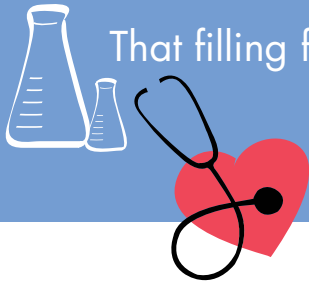
According to EPM Communications, October 2006: 55% of consumers eat ready-to-eat/easy-to-prepare/easy-to-transport foods at lunch.



Food

Science:

That filling feeling



Eating provides not only nourishment, but a rewarding sense of being full, or “satiety.” Satiety is key to complying with a reduced-calorie eating pattern intended for weight loss, and facilitates good food choices

while calming the urge to “cheat.”

Foods high in protein and fiber but low in calories are optimal for creating satiety on limited calories. Such foods slow the digestive process and prolong the release of cholecystokinin, a gastrointestinal hormone that stimulates secretion of pancreatic enzymes and gallbladder contraction.

Fullness Index™ is a calculation that provides an estimate of a food’s satiety. To determine a food’s index per serving, add the grams of protein and fiber together, multiply by 100, and divide

by the number of calories. The larger the number, the more satiety obtained from each calorie. (Other things such as taste and texture also figure into a particular food’s ability to satisfy hunger.)

Medifast Meals are high in fiber and protein, but low in calories. Compared to the leading weight-loss systems, Medifast has the highest Fullness Index™ for a day’s worth of meals.

Fullness Index™ for Medifast, popular weight-loss systems, and common foods



Medifast Scrambled Eggs **17**

Medifast Chocolate Pudding **16**

Medifast Maple & Brown Sugar Oatmeal **16**

1 whole egg **9**

Brand-name chocolate pudding **2**

Brand-name instant maple & brown sugar oatmeal **4**

Total for the day

 **14**

Jenny Craig **8.09**

nutrisystem **7.77**

 **4.28**

Nutrition

Corner:



For comments or questions regarding nutrition, please contact:

NutritionSupport@ChooseMedifast.com

People who choose to exclude meat, seafood, fowl, or products containing these ingredients from their eating plan do so for a variety of reasons, including health, ecological concerns, religion, economics, and compassion for animals.

In addition to excluding meat, seafood, or fowl:

- **Lacto-vegetarians** exclude eggs but include milk products.
- **Ovo-vegetarians** exclude milk products but include eggs.
- **Lacto-ovo vegetarians** include both milk and eggs.
- **Vegans** exclude ALL animal-derived foods (sometimes in addition to animal-based products such as wool, silk, etc.).

While vegetarian diets are generally healthy, vegetarians need a well-designed meal plan to ensure adequate nutrient intake. The American Dietetic Association has suggested that nutritionally fortified foods (such as Medifast Meals) can be helpful for those following a vegetarian lifestyle.

Medifast offers many vegetarian-friendly items that do not contain meat, seafood, or fowl, but that may contain egg and/or dairy, so they may not be appropriate for vegans. Each Medifast Meal is fortified with 24 vitamins and minerals, and provides high-quality protein so whether for weight loss or maintenance, Medifast is a great choice for vegetarians to supply necessary nutrients without compromising their lifestyle choice.

For more information, visit the Medifast Web site at www.MedifastMD.com and click on "Provider Support." The "Product Facts" claims sheet indicates which Medifast Meals are vegetarian-friendly, and the "Meatless Options List" download gives specific recommendations for the "Lean" component of the Lean & Green Meal.

In the next issue of

MEDIFAST NEWS

Program update: Essential 1: Digestive Health

Food science: The science supporting meal replacements

Nutrition: GI tract health

Compliance: Helping patients identify trigger situations



Wholesale Specials:

Save \$15 on Super Omega-3 and Antioxidant Products!

Sale starts May 1st!



Medifast Super Omega-3 ~~\$165~~ NOW: \$150



Medifast Shakes with Antioxidants

• Dark Chocolate • Cherry Pomegranate • Blueberry

~~\$113.50~~ NOW: \$98.50

Medifast Antioxidant Flavor Infusers™

• Raspberry Açai • White Grape Peach • Citrus Margarita

~~\$263~~ NOW: \$248



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Compliance:

A new look at
"positive thinking"

Greek Stoic philosopher Epictetus (341-270 BC) once said, "It is not things in themselves that trouble us, but our opinion of things."

The concept of positive thinking hit the public consciousness in 1952 with the publication of Norman Vincent Peale's prototypical self-help book, *The Power of Positive Thinking*. The rising popularity of cognitive therapy in the 1970s further underscored the relationship between what we think and how we feel.

A 2000 study led by Leslie Womble, Ph.D., of the Department of Psychiatry at the University of Pennsylvania's School of Medicine in Philadelphia found that obese people experience perceptions of failure when they don't meet their weight-loss goals, even after counseling. People who have struggled with repeated attempts at weight loss throughout their lives can develop a pessimistic way of

thinking that impedes future progress in getting healthy.

As the Director of the University of Pennsylvania's Positive Psychology Center, Dr. Martin Seligman is a champion of "learned optimism," stating that what matters most is the way people *interpret* what happens to them in their lives.

According to Seligman, we continually carry on conscious and unconscious conversations with ourselves, analyzing situations, judging events, and reinforcing our existing perceptions and belief systems. When faced with a negative event such as an unsuccessful attempt at weight loss, Seligman says people choose to look at the occurrence as either temporary or permanent based on whether the person is an optimist or pessimist.

The optimistic thinker sees the problem as temporary and says to him- or herself, "This is just a bump in the road and I can conquer this;" whereas the pessimistic thinker sees the undesired result as permanent, saying, "This always happens; I don't even know why I bother."

Thus, depending on its message, self-talk can motivate continued attempts or result

in surrender and defeat, explaining why optimists tend to achieve more in life—which in turn adds fuel to their positive outlook. For more information on this research, please visit the University of Pennsylvania's Positive Psychology Center Web site at www.ppc.sas.upenn.edu.

Positive self-talk is crucial to the success of your patients' weight-loss journey. Doctors can provide resources for patients by assembling a lending library of positive-thinking books, magazines, and articles. Encourage your patients to embrace positive thinking by giving them these simple suggestions:

- 1) Declare your intent to think positively, either aloud in public or by writing it down.
- 2) Solicit support for your intention to think more positively from family members, friends, and co-workers.
- 3) Create your own positive mantra for a powerful, individualized tool that reinforces your practice.
- 4) Reflect daily, and discuss or write down what was good about the day and why.
- 5) Become aware of your thinking and congratulate yourself for thinking positively.