

## News release

### **2015 OPTIFAST® “New You” Weight Loss Competition Announced** **Contest to Recognize Patients and Medical Professionals**

**Florham Park, N.J. (April 20, 2015)** — Nestlé Health Science today announced the launch of the sixth annual OPTIFAST® "New You" contest designed to recognize OPTIFAST patients who achieve their weight-loss goals and the medical professionals who supported them on their weight loss journey.

Obesity is now recognized as one of the most important public health problems facing the world today<sup>1</sup>. Obesity causes or is closely linked with a large number of health conditions, including heart disease, stroke, diabetes, high blood pressure, unhealthy cholesterol, asthma, sleep apnea, gallstones, kidney stones, infertility, and as many as 11 types of cancers<sup>2</sup>. In the United States alone, more than one third (35.7 percent) of adults are obese<sup>3</sup>.

"With the prevalence of obesity and the health concerns it can cause, we are inspired by the thousands of patients who change their lives for the better through the OPTIFAST Program each year," said Maureen Monahan, director and general manager for the U.S. OPTIFAST business. "We hope their stories will inspire others to improve their health and quality of life by achieving their long-term weight loss goals."

In 2014, the OPTIFAST "New You" contest named three Grand Prize winners who collectively lost nearly 282 pounds and made long-term lifestyle changes to help maintain the weight loss.\* Through the OPTIFAST Inspire Award, the contest also honored three outstanding medical professionals for their dedication and passion in helping patients lose weight and maintain a healthy lifestyle.

The 2015 contest will recognize three patients with a weekend getaway trip to New York City. Up to three medical professionals will be recognized with the OPTIFAST Inspire Award for the integral role they play in their patients' weight loss journeys.

To participate, applicants must submit an application and a 500-word (or less) essay describing their journey with the OPTIFAST Program. Applications may be submitted electronically, via fax or by mail and must be postmarked or time-stamped no later than 11:59 p.m. EST on June 1, 2015. Visit [www.OPTIFAST.com](http://www.OPTIFAST.com) to download an application and obtain contest rules and regulations.

#### **About OPTIFAST®**

OPTIFAST was developed in 1974 to fill the growing need to address obesity in a healthy, effective way. As diseases related to obesity became more prevalent, and more people began taking drastic measures to treat the problem, OPTIFAST was introduced as a sensible option for lifestyle transformation. The program combines support and counseling, lifestyle education, and medical monitoring with meal replacements to help people lose weight which can, in turn, reduce weight-related health risks. A team of dedicated medical professionals provide support. The OPTIFAST Program is available in over 400 clinics nationwide. OPTIFAST is a business segment within Nestlé Health Science. For more information, to see patient stories and to find a clinic, visit [www.optifast.com](http://www.optifast.com).

### **About Nestlé Health Science**

Nestlé Health Science, a wholly-owned subsidiary of Nestlé, is a health-science company engaged in advancing the role of nutritional therapy to change the course of health for consumers, patients and our partners in healthcare. Our portfolio of nutrition solutions, diagnostics, devices and drugs, targets a number of health areas, such as inborn errors of metabolism, pediatric and acute care, obesity care, healthy aging, and gastrointestinal and brain health. Through investing in innovation and leveraging leading edge science, we bring forward innovative nutritional therapies with proven clinical, health economic value and quality of life benefits. Nestlé Health Science employs around 3,000 people worldwide and is headquartered in Vevey, Switzerland. For more information, please visit [www.nestlehealthscience.us](http://www.nestlehealthscience.us).

- 1 World Obesity Federation ([www.worldobesity.org/aboutobesity/](http://www.worldobesity.org/aboutobesity/))
- 2 Harvard School of Public Health Obesity Prevention Source Web site, Obesity Consequences ([www.hsph.harvard.edu/obesity-prevention-source/obesity-consequences/](http://www.hsph.harvard.edu/obesity-prevention-source/obesity-consequences/))
- 3 Flegal KM, Carroll MD, Kit BK, Ogden CL. Prevalence of obesity and trends in the distribution of body mass index among US adults, 1999–2010. *Journal of the American Medical Association*. 2012; 307(5):491–97. (Available online: <http://jama.jamanetwork.com/article.aspx?articleid=1104933>)

*\*The typical OPTIFAST patient loses over 50 pounds in 18-24 weeks. For many dieters, weight loss is temporary.*

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