

The Medifast program has been helping people lose weight and maintain a healthy lifestyle for more than 25 years. Medifast programs and products were developed by a physician and have been clinically proven in numerous studies conducted by major university teaching hospitals. Additionally, third party studies published in leading medical journals have deemed meal replacements as an effective means of weight loss and weight maintenance. Medifast has been recommended by over 15,000 physicians and used by more than 1 million customers.

Medifast Meals are nutritionally complete, low calorie and low fat – providing everything your body needs to lose weight quickly and safely. Medifast Meals contain a medically designed balance of protein and carbohydrates as well as 24 or more essential vitamins and minerals per serving – ensuring your daily nutritional requirements are met while losing weight on the program. Unlike fad diets that restrict a specific macronutrient such as protein or carbohydrates, Medifast is nutritionally balanced —allowing you to maintain lean muscle as you lose weight. This helps you continue to burn fat as you transition and maintain your weight loss long term.

Most Medifast Meals are formulated with heart healthy soy protein, which may reduce the risk of heart disease according to some research studies. Soy's naturally occurring isoflavones may also help reduce the risk of bone fractures and osteoporosis. Soy protein is a complete protein – providing all of the essential amino acids. Medifast also manufactures a product line formulated with whey protein, for customers who have an allergy to soy or prefer a non-soy product.

Clinical Research Using Medifast Products

Study 1

REFERENCE: Crowell, M.D. & Cheskin L.J, The Johns Hopkins University School of Medicine. Multicenter Evaluation of Health Benefits and Weight Loss on the Medifast Weight Management Program.

PURPOSE: To retrospectively evaluate the efficacy of a medically supervised, protein-supplemented modified fasting program (Medifast) for weight reduction and to evaluate the impact of weight reduction on coexisting health problems.

RESULTS: The results of the study concluded that medically-supervised, protein-sparing modified fasts offer a safe and effective means of weight reduction and are accompanied by significant improvements in coexisting health problems. Of samples taken, males lost an average of 67 lbs and females lost an average of 47 lbs. The study found significant reductions in systolic and diastolic blood pressure, total cholesterol and triglycerides, as well as the normalizing of blood pressure and hypertensive patients.

Study 2

Conducted from 5/1/02-4/30/04 Publication in ADA journal/ADA national meeting, June 2005.

REFERENCE: Cheskin, MD, FACP, Mitchell, MS, Lewis, BA, Jhaveri, MD Yep, BS. Johns Hopkins University School of Bloomberg Public Health. Efficacy of 2 Diet Plans Designed for People with Type 2 Diabetes on Weight and Health Measures (Published at American

Diabetes Association's 65th Annual Scientific Session in San Diego, CA, June 11, 2005. The information was peer reviewed and printed in ADA's Diabetes Journal as a written published abstract. Dr. Cheskin is currently pursuing publication in a leading medical journal.

PURPOSE: To evaluate the efficacy of the standard ADA (American Diabetic Association) self-selected diet (SD) vs. a portion controlled diabetic food diet (PCD) in obese patients with NIDDM. The study also aims to evaluate not only the metabolic effects in the long term, but also compliance and any consequent medication changes in patients of the two weight loss regimens. (16-34 weeks of active weight loss, 52 weeks of maintenance) The meal replacements (Medifast) used in this study are soy-based products (bars, shakes, soups) that are considerably lower in sugar than their non-diabetic counterparts and other popular diet products on the market.

RESULTS DISCUSSION: Significantly greater results were achieved after the initial 34-weeks of weight loss by participants in the PCD group in pounds and percent weight loss, insulin level and hemoglobin A1c. The PCD group also saw significant improvements within group in BMI, systolic BP, diastolic BP, waist/hip measurements, cholesterol, HDL triglycerides, glucose and percent body fat. Dropout rates were less in the PCD in both weight loss and weight maintenance. During weight loss, participants in the PCD group significantly decreased their use of medications to treat Type 2 DM. Participants in the PCD group also self-reported higher ease of compliance with the diet compared to the SD group (64.2% vs. 56.0%).

It is our recommendation that a PCD be considered for type 2 diabetics desiring weight loss, but that periodic use of SD during weight maintenance will not adversely affect weight loss efforts. Our research supports that using a portion-controlled diet will produce comparable if not better outcomes in type 2 diabetics attempting to control their weight.

Study 3

REFERENCE: National Institutes of Health: Impaired Capacity to Lose Visceral Adipose Tissue During Weight Reduction in Obese Postmenopausal Women With the Trp64Arg B3-Adrenoceptor Gene Variant

PURPOSE: The study examined whether women on a weight loss program who are carriers of a genetic variant (Trp64Arg) lose less visceral fat than women who do not have this gene. Participants entered a medically supervised weight loss program aimed at reducing body weight to less than 120% of ideal value. Food was self selected with dietitian supervision, with or without the inclusion of the TakeShape, a Medifast brand modified fasting supplement.

RESULTS DISCUSSION: Results from the study showed that reductions in body weight, BMI, total fat mass and fat-free mass were not significantly different between carriers and non-carriers of the variant. Both groups experienced weight reduction of 31-36.1 pounds, which the study identified as a significant weight loss effect.

Current Active Research

Efficacy of Parent-Child Dieting Plans Incorporating Medifast Meal Replacements for Weight Loss. Principle Investigator Cheskin, MD, FACP

(18 month study, 6-month weight loss phase, 12-month maintenance phase)
Study examines a joint parent-child dieting approach, as opposed to an individually based approach, to improve weight loss outcomes. Compares diet using Medifast meal replacements to a non-supplemented Food Guide pyramid based diet. Comparative points include, overall weight loss, compliance, palatability, dietary quality and dietary satisfaction. The study also examines whether children who lose weight-using Medifast meal replacements as an adjunct to a Food Guide-pyramid based diet achieve health benefits compared to baseline values and are these health benefits greater than those obtained following the reference diet.

Medifast Diet Drug Study, New Dimensions Weight Control Clinic. Principle Investigators: Drs. Walker S.C. Poston, C. Keith Haddock, Jennifer E. Taylor, John Foreyt

(Retrospective Analysis Study to report on the effectiveness of combining Medifast with Appetite Suppression Medications.)