

NUTRI*Most*®

Weight Loss Studies

"40 Day Weight Loss Program Is Highly Effective"*

Overview of Study Results



NutriMost believes so much in the power of our weight loss program that we have undertaken two separate studies. One is an Institutional Review Board approved Double-Blind, Placebo-Controlled, Randomized Parallel Trial, as well as, a Prospective, Longitudinal Cohort Study of the NutriMost 40-Day Weight Loss Program*.

Highlights of the Two Studies:

- The prospective study demonstrated that the Personalized & Supervised “NutriMost 40 day weight loss program is highly effective—10% of participants lose an average of over 45 pounds in 40 days”*
- The prospective study demonstrated that the top 25% of Personalized & Supervised NutriMost 40 day weight loss program participants lost an average of 38.7 pounds.
- “Overall average weight loss of the 40 day NutriMost program* was 26.2 pounds— 14.3 pounds in the first 20 days on the program.” (Prospective Longitudinal Study)**
- Both studies demonstrated that the average user not only sustained their weight loss but continued to lose weight after the weight loss phase of the program. The average user in the Prospective study lost over 3 lbs., while the average user of the RCT lost 1.4 lbs. after the weight loss phase of the program.
- The IRB approved Randomized Controlled trial demonstrated that participants of the non-personalized & unsupervised 40 day weight loss program safely lost an average of 6.13 pounds in the first 21 days.***

Table 1:

Average, minimum, and maximum total weight loss (lbs) by quartile and gender

Average Total Weight Loss	Minimum Total Weight Loss	Maximum Total Weight Loss	Gender
Quartile 1: Top 25% of Participants			
46.0 lbs average men	39.2 lbs.	75.8 lbs.	Men
31.9 lbs average women	26.9 lbs.	66.4 lbs.	Women
38.7 lbs average overall	31.1 lbs.	75.8 lbs.	Total (All)

Quartile 2: 50-75% of Participants			
35.7 lbs average men	32.5 lbs.	39.2 lbs.	Men
24.7 lbs average women	22.7 lbs.	26.9 lbs.	Women
27.6 lbs average overall	24.8 lbs.	31.0 lbs.	Total (All)

Quartile 3: 25-50% of Participants			
29.3 lbs average men	25.8 lbs.	32.4 lbs.	Men
20.9 lbs average women	19.0 lbs.	22.7 lbs.	Women
22.5 lbs average overall	20.2 lbs.	24.8 lbs.	Total (All)

Quartile 4: Bottom 25% of Participants			
21.0 lbs average men	4.0 lbs.	25.7 lbs.	Men
15.3 lbs average women	0.6 lbs.	19.0 lbs.	Women
16.3 lbs average overall	0.6 lbs.	20.1 lbs.	Total (All)

*The NutriMost® 40-Day Weight Loss Program also called the NutriMost® 40-Day Classic program is the name given to the 65+ day program that consists of 6 Phases. NutriMost® provides personal coaching and other resources over a 65+ day period of which between 40 to 45 days involve low calorie (800 calorie) and other dietary and lifestyle modifications.

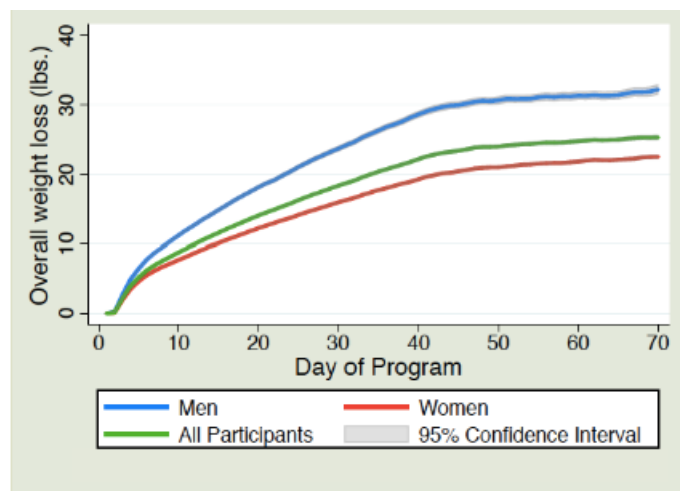
**Prospective Longitudinal Cohort Case Study Data comes from first-time client submitted data to a third party for tracking of daily weight loss and progress through the NutriMost® weight loss programs. All results are accurately and transparently presented.

Disclaimer: This Prospective Longitudinal Cohort Case Study, Biostatistical analysis and white paper was sponsored by NutriMost®, LLC and authored by Jane Hall, PhD. from Jane Hall Biomed Consulting. Data comes from first time clients who submitted data to a third party for tracking of daily weight loss and progress through the NutriMost® weight loss programs and the results have been accurately and transparently presented

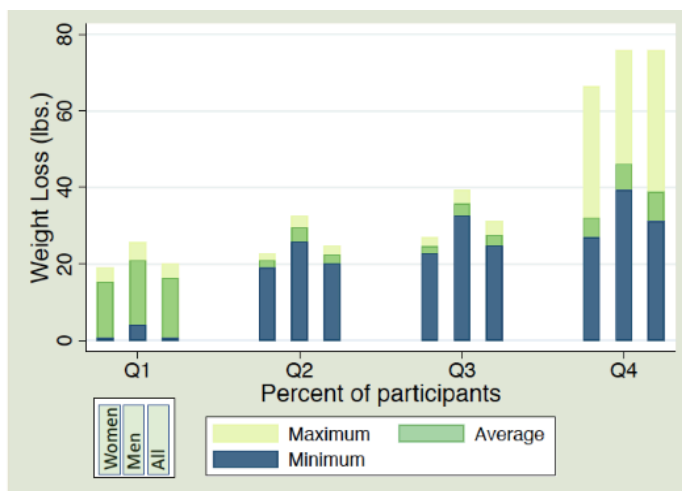
Prospective Longitudinal Cohort Analysis	IRB Approved Double-Blind Randomized Placebo-Controlled Trial
GOALS: <ol style="list-style-type: none"> 1. To assess the efficacy of the personalized & supervised 40-Day weight loss program. 2. To determine short-term weight loss sustainability of the personalized 40-day weight loss program. 	GOALS: <ol style="list-style-type: none"> 1. To assess the efficacy of the nonpersonalized & unsupervised 40-Day weight loss program. 2. To determine the safety of the 40-Day weight loss program* by utilizing blood work, vitals & assessment questionnaires. 3. To assess medium-term weight loss sustainability (2.25 months after the weight loss phase).
PERSONALIZED <p>The weight loss program was personalized and optimized for each individual user regarding both foods and supplementation.</p>	NONPERSONALIZED <p>The protocols were the same for each user. Each user was given the same list of foods and were all placed on the same 4 nutritional products.</p>
SUPERVISED <p>Each user was assigned a personal coach who had access to users daily weights. User could contact coach daily and would meet each week to review results and make adjustments to help coach and guide the user to success.</p>	UNSUPERVISED <p>The user had four set meetings (including the 1st visit) with a researcher, whose job was merely to gather information and could not intervene or provide guidance or coaching.</p>
RESOURCES & TOOLS <p>The user was given a number of resources and tools including member only user portal, which provided an abundance of resources, as well as, advanced email and text support.</p>	MANUAL <p>No resources or tools were given to the user except a "generic" manual / guide.</p>
SAMPLE SIZE <p>The sample size of the study was large at 4,505 users.</p>	SAMPLE SIZE <p>The sample size of the study started at 120 participants. 60 Active and 60 control. The trial ended with 36 active participants and 33 control participants.</p>

From the Prospective, Longitudinal Cohort Study**

Cumulative Weight Loss Over Time



Maximum Weight Loss Attained Over 40 Days, by Quartile



From the IRB Approved Double-Blind Randomized Placebo-Controlled Trial***

Lipid Panel-Change from Baseline Day 21

Lipid Panel Day 21 - Baseline	Active Group Mean (SD) N=36	Control Group Mean (SD) N=33	P-value*
Cholesterol	-11.72 (17.47)	-4.36 (23.74)	0.1450
Triglycerides	-4.20 (29.66)	0.54 (31.96)	0.5250
HDL Cholesterol	-2.61 (6.63)	0.18 (6.98)	0.0931
Cholesterol/HDL	0.02 (0.63)	-0.09 (0.48)	0.4305
LDL	-8.28 (14.36)	-4.97 (18.05)	0.4006
VLDL	-0.83 (5.83)	0.42 (6.02)	0.3813

Lipid Panel-Change from Baseline Day 45

Lipid Panel Day 45 - Baseline	Active Group Mean (SD) N=36	Control Group Mean (SD) N=33	P-value*
Cholesterol	-8.33 (20.77)	-1.45 (25.40)	0.2209
Triglycerides	-11.53 (29.81)	0.39 (38.44)	0.1528
HDL Cholesterol	-0.75 (7.28)	0.97 (10.31)	0.4307
Cholesterol/HDL	-0.08 (0.79)	-0.05 (0.52)	0.8627
LDL	-5.39 (15.84)	-2.48 (18.89)	0.4901
VLDL	-2.19 (5.99)	0.06 (7.72)	0.1778



Conclusion

Effectiveness of the Program:

Both studies demonstrate that the NutriMost 40-Day Weight Loss Program is effective for weight loss.

Safety:

The RCT trial utilized multiple factors including comprehensive blood work to demonstrate that the NutriMost 40-Day weight loss program* resulted in safe weight loss.***

Sustainability of the Weight Loss:

Both the Prospective Longitudinal Trial and the Randomized Controlled Trial demonstrated sustainability of the weight loss with the RCT showing the weight loss continued after the weight loss phase from day 45 to day 112 during which time the calories were substantially raised with the average person losing an additional 1.4 lbs. on average*. The Prospective trial demonstrated that during the 21 to 30 days after the weight loss phase "comparing the set point weight to the maximum of the weights reported throughout the entire maintenance period revealed an average continued weight loss of 3.1 lbs. for women and 3.3 lbs. for men. 84.2% of women and 80.0% of men had no weight gain or continued to lose weight compared to their weight set point throughout a one-month period following the last day of the weight reduction phase of the program and after a substantial increase in calories added back to diet. 95.0% of women and 92.1% of men maintained a weight within 2 lbs. of their set point weight."**

The results of this study indicates that the NutriMost weight loss program safely and effectively effectuated weight loss results.

NutriMost is the 1st weight loss company to receive STRONGSCIENCE® Level 2 certification for efficacy and safety of its weight loss program.



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***IRB Approved Randomized Controlled Trial was sponsored by NutriMost® LLC and conducted by an independent contract research organization (Global Clinicals, Inc., Los Angeles, CA).

Life Style Change: NutriMost programs involve low calories (~ 800 calories/day) and other dietary and lifestyle restrictions or modifications.

