Introduction to the iDiet:

Instinct Health’s science-based program delivering significant, sustainable weight loss that reduces health care costs
iDiet is built on the scientific work of Dr. Susan Roberts, reflecting over 20 years of medical and psychological research.

Dr. Roberts identified 5 food instincts that ensured our species’ survival during periods of scarcity.

But in an era of abundance, these same instincts drive us toward obesity.

iDiet redirects these instinctive behaviors for healthier outcomes.
What Are the 5 Food Instincts?

Dr. Roberts identified 5 instincts that evolved during scarcity and drive obesity in today’s plentiful food environment.

1. **Variety**
   Choice increases passive overeating

2. **Familiarity**
   Preferring what we know, and a key cause of cravings

3. **Availability**
   Eating is triggered by easy access to food

4. **Calorie Density**
   Evolution “hard-wired” us to crave high-calorie foods for survival

5. **Hunger**
   The need to feel satisfied
What is the iDiet Program?

iDiet uses science to reshape our instinctive behaviors for maximum healthy weight loss

- A live, group based online educational program
- 8, 12, and 24-week programs, one hour per week
- Sophisticated behavior change via cognitive restructuring
- Empowering nutrition education
- One-on-one expert support
- iDiet book, food samples, online forum, online weight tracking

Attend via laptop, tablet or smartphone, from work, home or while traveling
Delicious, Easy Food Options

Complete menus using widely available ingredients & brands.

Real food meals emphasize high fiber, moderately high protein and low glycemic index ingredients.

- Easily assembled, no-cook meals
- Delicious recipes for those who cook
- Options for those with food restrictions
- Healthier versions of most-craved, higher-calorie foods
- Satisfies cravings and eliminates hunger
iDiet Results

- Weight loss results that are 2-3x better than industry leaders
- Rewires neurobiology
- Transforms food preferences
- Eliminates feelings of hunger and denial
- Keeps weight off, improves health
- Clinically significant improvements in cardiometabolic risk factors

The typical iDiet participant loses 1 to 2 pounds per week without hunger or struggle.
Four Recent Clinical Studies

Published, Peer-Reviewed Clinical Studies Show:

• **Greater weight loss** than other worksite clinical trials (average of 6x)\(^1\)

• Only program reporting **significant reductions in hunger and food cravings** during weight loss\(^2,3\)

• **No weight regain** over 12 months on average, with structured maintenance program

• Only program with fMRI data showing **cognitive restructuring** for increasing preferences for healthy food versus unhealthy food\(^4\)

• **Clinically significant improvements** in cardiometabolic risk factors (fasting glucose, LDL cholesterol, BP)

Achieves >2X the Weight Loss of Weight Watchers in Clinical Trials

% Body Weight Lost

- 6 Months
- 12 Months

**Weight Watchers**
- 6 Months: 3.6%
- 12 Months: 7.7%

**iDiet**
- 6 Months: 4.8%
- 12 Months: 10.6%

6 mo. Dropout Rate:
- Weight Watchers: 35%
- iDiet: 11%

WW: Dansinger et al 2005 JAMA 293:1590;
12 Week Program
Average Loss >12 lbs.

- Achieves **clinically significant weight loss** for broad health improvements
- **2.7x better** than clinical studies reported for Weight Watchers

<table>
<thead>
<tr>
<th>Starting BMI</th>
<th>Weight Loss/lbs</th>
<th>Weight Loss %</th>
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<tbody>
<tr>
<td>&lt;25</td>
<td>8.8</td>
<td>6.1%</td>
</tr>
<tr>
<td>25-30</td>
<td>11.8</td>
<td>6.8%</td>
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<tr>
<td>30-35</td>
<td>12.8</td>
<td>6.6%</td>
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<tr>
<td>35-40</td>
<td>15.6</td>
<td>7.1%</td>
</tr>
<tr>
<td>&gt;40</td>
<td>20.4</td>
<td>7.2%</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>12.9</strong></td>
<td><strong>6.7%</strong></td>
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147 corporate participants through 3/31/14
24 Week Program – Obese Participants’ Average Loss >29 lbs

• 24 week program designed to achieve substantial weight loss for health improvements in the most challenged populations
• Effective in both high and low income groups
• BMI ≥30 average weight loss of 13.6% or 29.5 lbs.
• 3x better than typical results for community DPP programs

*Results for corporate & retail participants completing two 12 week programs in the same calendar year through 3/31/14 (n=79)

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<tr>
<td>Overall</td>
<td>20.2</td>
<td>10.1%</td>
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<tr>
<td>BMI 30+</td>
<td>29.5</td>
<td>13.6%</td>
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Coverage of the Success of iDiet Corporate Wellness Programs

Health & Wellness
August 18, 2014

Innovative Museum Science programs help workers get healthier

Average 12 week weight loss: 5-8%
Target audience: All benefits eligible employees
Results: 57 participating employees lost a combined 750 pounds

“Healthy employees are happier and their health insurance statistics are better — I won’t lie to you, it’s great to have healthy, happy employees, but there’s a real financial benefit to people being healthier, too.”

— Wayne M. Bouchard, Museum COO

Andrew Weisman, who has dropped 90 pounds, manages the box office.

“It’s a great framework with tools that work.”
“I was able to meet my goals and make real life changes that I can stick to.
“Really needed the structure of a program like this to succeed.”
“I think the whole iDiet is very sensible and based on sound science. I can hold onto this knowledge and draw on it again and again.”
“My hunger is controlled and I find it much easier to lose weight on this plan compared to any other I’ve been on.”
## Easy to Implement

<table>
<thead>
<tr>
<th>Company Tasks</th>
<th>iDiet Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Approve customized introductory email</td>
<td>✓ Draft introductory email with links to informational webinar and draft</td>
</tr>
<tr>
<td>✓ Distribute introductory email</td>
<td>descriptive materials</td>
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<tr>
<td>✓ Receive final review report</td>
<td>✓ Host materials online</td>
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<td>✓ Deliver online informational Webinar</td>
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<td>✓ Provide online application</td>
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<td>✓ Mail welcome package</td>
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<td></td>
<td>✓ Hold weekly group meetings</td>
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<td></td>
<td>✓ Survey participants</td>
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<tr>
<td></td>
<td>✓ Supply midpoint and final reviews</td>
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</table>
Global Recognition of Our Study Results

First clinical demonstration using fMRI: the iDiet rewire the brain to prefer healthy foods – activates greater response in the reward centers of brain.


“…confidence that yes, if you start to make smart choices you can rewire your brain…” — Dr. Nancy Snyderman, TODAY show

“…reconditioning can train the brain to prefer healthy food and shun the junk” — Justin Worland, TIME magazine

“The brain can be trained to prefer health food over unhealthy… using a diet that does not leave people hungry,” — BBC

http://bit.ly/iDietTodayShow1
As compared to other published randomized controlled trials, iDiet appears to be achieving greater weight loss that is also sustained over a longer period.

As compared to other published randomized controlled trials, iDiet appears to be achieving greater weight loss that is also sustained over a longer period.

...the longest-duration controlled study conducted with Institutional review Board approval from a major academic institution and published in a peer-reviewed publication with an impact factor consistently exceeding 6.0 that also shows a significant and healthy rate of weight loss while also demonstrating a lower-than-average dropout rate.

...iDiet is the first and so far only corporate weight control program to receive Validation Institute validation.
For More Information:

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Norm@theidiet.com

iDiet website: www.TheiDiet.com