

THE TRUTH ABOUT WEIGHT LOSS: NATIONAL SURVEY FINDINGS MEDIA FACT SHEET

AMERICANS' BUSY MODERN LIFESTYLE MAY CREATE A RECIPE FOR FAILURE WHEN IT COMES TO WEIGHT LOSS, ACCORDING TO FINDINGS FROM A NEW NATIONAL SURVEY

"The Truth about Weight Loss" survey was conducted by The Harris Poll on the behalf of Zaluvida, a global, integrated life science group and the makers of I-REMOVE®, and included:

458 Primary Care Physicians (PCPs)

503 Pharmacists

1,005 U.S. Adults

SURVEY SAYS...

Today's lifestyle makes losing weight harder than ever



Losing weight is harder today than it was for previous generations because of Americans' busy modern lifestyle.

77%

81%

62%



It's harder for Americans today to lose weight compared to 10 years ago.

69%

73%

Screen Time

(i.e., everyday use of mobile, tablet, and computer screens) and on-demand services (i.e., meal delivery, ride sharing, streaming TV, online shopping) keep Americans from moving around today as much as in years past.



Screen time **95%** **97%** **88%**

On-demand services **82%** **84%** **80%**

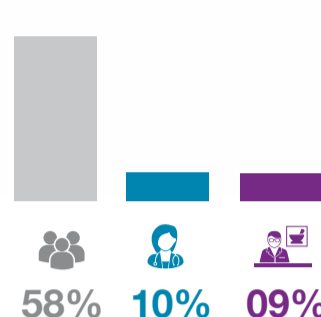
Moving Less, Eating More

In general, Americans are moving less and eating more these days. **96%** **97%**

The typical American diet relies too heavily on unhealthy food choices that are more convenient. **89%** **87%**

Sweat It

U.S. adults may not be making a personal connection to the link between physical activity and health;



while the majority of U.S. adults say they exercise enough to be in good health (58%), only approximately one in 10 healthcare professionals agree (10% of PCPs and 9% of pharmacists).

Men and women have differing views & experiences when it comes to exercise:

"I exercise enough to be in good health"

70%

47%

"I am able to/have time to exercise as often as I'd like"

71%

55%

Caught in a cycle of weight-loss failure and frustration, many U.S. adults stay out of the picture – especially women

Weight Loss by the Numbers

4 in 10 U.S. adults are currently trying to lose weight¹

6 in 10 of them are frustrated by repeated efforts to do so²

3 in 10 are confident that they'll be able to achieve their current weight-loss goals³

Typically, they've attempted to lose weight **5** times in the past 5 years

¹41% U.S. adults • ²59% U.S. adults • ³29% U.S. adults

Top Three Reasons

for wanting to lose weight among those currently trying are:



- 1** be healthy (76%)
- 2** look better (63%)
- 3** feel like their best selves (56%)

But on average, PCPs say



only 12% of their patients are able to lose weight and keep it off

And, among U.S. adults who are currently trying or have ever tried to lose weight, the majority say that



the last time they tried to do so, they gave up (66%)

Among those who gave up, the greatest proportion did so within just 30 days from when they began trying (44%).

Women are more likely than men to say they

want to lose weight to feel like their best selves

63% **45%**

Picture This



3 in 10 women in the U.S. say their weight keeps them from wanting to be photographed¹

4 in 10 Among those currently trying to lose weight, the number jumps to more than 4 in 10²

1 in 5 women say their weight keeps them from posting pictures of themselves on social media and/or that it makes them feel upset when friends post pictures of them on social media³

4 in 10 Among those currently trying to lose weight, the number of women who feel this way is almost 4 in 10⁴

¹34% • ²46% • ³23% • ⁴37%

Americans need a new approach to weight loss

89%

95%

The vast majority of healthcare professionals believe Americans need to take a new approach to weight loss that fits with today's modern lifestyle, and they suggest the following...

WEIGHT-LOSS TIPS FOR TODAY

1 Have a Plan

The number one factor cited for successful weight loss given today's busy, modern lifestyle is having a plan/method (89% of PCPs and 87% of pharmacists) that...

- Is sustainable **79%** **69%**
- Isn't time consuming **56%** **55%**
- Doesn't require sudden/major shifts to one's daily routine **54%** **53%**
- Works quickly and safely **42%** **36%**

2 Don't Go to Extremes

Healthcare professionals say extreme dieting can have unwanted consequences, and can even lead to weight gain:



Drastically reducing the number of calories a person consumes can lead to fatigue **78%** **86%**



After going through a period of extremely reduced calorie intake, a person's body will prepare for the next "starvation" period and the person may gain weight in response **77%** **84%**



Drastically reducing the number of calories a person gets will slow down the body's weight loss process **62%** **72%**

3 Consider New Options

Healthcare professionals say novel weight-loss options are needed:

I wish I had more weight loss options to offer patients who are overweight (i.e., not yet obese)

85% **84%**

Having a weight-loss product/aid that fits into a person's lifestyle without unpleasant side effects would make it easier for my patients to lose weight

63% **60%**

4 Get Expert Advice and Support

Only **32%** of U.S. adults who are currently trying or have ever tried to lose weight say that they discussed or developed a specific weight-loss plan with a healthcare professional.

#1 reason? **45%** say,

I don't think of weight as a medical issue

But...

Healthcare professionals and U.S. adults agree that advice and support from a healthcare professional are important in order to successfully lose weight, suggesting that more dialogue might lead to better, more sustainable results.

93% **96%** **66%**

For more information about the survey results, visit www.weightlossfindings.com. For other information about healthy weight loss, visit www.i-remove.com.

About the National Survey "The Truth about Weight Loss"

The survey was conducted online within the United States by The Harris Poll on behalf of Zaluvida on October 13 and November 6, 2017. The consumer arm of the survey included a total of 1,005 U.S. adults ages 18+, of whom, 713 are currently trying (n=429) or have ever tried (n=284) to lose weight. The professional arm of the survey included 961 U.S. adults ages 18+ who are primary care physicians (n=458) or pharmacists (n=503). For complete research method, including weighting variables and subgroup sample sizes, please contact press@i-remove.com.

About Zaluvida

Zaluvida, the makers of I-REMOVE, is a global, integrated life science group that is pioneering therapies and technologies to tackle some of the most critical challenges in health care, including obesity, antimicrobial resistance, and greenhouse gas emissions. Zaluvida's first-generation weight-management formula, Litramine®, was launched in Europe in 2006, and was soon awarded a Class II medical device certification. Litramine was the first natural weight-management formula in the world to achieve this designation. Litramine is sold in the U.S. as a dietary supplement.

Zaluvida is led from its corporate headquarters in Switzerland and the company has research and office facilities throughout Europe, North America, and Asia.

About InQpharm

InQpharm, a Zaluvida company, commercializes products from bioactive substances with pharma-grade efficacy. InQpharm tackles conditions essential to health by addressing unmet consumer needs and delivering value creation for customers.

About I-REMOVE

I-REMOVE, the number one-selling weight-loss formula in Europe, is now available in the U.S. Clinically tested to help people lose weight and maintain weight loss, it is shown to deliver up to three times more weight loss vs. dieting alone. I-REMOVE can help break the weight-loss/regain cycle by a dual action of fat binding for decreased fat absorption and increasing satiety, which together result in reduced calorie uptake, without undesirable side effects. In combination with a healthier lifestyle, I-REMOVE has been demonstrated to effectively boost weight-loss efforts in people 18 years of age and older who are overweight or slightly obese.

I-REMOVE can be easily incorporated into a busy schedule, but must be part of a healthy lifestyle, which includes eating healthier and moving more. This doesn't mean making drastic changes or spending hours in the gym, it means making healthier eating decisions – even if the occasional slip up happens – and incorporating more movement into a typical day. While diets have a beginning and an end, I-REMOVE is meant to help people adopt a healthier lifestyle that they can sustain over the long-term.