



Actor  
portrayal

I'm  
**Energized!**

**BECAUSE I'M MAINTAINING  
MY WEIGHT LOSS**

Learn the science behind weight loss  
and help break the cycle of weight regain.  
Form a personalized weight-management  
plan with your health care professional.



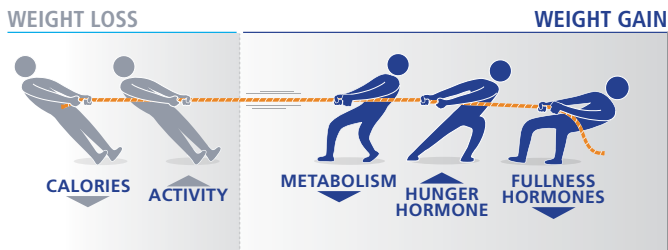
**TRUTH ABOUT WEIGHT®**

## Why do we regain weight after losing it?

Approximately 2 out of 5 adults are living with the disease of obesity, which is classified as a BMI (body mass index) of 30 or more. If you've repeatedly tried to lose weight and achieved results that don't seem to last, you're not alone.

**7** serious attempts

**People with excess weight generally make 7 serious attempts to lose weight.** Many lose weight at first, but the weight can return. Science now shows what we have long suspected: **after losing weight the body tries to put it back on.**



Following weight loss, the body's metabolism slows down and appetite hormones can change, making you feel more hungry and less full. This can make maintaining your weight as challenging as actually losing the weight.

## Break the cycle of weight regain

You and your health care professional can create a weight-management plan, which may include lifestyle changes, prescription medicine, or bariatric surgery.

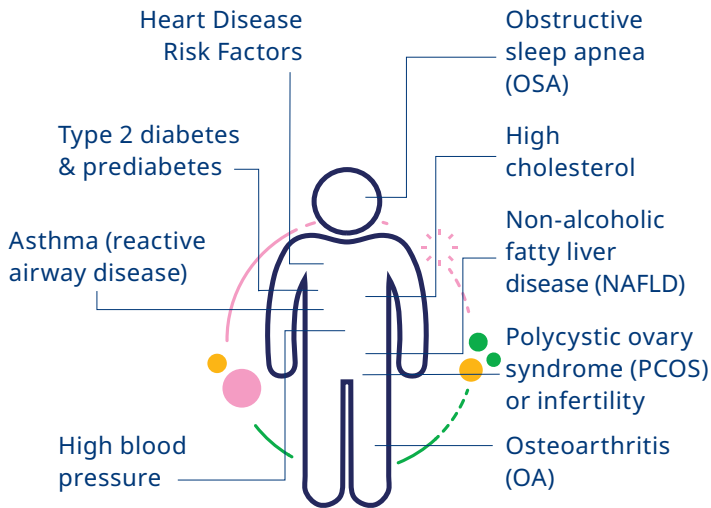


Losing weight is challenging, but maintaining results is just as hard. Creating a personalized weight-management plan with your health care professional can help.

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Find out more about the **science behind weight loss** at [TruthAboutWeight.com](http://TruthAboutWeight.com)

## Losing 5%-15% of your total weight may improve some weight-related conditions



### What does losing 5% of your weight look like?

For example, someone who currently weighs 250 lb might notice a benefit in some weight-related health issues if they lose 13 lb or more.

## Small changes can be a big win

Some victories go beyond simply losing weight. By sticking to a plan and setting new goals for the road ahead, weight loss could offer improvements in:



Energy levels



Moderate to vigorous activity



Walking, climbing stairs, or kneeling



Chores, such as carrying groceries



Mood

Achieving your goals can be challenging at times. We're here to help! Visit [TruthAboutWeight.com](https://www.truthaboutweight.com) for tips to stay on track.

## Make a plan to meet your goals

A weight-management plan tailored to your lifestyle is critical for **preventing the weight you lose from coming back.**

**Maintaining weight loss is just as important as losing it in the first place.**

While healthy eating and physical activity are essential, they may not be enough to keep weight off. In fact, only 1 in 10 people are able to lose weight and keep that weight off for more than a year.

**“It was a huge relief for me to learn that obesity wasn’t something that I had to handle on my own, and that if it became a problem for me again there were other options available for me that could help me to manage it.”**

— Donna, Novo Nordisk Patient Ambassador

**Working with a health care team may be what’s missing.** Talk to a health care professional about the different types of treatment options, including:

- Behavioral changes
- FDA-approved\* prescription medicine
- Bariatric surgery



Actor  
portrayals



## Start a conversation about weight with your health care professional

Speaking frankly about past attempts at weight loss can be hard, but your health care professional will be better able to provide a personalized plan if they hear from you directly.

These topics may make it easier to start the conversation:

### YOUR HISTORY

*"I've tried several weight-loss plans on my own and haven't been successful long term."*

### YOUR CONCERNS

*"I'm worried about my health, especially heart disease. Can you help?"*

### YOUR OPTIONS

*"I want to talk about weight-loss options I haven't tried yet."*

## Focus your conversation on weight management

At your next appointment, share your story including your weight changes, any weight-management strategies that have or have not helped, and your current goals. Capturing your **TrueWeight®** at **TruthAboutWeight.com** will help you guide the conversation with your health care professional.

### Your personalized TrueWeight® Report helps you record:

- **Weight history:** Life events and circumstances that triggered weight loss or weight gain
- **Current weight-loss efforts:** What you've been doing to try to lose weight and for how long
- **Tips on talking with a health care professional** about creating personal goals and exploring treatment options



Complete your TrueWeight® Report today. Visit [TruthAboutWeight.com](https://www.truthaboutweight.com)

## Build your support network

To manage excess weight long term, it's important to work with health care professionals who specialize in weight management or obesity and understand that managing weight and health is an ongoing effort. Discussing weight-related goals can feel very personal, so finding a health care professional you are comfortable with can make the conversation easier.



Actor portrayals

### Your support network may include both health care professionals and people from your everyday life:

**An empathetic health care professional** who specializes in weight management and obesity care

**A registered dietitian** to help you develop an eating plan that meets your needs

**A therapist or mental health professional** to help explore emotional factors and identify ways to adopt positive habits

**A community of friends and family** to encourage and motivate you, or an online group where you can connect with people who have similar goals

“One size does not fit all. There’s a big chest of tools that you can choose from. Choose one that’s best for you.”

—Reneé, Novo Nordisk Patient Ambassador



Need a health care professional who specializes in treating obesity?



Visit [TruthAboutWeight.com](https://www.truthaboutweight.com) to find an obesity care professional near you.

## You are not alone

In the United States, **more than 100 million adults are living with the disease of obesity.** But we're in this together. There are ways to help manage your weight long term that have helped many people see real success.

### MEET DONNA

*Novo Nordisk Patient Ambassador*

Donna spent three decades looking for an effective weight-management plan. By working with her health care professional, she finally achieved lasting success.



*This is a personal decision. And you're going to have to make it on your own. But you need to know that this is something you can control. You have the responsibility to treat it, but that doesn't mean it's your fault.*



### MEET LISA

*Novo Nordisk Patient Ambassador*

Lisa worked to address her weight for years. She tried every fad, yo-yo, and crash diet. There wasn't an easy solution. But when she met the right health care professional, that changed everything.



*If you are struggling with your weight and you want help, don't give up. Keep going. The plan that my doctor had for me was weight-management medicine, exercise, and eating healthy.*



Learn more at  
**TruthAboutWeight.com**



**Get the truth about weight regain** and treatment options, including FDA-approved medicines for weight management.

Get a **FREE, personalized TrueWeight® Report**, which can help you capture your weight history and goals, so you feel prepared for your next visit.



Powered by the Obesity Action Coalition

**Find an obesity care provider** to help you create a weight-management plan today.

**Sign up for updates** from  
TruthAboutWeight.com



Novo Nordisk is committed to reducing its environmental footprint of production by working toward the elimination of waste sent to landfills and zero loss of water, energy, and resources. The goal is part of a new and ambitious **Circular for Zero** environmental strategy with the ultimate aim of making Novo Nordisk a company that has zero environmental impact.

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