

Real Appeal

Lose weight and get help
to keep it off

We all hear that losing weight is just a matter of eating less and moving more, right? It sounds easy, but if it were only that simple, wouldn't we all be at our ideal weight? Losing extra pounds, no matter how many or few, is a difficult task, especially when you try to do it alone.

That's why UMR is excited to introduce a new healthy weight management program through **Real Appeal**. Experts in weight management behavior change, **Real Appeal** uses the secrets to weight loss that may help people lose weight. They have proven experience in helping people develop simple weight loss plans that actually work.

How is Real Appeal different from other weight management programs?

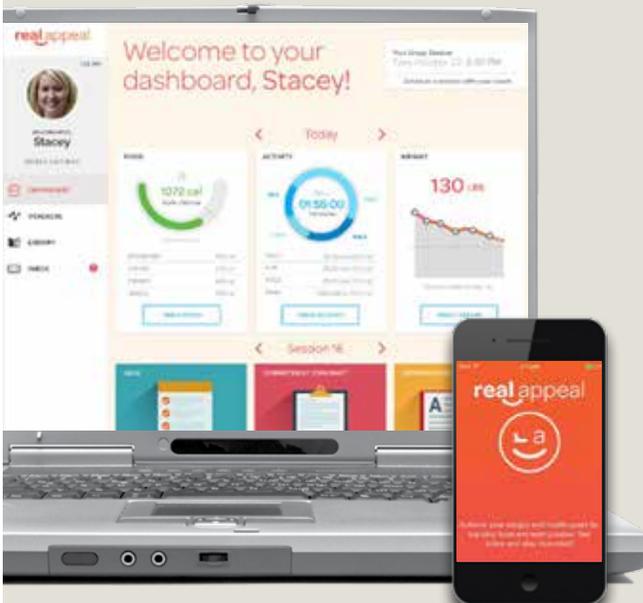
Real Appeal uses a highly interactive weekly internet show, with videos and live online coaching to help you make small behavior changes week by week. These tools may help you lose weight and achieve your long-term health goals. Using weight-loss research studies, Real Appeal has designed a program to support you through every stage of weight management. Whether you need to lose a lot of weight, are moderately overweight or simply need to lose those extra 10 pounds, this program may work for you.

— more —

WHAT ARE YOUR REASONS TO LOSE WEIGHT?

- » To feel better
- » To look better
- » To be more active
- » To improve your health

Whatever your reasons, Real Appeal may help you lose weight and keep it off, feel and look better and do things you enjoy such as, have the extra energy to play with your kids, wear clothes more comfortably, sleep better and think better—all the good stuff.



A UnitedHealthcare Company



WHY WAIT?

Get started today
to lose weight
and keep it off.

To learn more about
Real Appeal visit
realappeal.com

The Real Appeal program includes:

COACHING

- One-on-one coaching with a weight-loss expert
- Weekly group coaching and live online discussion

PERSONALIZED SUPPORT

- Tools to help support success based on individualized needs:
 - » Nutrition guides, meal plans, recipes, shopping lists and tips for dining out
 - » Video workouts and fitness guides

ENGAGING ENTERTAINMENT

- Education videos featuring popular celebrities and experts:
 - » **Samantha Harris** — former “Dancing with the Stars” host
 - » **Dr. Ian Smith** — co-host of “The Doctors” and correspondent for “Rachael Ray”

- » **David Jack** — recognized sports performance and conditioning coach
- » **Ellie Krieger** — host of the Food Network® show, “Healthy Appetite with Ellie Krieger”
- » And more

TOOLS AND TRACKING

- Hands-on tools tailored to participant needs
- Online support tools, including educational website and digital applications
- Online or mobile tracking tools to monitor nutrition and exercise — such as changing moods, cravings, feelings of satiety, exercise and food intake

