

# Real Appeal

Weight loss that's free.\*  
A transformation that's real.

Greetings,

We all want to live a healthy life, whether it means eating better, getting more exercise, or losing those extra pounds. To help you achieve your goals and healthiest self, your employer is offering a convenient digital weight loss benefit called **Real Appeal®**.

**Enroll in Real Appeal today at [start.realappeal.com](http://start.realappeal.com).**

Based on decades of proven clinical research,<sup>†</sup> **Real Appeal** helps you lose weight and reduce your risk of developing conditions such as diabetes and cardiovascular disease. Real Appeal's approach combines simple steps with personalized tools that resulted in 4 out of 5 at-risk members who participated in the program losing an average of **10 lbs after attending 4 online classes**.



When you enroll with **Real Appeal** you receive:

- Up to a full year of support. Your Transformation Coach guides you through the program and develops a **simple, customized plan that fits your needs, preferences and goals**.
- **24/7 access to digital tools and dashboards** that help you track your food, activity and weight.
- **A success kit** full of healthy weight management tools including fitness guides, a recipe book (with quick family meal ideas and fast-food eating tips), weight scale and more.
- **Support from weekly online group classes** to learn healthy ideas from your coach and other members who share what's helped them achieve success.

**Real Appeal** is a fun and engaging plan that helps you learn simple steps for a healthier life so you can spark your transformation.

**Enroll in this free program today at [start.realappeal.com](http://start.realappeal.com).**

\*Real Appeal is offered at no additional cost to you as part of your medical benefits plan, subject to eligibility requirements.

**Real Appeal**

**1 million**  
pounds lost

<sup>†</sup>In the past 20 years, researchers have demonstrated that structured weight-loss and lifestyle-change programs can accomplish three critical employee and population health goals: 1. Improving overall health outcomes for individuals who are overweight and obese but do not yet have prediabetes or diabetes (Jensen, M.D., Ryan, D.H., Donato, K.A. et al, 2014) 2. Reducing the progression to diabetes in those who have prediabetes (Williamson, D.A., Bray, G.A., & Ryan, D.H, 2015) 3. Improving clinical markers for individuals who already have Type 2 diabetes (Espeland, M.A., Glick, H.A., Bertoni, A., et al for the Look AHEAD Research Group, 2014)  
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