

Weighing in on behavioral support

Behavioral therapy not only increases chances of weight loss success, it is also the foundation for creating an ongoing healthy lifestyle¹⁻³

Basic Internet education⁴:

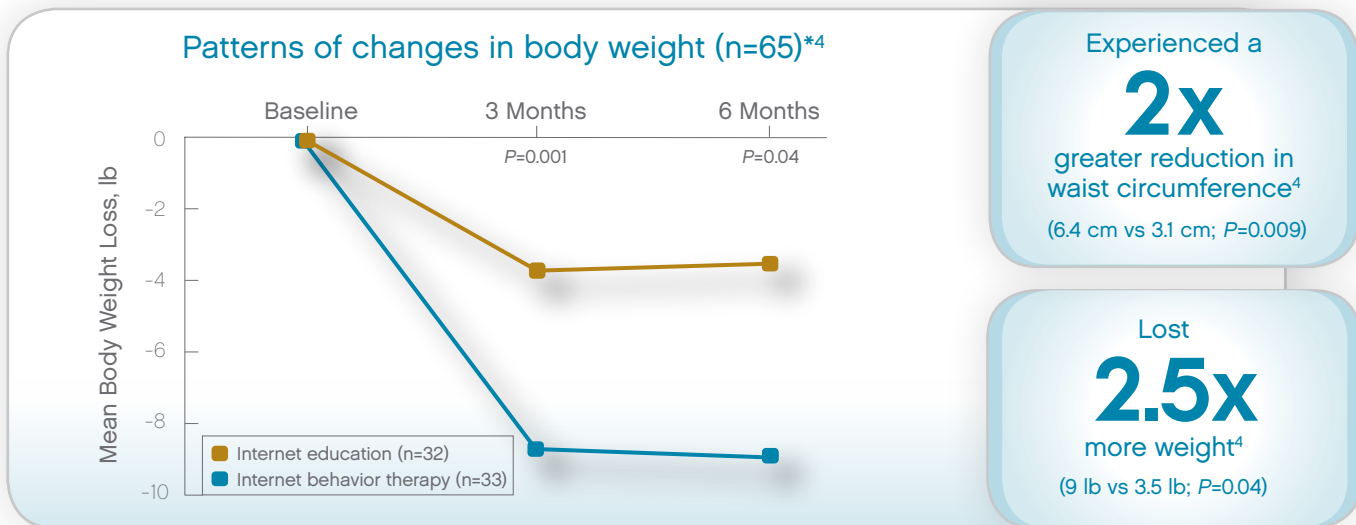
- Access to online diet, exercise, and behavioral resources

VS

Structured Internet behavior therapy intervention⁴:

- Weekly behavioral e-mail lessons
- Online submission of self-monitoring diaries
- Individualized therapist feedback via e-mail
- Online bulletin board

At 6 months, the structured Internet behavior therapy group demonstrated significantly better results ($P=0.005$)⁴



*6-Month, randomized weight loss study.

Sustaining success through the 4 principles of Web-based weight loss⁵⁻¹¹

1 Self-monitoring

- Increases self motivation, dietary and physical activity compliance^{5,6}
- Significantly relates to weight loss amounts^{5,6}

3 Social Support

- Helps individuals cope with being overweight and lose extra weight⁸
- Comparable ratings to in-person programs^{9,10}

2 Individualization and Personalization

- Promotes weight loss via Web-based feedback from peers/experts, past journals, and progress charts⁷

4 Mobile Device Communication

- Significantly greater weight loss vs paper-based communication¹¹

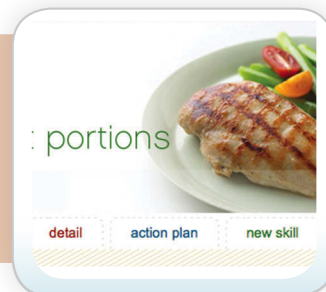
The my**alli**plan difference

Healthy weight loss begins with **alli**  **my**alli**plan**

Designed by experts, my**alli**plan is a free, tailored, interactive online behavioral support program designed to increase your patients' success

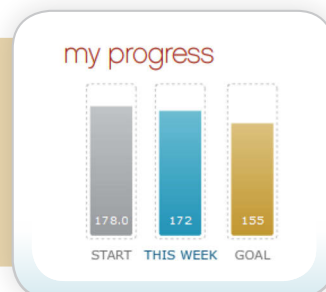
1 Self-monitoring my**alli**plan offerings:

- Daily journal for recording eating habits, thoughts, feelings
- Weekly weigh-in to help your patients achieve realistic goals
- Targeted, personalized solutions from peers and moderators



2 Individualization and Personalization my**alli**plan offerings:

- Individualized e-mails with tips for rewarding success, stress management, problem solving
- Personalized answers from qualified healthcare professionals
- Progress tracking of dietary and physical activity goals



3 Social Support my**alli**plan offerings:

- Expert-moderated message boards
- Social network circles (**allicircles**)
- Access to my**alli**.com blogs and community forums on popular social networks



4 Mobile Device Communication my**alli**plan offerings:

- Ability to receive and read supportive messages on-the-go
- Mobile application that includes tips on cooking, eating out, portion sizes, and meal planning that help patients make smart choices



New my**alli**plan offerings are constantly under development for your patients