



WEIGHTNOTSM

Company in Brief

Overview

WeightNot is a weight loss company serving consumers in the U.S., with a focus on helping consumers who struggle with “weight cycling” or repeated weight gain, loss and regain. WeightNot is headquartered in Bethesda, MD. The company offers a weight loss program that combines an all-natural, holistic lifestyle intervention with therapeutic nutrition, enabling rapid weight loss while also teaching the behaviors necessary for successful long-term weight management. The company provides its members with dietary guides and recipes, targeted supplementation, coaching and support from trained nutrition professionals via phone, video, text and email, activity regimens, online communities, online education, and digital tracking tools including an app and online dashboard.

WeightNot is known for both the speed of results achieved by participants, and the high level of satisfaction reported by its members – measured at over 90% through third party research.

History

WeightNot was founded in 2010 by Paul Amoruso. The idea for WeightNot was inspired by his previous work with thousands of cosmetic medical patients who were seeking surgical weight reduction procedures after repeated failures on calorie restriction-focused commercial weight loss plans. The WeightNot protocols were developed over a two-year period during which the company conducted physician-supervised testing and comparison of multiple, competing approaches to weight loss. The company assessed the relative efficacy and health impact of each method, including packaged food and prescription options, and the all-natural approach that became the cornerstone of the WeightNot program. Based on the results from these evaluations, WeightNot centered its dietary protocols on the principles of functional medicine and applied nutritional therapy,

in combination with behavior modification methods based on modern adult learning principles.

The company has served over 20,000 members as of December 2016, and has a following of over 700,000 people on Facebook.

Program

The WeightNot program involves only real, natural foods with no meal replacements, packaged foods, stimulants, prescriptions or artificial substances. There is no soy or dairy included in the dietary regimen during weight loss stages, and the program can be followed gluten-free.

The program has three stages.

Stage One - Remove and Rebalance: An anti-inflammatory and detoxification regimen

Stage Two - Reduce and Reset: A fat-burning, hunger management and metabolic support regimen

Stage Three - Restore and Retrain: A digestive health, diet diversification and transition regimen

For Further Information

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