**SURVEY SAYS...**

### Screen Time Moving Less, Eating More

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of U.S. Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen time</td>
<td>87%</td>
</tr>
<tr>
<td>On demand services</td>
<td>85%</td>
</tr>
<tr>
<td>Exercise</td>
<td>79%</td>
</tr>
<tr>
<td>Meals</td>
<td>77%</td>
</tr>
</tbody>
</table>

### Sweat It

- U.S. adults may not lose weight among those currently trying are:
- Top Three Reasons (i.e., meal delivery, ride sharing, streaming TV, etc.)

### Weight Loss by the Numbers

<table>
<thead>
<tr>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 in 10</td>
<td>41%</td>
</tr>
<tr>
<td>6 in 10</td>
<td>89%</td>
</tr>
<tr>
<td>3 in 10</td>
<td>86%</td>
</tr>
<tr>
<td>5 times</td>
<td>86%</td>
</tr>
</tbody>
</table>

### Americans Need a New Approach to Weight Loss

**WEIGHT-LOSS TIPS FOR TODAY**

1. **Have a Plan**
   - 32% more likely to achieve their current weight loss goals
   - 19% more likely to keep weight off

2. **Don't Go to Extremes**
   - 31% more likely to keep weight off
   - 93% experienced fewer experiences when it comes to exercise:
     - "I exercise enough to be in good health"
     - "I exercise more"

3. **Consider New Options**
   - 79% more likely to achieve their current weight loss goals
   - 59% more likely to keep weight off

4. **Get Expert Advice and Support**
   - 77% more likely to achieve their current weight loss goals
   - 32% more likely to keep weight off

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**THE TRUTH ABOUT WEIGHT LOSS**

NATIONAL SURVEY FINDINGS MEDIA FACT SHEET

AMERICANS BUSY MODERN LIFESTYLE MAY CREATE A RECIPE FOR FAILURE WHEN IT COMES TO WEIGHT LOSS, ACCORDING TO FINDINGS FROM A NATIONAL SURVEY

**The Harris Poll on behalf of Zaluvida**

The survey was conducted online within the United States by The Harris Poll on behalf of Zaluvida between October 13 and November 6, 2017. The professional arm of the survey included 961 adults ages 18+ and the consumer arm of the survey included 1,005 adults ages 18+, of whom, 713 are currently trying (n=429) or have ever tried (n=284) to lose weight. The professional arm of the survey was conducted online by a global research consulting firm. The consumer arm of the survey was conducted online by The Harris Poll. For more information about the survey results, visit www.weightlossfindings.com. For other information about healthy weight loss, visit www.i-remove.com.

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**InQpharm**

- Zaluvida is a global, integrated life science group and the makers of I-REMOVE®, a patented obesity management formula that is the number one-selling weight-loss formula in Europe.
- Clinically tested to help people lose weight and maintain weight loss, it is shown to work quickly and safely.
- Zaluvida's new formula, I-REMOVE, is now available in the U.S. and is the number one-selling weight-loss formula in Europe.

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**Zaluvida**

- The makers of I-REMOVE, Zaluvida is a global, integrated life science group that is pioneering therapies and technologies to tackle some of the most critical challenges in health care, including obesity, antimicrobial resistance, and greenhouse gas emissions.
- Zaluvida's first-generation weight-management formula, Litramine®, was launched in Europe in 2008.

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**About InQpharm**

- InQpharm, a Zaluvida company, commercializes products from bioactive substances with pharma-grade efficacy.
- InQpharm tackles conditions essential to health by addressing the root cause of diseases and is developing and commercializing innovative health and wellness solutions.
- InQpharm is headquartered in the United States and has research and office facilities throughout Europe, North America, and Asia.

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**About the National Survey “The Truth about Weight Loss”**

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- The survey was designed to gain a better understanding of the barriers to successful weight loss and to explore people’s perceptions of what it takes to lose weight and keep it off.

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