

Frequently Asked Questions

1. **What is the Profile Plan weight management program?** The Profile Plan is designed to maximize your success. The program is a comprehensive weight management system that is safe and effective.

The Profile Plan includes the following:

- Reduced calorie meal plans that can include grocery food and protein supplements
- Individualized coaching and personalized plan
- Lifestyle modification education
- Exercise tips and goal-setting
- Stress management strategies
- Long-term maintenance plans

2. **How is the Profile Plan different from other diets on the market?** Our philosophy is to keep it **simple** through the use of our nutritionally designed products and our personalized plan just for you. It is **effective** and based on scientific evidence. Finally, it is **sustainable** from your continued relationship with your expert coach, access to education and the tools provided by our technology.
3. **What is the science behind the Profile Plan?** Nutritionally balanced meal plans help to set us apart from other weight management programs. You will receive 90-100% of all the vitamins and minerals when on our plan. No additional supplements are needed and the American Academy of Nutrition and Dietetics has research that validates the benefit of a meal replacement approach to weight loss.
4. **What is included in a Profile membership and what are some estimated costs associated with the program?** We recommend that you become a Profile member to receive the greatest results and the best discounts on our products. The membership fee is \$300 which includes a full one-year of coaching, an individualized plan developed specifically for you, access to profileplan.net and our smart body scale and bridge to track your results. Membership also provides a 10% discount on your meal products.

If your employer is an Employer Partner with Profile, your membership fee will be \$150 and you will receive 20% off of food products. Contact us to find out if your employer has already partnered with us or to learn more about how to get your employer signed up. Employers benefit greatly by having healthier employees and this is one way they can achieve this at NO cost to them.

The average US household spends about \$125 per week on food and drinks. With our program you can expect to spend approximately \$40-100/wk. on Profile products depending on your customized plan.

5. **How much do the meal products cost?** There are 70+ products available including: breakfast, bars, shakes/drinks, entrees, snacks and desserts. On average, each product is \$2-\$4.
6. **How does this program work when you also have to cook for a family?** It's always important to set a good example for your family by eating and cooking healthy. During our Reduce phase, you will be using several Profile products but you will also be cooking an evening meal. Remember, this is only a period of time when you will be in active weight loss and we do offer educational materials on cooking and eating healthy throughout your plan.

7. **Is the Profile Plan safe?** Yes. We are proud to have a ten member Clinical and Scientific Advisory Board that helped develop our protocols. The program has been designed to be safe and effective. If you have complex medical conditions, we encourage you to discuss the program with your physician prior to starting Profile.
8. **What are the phases of our program?** The three phases of Profile are *Reduce*, *Adapt* and *Sustain*. *Reduce* is the first phase and is the active weight loss phase. *Adapt* is our second phase where you transition from an active weight loss to maintaining your goal weight. *Sustain* is the final phase, where you put into place all the nutrition, exercise and lifestyle modifications that you have learned.
9. **Do I need to have a Profile Coach?** Yes and no. Coaching is an integral part of our program that will enable you to have the most effective experience through your weight loss journey. However, you may choose to be a retail member only and purchase your products without seeing a coach.
10. **Why are fruit, dairy and some vegetables not allowed on the Profile Plan?** Some of our protocols do not include fruit, dairy and certain vegetables during the *Reduce* phase. While these foods are very healthy, they are higher in carbohydrates and would prevent the fat burning that is needed to help you reach your goal in a shorter period of time. During *Adapt* and *Sustain* you will be able to enjoy these foods again.
11. **How does exercise relate to my program?** Exercise is a key component of Profile. The Centers for Disease Control and Prevention (CDC) recommends 150 minutes of exercise every week. We know that everyone has different experience with exercise and has different fitness levels. We will work with you on a safe, realistic and effective exercise plan.
12. **Do you offer products that do not have gluten ingredients?** Yes. We have a wide variety of products that do not contain gluten ingredients and we can design a specific Profile Plan just for you.
13. **Do I have to meet with a coach in person?** We have several options starting with not requiring a coach, to meeting in person and virtual ways for you to meet with your coach as needed based on your goals. Most of our members experience their best results while working directly with a coach.
14. **What is the best way for me to get more information about the program or let the Profile Coaches know that I want to meet with them for a free consultation?** Attending our free orientation seminars is a great way to get your questions answered. Please call our store at 402-858-9356 to find out when future orientation seminars are being offered or we would be happy to arrange a one on one time with you to answer your questions in detail. You can also visit www.profileplan.net to see a schedule of upcoming orientations in your area.
15. **How do I get started?**
 - 1) www.profileplan.net – follow the steps to register
 - a. Click register
 - b. Complete form and submit (an email with a temporary password will be sent to your email account)
 - c. Log in with your email address and the temporary password, then change your password at that time
 - 2) Contact us to set up an appointment or attend orientation: call us at (402) 858-9356 or email us at profile@sanfordhealth.org.
 - 3) A Profile staff member will reach out to you within a couple days if we haven't heard from you already.
 - 4) Walk-ins welcome