



## WHAT'S YOUR PROFILE™?

Changing your lifestyle isn't easy... it takes determination and guidance. The Profile™ plan by Sanford is the perfect path. Our integrated weight management system puts the research of physicians and scientists into action by helping you overcome stressful self-dieting and poor results. Profile™ helps you break the cycle by removing the guesswork with the tools you need to reach your weight loss goals.

### **Beyond a Diet - A Personal Plan**

If you want a sustainable lifestyle change that makes a difference over the long haul, you need a coach to push you in the right direction and for all the right reasons. The Profile™ plan does that by starting you off on a simple meal replacement plan with reasonable activity and exercise goals. Because we understand success is a matter of steps, we teach you how to change behaviors that have worked against you in the past. Through steady change of both mind and body, results will follow. Combine this approach with Profile™ smart wireless technology and mobile applications, giving you a major advantage on your journey of growth and change.

## FOOD THAT'S FIT FOR YOU

Our Profile™ foods are nutritionally designed to meet your micro and macronutrient needs. Clinical studies have determined a meal replacement approach delivers more effective results in losing weight; with up to 50% more weight loss. Profile™ empowers you to take control of your health by eliminating bad habits and replacing them with nutritionally balanced options.



## LEARN FROM OUR EXPERTS

You don't have to become an expert in balancing protein, carbs, fats, vitamins and minerals or understand portion control right away. Qualified professionals have already calculated the exact mix of essential nutrients your body needs to lose weight while maintaining good health. The Profile™ Clinical and Scientific Advisory Board helped develop the Profile™ plan to ensure a high quality experience with safe results.

“ As part of the Profile™ Clinical & Scientific Advisory Board, I have assisted in developing Profile™ plan. I felt it was important that I also engage myself in the Reboot protocol of Profile™. I have experienced amazing results and have found that by following this nutritionally balanced plan and meeting regularly with my Profile™ coach, I have been able to attain my goals on a schedule even ahead of the plan my coach put together specifically for me. While I am still working on reaching my goal, I know this plan will help me in accomplishing this.

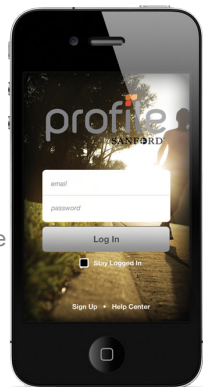
I strongly recommend to anyone who is interested in better health and getting to your desired weight to schedule an appointment with a Sanford Profile™ coach.

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**Gene Hoyme, MD, FAAP, FACMG**  
President, Sanford Research

### Instant App Access

Thanks to the latest technology, progress is right in the palm of your hand. Use the Profile™ app to easily track your personal plan and automatically share results with your Profile™ coach. Using your smart phone or computer, staying connected to Profile™ is fast and simple.



### Smart Wireless Technology

We've designed the Profile™ smart wireless technology with you in mind. Each wireless device connects securely, then automatically uploads your data to ProfilePlan.net, allowing you to conveniently track and monitor your success from your smartphone or computer. By automatically collecting this information, we can further optimize your plan and advance the future research for Profile™ – all while keeping your personal stats safe and secure.



Home Link Bridge



Blood Pressure Meter



Step Intensity Pedometer



Smart Body Scale



Digital Tape Meter

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