



## Lose weight and get help to keep it off with **Real Appeal™**

### What are your reasons to lose weight?

- ▶ To feel better
- ▶ To look better
- ▶ To be more active
- ▶ To improve your health

Whatever your reasons, Real Appeal may help you lose weight and keep it off, feel and look better and do things you enjoy like—have the extra energy to play with your kids, wear clothes more comfortably, sleep better and think better—all the good stuff.

We all hear that losing weight is just a matter of eating less and moving more, right? It sounds easy, but if it were only that simple wouldn't we all be at our ideal weight? Losing extra pounds, no matter how many or few is a difficult task, especially when you try to do it alone.

That's why UnitedHealthcare is excited to introduce a new healthy weight management program through **Real Appeal**. Experts in weight management behavior change, **Real Appeal uses the secrets to weight loss** that may help people lose weight. They have proven experience in helping people develop simple weight loss plans that actually work.

### How is Real Appeal different from other weight management programs?

Real Appeal uses a highly interactive weekly internet show. With videos and live online coaching to help you make small behavior changes week by week. These tools may help you lose weight and achieve your long term health goals. Using weight-loss research studies, Real Appeal has designed a program to support you through every stage of weight management. Whether you need to lose a lot of weight, are moderately overweight or simply need to lose those extra 10 pounds, this program may work for you.

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## The Real Appeal program includes:

### Expert coaching

- ▶ One-on-one coaching with a weight-loss expert
- ▶ Weekly group coaching and live online discussion

### Personalized support

- ▶ Tools to help support your success based on your needs:
  - Nutrition guides, meal plans, recipes, shopping lists and tips for dining out
  - Video workouts and fitness guides

### Engaging entertainment

- ▶ Educational videos featuring popular celebrities and experts:
  - **Samantha Harris** — former Dancing with the Stars host
  - **Dr. Ian Smith** — co-host of The Doctors and correspondent for Rachael Ray
  - **David Jack** — recognized sports performance and conditioning coach
  - **Ellie Krieger** — host of the Food Network® show, Healthy Appetite with Ellie Krieger
  - And more

### Tools and tracking

- ▶ Hands-on tools to help meet your needs
- ▶ Online support tools, including educational website and digital resources
- ▶ Online or mobile tracking tools to help you track your diet and exercise



**Why Wait? Get Started today to lose weight and and keep it off.**

To learn more about Real Appeal visit [realappeal.com](http://realappeal.com).

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Real Appeal is a voluntary program. The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical advice. You should consult with an appropriate health care professional to determine what may be right for you. Rewards may be taxable. You should consult with an appropriate tax professional to determine if you have any tax obligations from receiving rewards under this program.

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# Lasting weight loss with all the tools you need to succeed

*Enroll using a smartphone, tablet or personal computer at*  
**stateofMD.realappeal.com**

Available to State of Maryland employees, spouses/domestic partners and dependents 18+ covered by a UnitedHealthcare medical plan and a body mass index (BMI) of 23 or greater.



*Putting the pieces together to improve your health*

ALL THIS!  
At no cost  
to you!\*



Plus, your  
very own  
transformation  
coach!

\*Real Appeal is offered at no cost to you as part of your benefit plan.