



quick, easy, clinically proven weight loss

DIABETIC NUTRITION | HEALTH MANAGEMENT | KIDS' NUTRITION



 **MEDIFAST**



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medifast 5 & 1 plan

Medifast makes losing weight easier than ever. The Medifast 5 & 1 Plan is designed for quick, healthy weight loss using a combination of 5 Medifast meals and 1 “Lean & Green” meal (lean meat and salad/vegetables) each day. With our 5 & 1 Plan, there is no calorie counting, no points system, no diet pills, and no confusion.



MEDIFAST KEEPS IT SIMPLE

Medifast uses clinically proven, high-protein, fortified foods designed to help you lose weight. Medifast is an especially good choice if you feel overwhelmed because you have a lot of weight to lose or simply cannot seem to reach your weight loss goals. The 5 & 1 Plan is easy to follow, and Medifast makes it easy to stay on the plan. Your success will keep you motivated to reach your weight loss goals!

MEDIFAST GETS QUICK RESULTS

The Medifast 5 & 1 Plan was carefully designed to create a gap between the calories you take in and the amount your body needs. Each nutritionally balanced Medifast meal contains a proven balance of carbohydrates and protein to allow you to safely and successfully lose weight.



**FREE
SHIPPING!**
on orders of
\$200 or more
See Page 55.

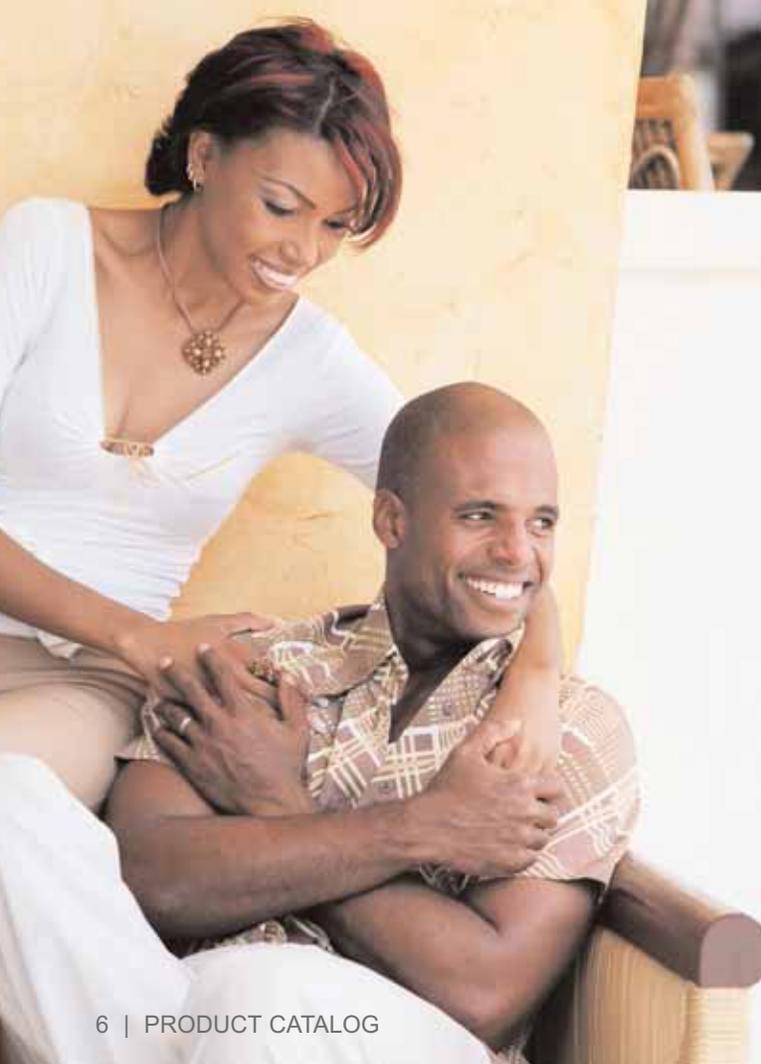
The wide variety of Medifast foods include shakes, soups, bars, oatmeal, hot and cold drinks, pudding and chili. Because you eat every 2 to 3 hours, you won't be hungry or lack energy. You may stay on the Plan until you have lost your desired amount of weight then

transition to a weight maintenance plan. By creating a delicious, satisfying and nutritious menu of less than 1,000 calories a day, the Medifast 5 & 1 Plan brings steady weight loss.

MAINTENANCE

Once you have reached your weight loss goal, it is important to have a solid maintenance plan. The

key to transitioning from the Medifast 5 & 1 Plan is to gradually increase your intake of calories over a period of time.



MEDIFAST IS SAFE

But don't just take our word for it. Medifast has been clinically proven through studies conducted at Johns Hopkins University and by the National Institutes of Health. Over 15,000 physicians have recommended Medifast for more than 20 years. The Medifast name is well-respected within the medical community and has been used by over 1 million people.

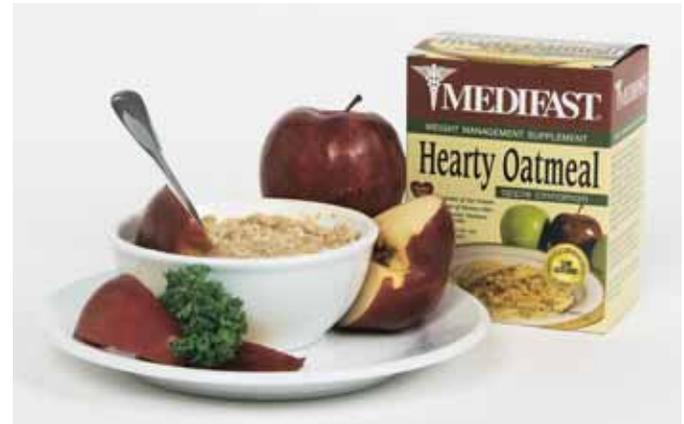
As with all weight loss programs, we recommend that you consult with a physician before beginning the Medifast program, especially if you have any medical concerns, are on medication, or are planning to lose more than 50 pounds. Also, if you are over the age of 65 or have diabetes, you should consult with your physician who may recommend a higher caloric intake.



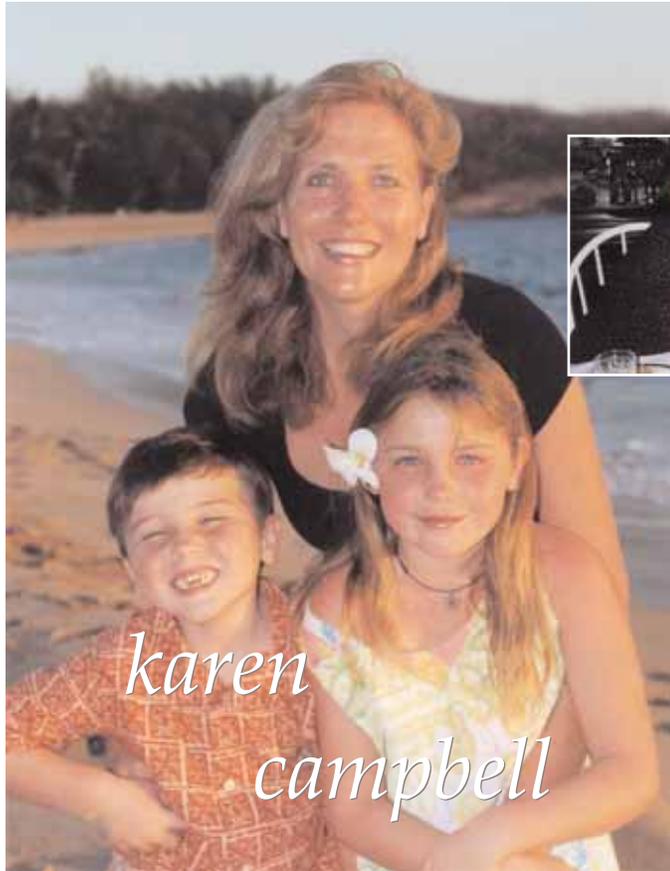
This Product Catalog will introduce you to over 70 flavors and types of Medifast foods to easily customize your weight loss plan. Medifast high-quality food products are made primarily from soy protein along with a significant amount of essential vitamins and minerals, so you will get the structure and simplicity to meet all of your body's nutritional needs. And, you will eat every 2 – 3 hours so you won't feel hungry.

Medifast is here to help you every step of the way. Our friendly customer care representatives, nurses and nutritionists, and helpful, easy-to-use website are ready to serve you.

Here's to your good health!



medifast success



“Six years ago, I was 120 pounds overweight, alone, and working all day to pay the bills and raise my children. I used food as a way to manage, but what I thought was making me feel better – food – was ultimately making me feel worse. I looked awful, I felt awful and didn’t know what to do.

I began the Medifast program. It was easy because the meal replacements did all the work for me. The first week I lost seven pounds, the second five, then leveled off losing between 3 and 5 pounds a week.

I can tell you if you use Medifast, you will lose weight. Something miraculous happens when the weight starts coming off. I looked better and felt better and the whole world started to look better too. I know what I’m made of and I know I can have a healthy happy life if I eat well and exercise.”*

*Medifast makes no claim that this result is representative of all customers on the Medifast program. For many dieters, weight loss is only temporary.

medifast meals





medifast meals

Any of the Medifast meals may be used on your 5 & 1 Plan including shakes, bars, soups, oatmeals, chili, puddings, and hot and cold drinks. However, you should limit yourself to one bar per day. You will never feel hungry or get bored with this wide variety of food choices!

ORDERING SUGGESTION

In order to supply you with enough food on the 5 & 1 Plan, Medifast recommends the following:

Four-Week Supply - Order a combination of at least **20 boxes** of Medifast meals (limit to 4 boxes of bars)

or

Two-Week Supply - Order a combination of at least **10 boxes** of Medifast meals (limit to 2 boxes of bars)



PEOPLE WITH DIABETES

Medifast offers a revolutionary line of products specially formulated for people with diabetes. Refer to page 34 for a special section on diabetic nutrition and the products available.

STARTER KITS (PAGE 48)

Starter Kits are the perfect solution to ordering. Inside each kit is a variety of the most popular Medifast foods with the exact number of meal replacements for individuals to participate in the 5 & 1 Plan for two or four weeks. Select your Starter Kit according to which type of shake you want and which flavors you like (chocolate, vanilla, or variety).



medifast 55 shakes

Medifast 55 shakes are specially formulated for women. These great tasting shakes are soy-based, heart healthy, low lactose, high in fiber and contain 11 grams of protein and 24 essential vitamins and minerals per serving. Medifast 55 shakes come in seven delicious flavors and mix easily with water.

*Try our delicious new
Banana Blitz 55 shake!*





DUTCH CHOCOLATE 55

CAL 90 | FAT 1 | CARB 13 | PRO 11 
51710: \$13.85 (box - 7 servings)



FRENCH VANILLA 55

CAL 90 | FAT 0 | CARB 13 | PRO 11 
51810: \$13.85 (box - 7 servings)



STRAWBERRY CREME 55

CAL 90 | FAT 0 | CARB 13 | PRO 11 
51910: \$13.85 (box - 7 servings)



ORANGE DELIGHT 55

CAL 90 | FAT 0 | CARB 13 | PRO 11 
52010: \$13.85 (box - 7 servings)



SWISS MOCHA 55

CAL 90 | FAT 1 | CARB 13 | PRO 11 
60300: \$13.85 (box - 7 servings)



ORANGE PINEAPPLE 55

CAL 90 | FAT 0 | CARB 13 | PRO 11 
52050: \$13.85 (box - 7 servings)



BANANA BLITZ 55

CAL 90 | FAT 0 | CARB 13 | PRO 11 
52060: \$13.85 (box - 7 servings)



Medifast 55 Ready-to-Drink shakes are nutritious and fit into today's busy, on-the-go lifestyle. These shakes travel with you anywhere.

READY-TO-DRINK DUTCH CHOCOLATE 55

CAL 90 | FAT 1 | CARB 12 | PRO 11
68700: \$2.49 (box - 1 serving, 8oz.)

READY-TO-DRINK FRENCH VANILLA 55

CAL 90 | FAT 1 | CARB 12 | PRO 11
68800: \$2.49 (box - 1 serving, 8 oz.)

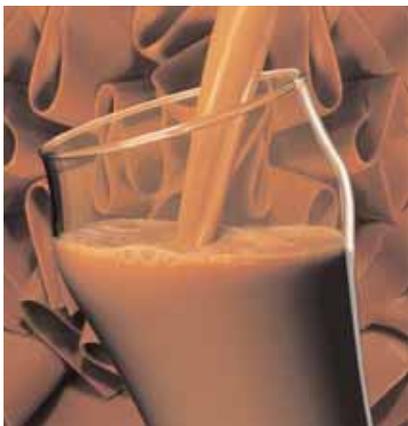


medifast 70 shakes

Medifast 70 shakes are formulated for men or women who prefer a higher protein count. The great tasting shakes are soy-based, heart healthy, high in fiber and contain 14 total grams of protein per shake.

*Try our delicious new
Banana Blitz 70 shake!*





DUTCH CHOCOLATE 70

CAL 100 | FAT 1 | CARB 13 | PRO 14 
52110: \$14.35 (box - 7 servings)



FRENCH VANILLA 70

CAL 100 | FAT 1 | CARB 13 | PRO 14 
52210: \$14.35 (box - 7 servings)



STRAWBERRY CREME 70

CAL 100 | FAT 1 | CARB 13 | PRO 14 
52310: \$14.35 (box - 7 servings)



ORANGE DELIGHT 70

CAL 100 | FAT 1 | CARB 13 | PRO 14 
52410: \$14.35 (box - 7 servings)



SWISS MOCHA 70

CAL 100 | FAT 1 | CARB 14 | PRO 14 
60400: \$14.35 (box - 7 servings)



BANANA BLITZ 70

CAL 100 | FAT 1 | CARB 13 | PRO 14 
52460: \$14.35 (box - 7 servings)





plus for
appetite suppression
shakes

Medifast Plus for Appetite Suppression shakes contain the same great ingredients as other Medifast shakes, but with the added benefits of CitriMax®, which is designed to curb appetite while maintaining consistent weight loss. Unlike other diet products containing appetite suppressants, Medifast Plus for Appetite Suppression shakes will not cause unwanted side effects such as changes in heart rate and blood pressure or insomnia and nervousness.



APPETITE SUPPRESSION CHOCOLATE

CAL 90 | FAT 1 | CARB 11 | PRO 14 

70900: \$14.75 (box - 7 servings)



APPETITE SUPPRESSION VANILLA

CAL 90 | FAT 1 | CARB 11 | PRO 14 

71000: \$14.75 (box - 7 servings)

create delicious recipes with medifast

Tomato Bisque Treat

2 packages Medifast Robust
Tomato Fast Soup
1 teaspoon fat free
Coffee Mate®
1 packet Splenda® (optional)
Pepper to taste

Mix all ingredients with
10 – 12 ounces of hot water,
stir and enjoy this creamy,
delicious treat!

Submitted by Mary M.

Kiwi Strawberry Surprise

1 packet Medifast Vanilla or Strawberry Shake
8 – 10 ice cubes using Strawberry sparkling flavored
water (caffeine, calorie and sodium free)
2 – 4 ounces Kiwi Strawberry diet water
2 – 3 drops Pineapple extract
2 – 3 drops Banana extract
2 – 3 drops Strawberry extract

1 teaspoon Strawberry-Banana sugar-free Jell-O®
Optional: Add additional drops of extract for richer flavor.

Prepare ice cubes in advance. Mix all ingredients in a
blender. For thinner shakes, use less ice cubes and
more water. For thicker shakes, use more ice cubes
and less water. Blend until all ice is crushed or until
you reach desired thickness.

Submitted by Denise A.





bars

Medifast Bars are a long-time favorite. Each nutritious bar contains 25 essential vitamins and minerals and is a great source of fiber, soy protein, calcium, folic acid and iron. Medifast Bars give you the variety and convenience that your lifestyle demands with the nutritional excellence that your body needs. We suggest that you limit yourself to one bar per day while on the 5 & 1 Plan due to the higher calorie and carb content compared to other Medifast meals.

CHOCOLATE DIVINE BAR

CAL 160 | FAT 4 | CARB 21 | PRO 10 
64800: \$14.95 (box - 7 servings)



CHOCOLATE MINT BAR

CAL 160 | FAT 4 | CARB 21 | PRO 10 
64900: \$14.95 (box - 7 servings)



LEMON FANTASY BAR

CAL 160 | FAT 4 | CARB 20 | PRO 10 
65200: \$14.95 (box - 7 servings)

OATMEAL RAISIN BAR

CAL 160 | FAT 3.5 | CARB 22 | PRO 10 
65400: \$14.95 (box - 7 servings)



CARAMEL NUT BAR

CAL 170 | FAT 5 | CARB 22 | PRO 10 
65440: \$14.95 (box - 7 servings)



FRUIT & NUT GRANOLA BAR

CAL 160 | FAT 3 | CARB 24 | PRO 10 
65500: \$14.95 (box - 7 servings)

S'MORE GRANOLA BAR

CAL 160 | FAT 3 | CARB 24 | PRO 10 
65450: \$14.95 (box - 7 servings)



soups & chili

Medifast Soups are fortified with 24 essential vitamins and minerals and contain all of the protein and nutrients found in other Medifast meals. The variety of soups are a great addition to your Medifast meal choices.

For all of you chili lovers out there, Medifast has created Homestyle Chili. With 11 grams of protein and 24 essential vitamins and minerals per serving, Homestyle Chili fits into your healthy lifestyle. Homestyle Chili is formulated with heart healthy soy protein.



MINESTRONE SOUP

CAL 110 | FAT 1 | CARB 19 | PRO 9
60700: \$13.95 (box - 7 servings)



CHICKEN NOODLE SOUP

CAL 90 | FAT 1 | CARB 13 | PRO 9
69600: \$13.95 (box - 7 servings)



CHICKEN & WILD RICE SOUP

CAL 100 | FAT 1 | CARB 12 | PRO 11
69650: \$14.95 (box - 7 servings)



HOMESTYLE CHILI

CAL 110 | FAT 1 | CARB 16 | PRO 11
69700: \$14.45 (box - 7 servings)



CREAM OF BROCCOLI SOUP

CAL 110 | FAT 2 | CARB 10 | PRO 15
57000: \$14.35 (box - 7 servings)



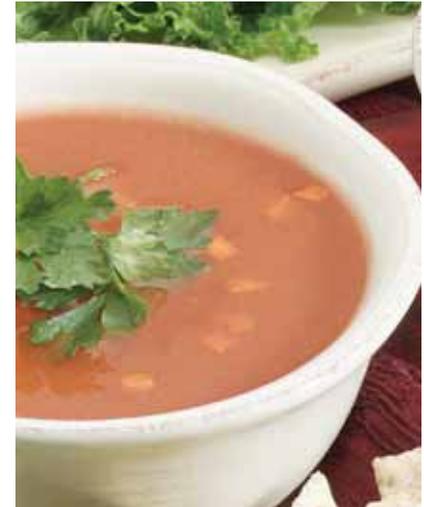
CREAM OF CHICKEN SOUP

CAL 110 | FAT 2 | CARB 9 | PRO 14
54300: \$14.35 (box - 7 servings)



CREAM OF TOMATO SOUP

CAL 110 | FAT 1 | CARB 13 | PRO 14 
60600: \$14.35 (box - 7 servings)





oatmeal & pudding

Medifast Hearty Oatmeals are a delicious way to begin your day. A piping hot bowl of Apple Cinnamon, French Vanilla Berry or Maple & Brown Sugar Oatmeal warms you up and gives you plenty of energy to face the day.

Medifast Puddings are smooth, creamy and delicious meals that tastes like a dessert, but are actually a fortified Medifast meal. It contains 15 grams of protein and only 1 gram of fat and is available in Chocolate and Banana Cream. Our rich puddings are a good source of Vitamins A, C, E and K and is rich in Calcium and Vitamin D.



APPLE CINNAMON OATMEAL

CAL 110 | FAT 2 | CARB 14 | PRO 10 

58000: \$13.95 (box - 7 servings)



FRENCH VANILLA BERRY OATMEAL

CAL 110 | FAT 2 | CARB 16 | PRO 10 

58010: \$13.95 (box - 7 servings)



MAPLE & BROWN SUGAR OATMEAL

CAL 110 | FAT 2 | CARB 16 | PRO 10 

58020: \$13.95 (box - 7 servings)



CHOCOLATE PUDDING

CAL 110 | FAT 1 | CARB 15 | PRO 14 

57400: \$12.75 (box - 7 servings)



BANANA CREAM PUDDING

CAL 110 | FAT 0.5 | CARB 15 | PRO 14 

72850: \$12.75 (box - 7 servings)





hot & cold drinks

hot cocoa

Hot Cocoa is no longer a sinful indulgence. With only 110 calories and 14 grams of protein, our rich Hot Cocoa is a fully fortified Medifast meal providing you with 24 vitamins and minerals per serving and only 1 gram of fat. *Available with and without marshmallows.*



HOT COCOA

CAL 110 | FAT 1 | CARB 14 | PRO 14 ⓘ
57300: \$12.65 (box - 7 servings)



HOT COCOA WITH MARSHMALLOWS

CAL 110 | FAT 1 | CARB 15 | PRO 14 ⓘ
57310: \$12.65 (box - 7 servings)

cappuccino

Medifast's Cappuccino tastes fantastic and is a fully fortified Medifast meal. Treat yourself to a rich, delightful cup of decaffeinated Medifast Cappuccino which is formulated with 100 calories, 14 grams of protein, and provides you with 24 vitamins and minerals per serving while only containing 0.5 grams of fat.



CAPPUCCINO

CAL 100 | FAT 0.5 | CARB 14 | PRO 14 
57350: \$12.65 (box - 7 servings)



chai latte

Sit back and relax with Medifast Chai Latte, a sweet blend of black tea, nutmeg and other exotic spices. Chai Latte is caffeine free and fortified with 24 essential vitamins and minerals in each delicious cup. Medifast Chai Latte is rich in calcium and Vitamin D and can be enjoyed anytime of the day as a Medifast meal.



CHAI LATTE

CAL 100 | FAT 0.5 | CARB 14 | PRO 14 
57360: \$12.65 (box - 7 servings)

For a cool, refreshing drink, try Medifast Peach and Raspberry Iced Teas. These drinks are fully fortified Medifast meals loaded with protein, and contain only 90 calories per serving. They're also rich in calcium, cholesterol free and fat free.

iced teas & fruit drinks



Medifast Fruit Drinks are crisp, refreshing and amazingly are fully fortified Medifast meals. With 15 grams of protein and only 10 carbs, Medifast Fruit Drinks provide great nutrition with great-tasting, refreshing flavors. Medifast Fruit Drinks are yet another option in your Medifast 5 & 1 Plan.

PEACH ICED TEA

CAL 90 | FAT 0 | CARB 12 | PRO 14
66500: \$13.35 (box - 7 servings)



RASPBERRY ICED TEA

CAL 90 | FAT 0 | CARB 12 | PRO 14
66550: \$13.35 (box - 7 servings)

TROPICAL PUNCH DRINK

CAL 90 | FAT 0 | CARB 10 | PRO 15
66560: \$13.95 (box - 7 servings)



CRANBERRY MANGO DRINK

CAL 90 | FAT 0 | CARB 10 | PRO 15
66570: \$13.95 (box - 7 servings)

design-a-menu

With our online **Design-A-Menu**, all you do is pick your favorite flavors and foods and we'll create a customized Medifast 5 & 1 Plan for you. You will receive your food along with a Quick Start Guide containing all the information you need to get started.

Design-A-Menu makes planning your Medifast meals even easier than ever, and it is available exclusively at **medifastdiet.com**. Just choose which products you want and place your order. It's that simple! **Check it out today!**

www.medifastdiet.com





top 10 reasons *“I Can’t Lose Weight!”*

1. I Don’t Have Any Willpower.

Medifast pre-packaged meals makes losing weight easy. Our low calorie, balanced carbs, fortified foods make losing weight a snap.

2. Bland Foods Are Boring.

Medifast has over 80 foods and flavors to choose from, including shakes, bars, soups, chili, puddings, cappuccino, fruit drinks and oatmeal. You’ll never go hungry or get bored!

3. I Can't Keep Track of My Eating.

With Medifast, there's no counting calories, carbs or points. We take care of all of this for you.

4. It Takes Too Long to See Results.

With Medifast, you can lose 2-5 pounds per week.*

You'll love the fast results!

*Medifast very low calorie programs require physician supervision to minimize the potential for health risks.

5. All the Diet Claims Confuse Me.

You are not alone. Most diets do result in initial weight loss.

The question is which diets can you stick with and which diets are safe. Medifast has helped over 1 million people for 25 years as a proven, safe way to lose weight.

6. I'm Too Busy to Eat Healthy.

Medifast pre-packaged meals are faster than "fast food" – perfect for people on the run.

7. I am Concerned About Safety.

Medifast has been clinically proven by studies at the Johns Hopkins Bloomberg School of Public Health and has been recommended by over 15,000 physicians.

8. I'm Diabetic and Have Concerns.

Medifast has developed Medifast Plus for Diabetics especially for you. Preliminary studies show that diabetics lose twice as much weight with Medifast Plus for Diabetics than on the American Diabetes Association Diet.

9. I Always Gain the Weight Back.

Medifast has specific recommendations for how to maintain your new weight. By using Medifast meals occasionally, you can resume normal, healthy eating and not gain your weight back.

10. I Don't Know Where to Begin.

Check our informative website at www.medifastdiet.com or call our helpful and knowledgeable customer service staff at **800-638-7867** and we'll get you going right away.



snacks

**Grab a Fast Soup or
Crackers to help get you
through the day!**



Snack products are not to be used as Medifast meals. You may use Medifast snacks 1 to 2 times a day in addition to the Medifast 5 & 1 Plan.

crackers



Medifast Crackers are the perfect complement to any Medifast Soup. Both Multi-Grain and Garden Vegetable Crackers are delicious and specially formulated as an “extra snack” for the Medifast 5 & 1 Plan. Medifast Crackers are fat free, low in sodium and cholesterol free.



MULTI-GRAIN CRACKERS

CAL 55 | FAT 0 | CARB 12 | PRO 1
57230: \$3.35 (box - 7 servings)



GARDEN VEGETABLE CRACKERS

CAL 60 | FAT 0 | CARB 12 | PRO 2
57240: \$3.35 (box - 7 servings)

fast soups



Medifast Fast Soups are considered an “extra snack” on your Medifast 5 & 1 Plan. With only 20-30 calories per serving and less than 1 gram of fat, Medifast Fast Soups are a great addition for those days when you need a little something extra because they contain up to 410 mg of potassium.



DELICATE CHICKEN FAST SOUP

CAL 20 | FAT 0 | CARB 5 | PRO 2
54100: \$7.45 (box - 14 servings)



ROBUST TOMATO FAST SOUP

CAL 30 | FAT 0 | CARB 7 | PRO 1 
54200: \$7.45 (box - 14 servings)



SAVORY BEEF FAST SOUP

CAL 25 | FAT 0 | CARB 4 | PRO 2
57100: \$7.45 (box - 14 servings)

salad dressings

Medifast fat-free Salad Dressings are great tasting additions to dress salads or marinate lean meats. They are cholesterol free and contain only 2 grams of sugar.



CREAMY ITALIAN DRESSING

CAL 15 | FAT 0 | CARB 3 | PRO 1 
72320: \$7.45 (box - 14 servings)



CAESAR DRESSING

CAL 20 | FAT 0.5 | CARB 3 | PRO 1
72330: \$7.45 (box - 14 servings)



RANCH DRESSING

CAL 15 | FAT 0 | CARB 3 | PRO 1 
72340: \$7.45 (box - 14 servings)



HONEY DIJON DRESSING

CAL 20 | FAT 0 | CARB 5 | PRO 0
72350: \$7.45 (box - 14 servings)

TRY SOMETHING NEW!

Check out Medifast's Sample Packs (page 51) for an assortment of soups, shakes, bars and more in various flavors to see which products are right for you. Sample all of the great tastes of Medifast!



*health
management*



plus for diabetics

Medifast Plus for Diabetics is recommended for men and women with Type II Diabetes who want to lose weight or have a more nutritious meal.



If you have diabetes, it is essential that you see your primary care physician or diabetes specialist prior to starting a Medifast program to discuss blood sugar monitoring, oral diabetes agents and changes to your insulin regimen. You should continue seeing them while on the program. You should also discuss recommended calorie levels for your meal plan with your physician or diabetes specialist. The Medifast 5&1 Program contains 800-1,000 calories/day. You may increase this calorie level per your physician's recommendation.

CLINICALLY PROVEN

Medifast Plus for Diabetics has been proven at the Johns Hopkins Bloomberg School of Public Health. Preliminary results of this two-year study show that people with Type II Diabetes on the Medifast Plan lost twice as much weight as those following the ADA's recommended food guidelines and were twice as likely to stick with the diet. In addition, study results show that Medifast participants sustained an average 9 percent decrease in blood fasting glucose and an average 19 percent decrease in insulin levels. *You can download the complete study results at medifastdiet.com.*

plus for diabetics shakes

Medifast Plus for Diabetics offers a revolutionary line of shakes specifically designed to meet the needs of people with Type II Diabetes by providing proper nutrition. With only 5 grams of sugar per serving, these shakes can be used in conjunction with your 5 & 1 Plan or for general nutrition.



PLUS FOR DIABETICS CHOCOLATE

CAL 90 | FAT 1 | CARB 9 | PRO 14 
69800: \$14.35 (box - 7 servings)



PLUS FOR DIABETICS VANILLA

CAL 90 | FAT 1 | CARB 9 | PRO 14 
69900: \$14.35 (box - 7 servings)



PLUS FOR DIABETICS STRAWBERRY

CAL 90 | FAT 1 | CARB 9 | PRO 14 
70000: \$14.35 (box - 7 servings)





plus for diabetics bars

Medifast Plus for Diabetics bars have been formulated to meet the nutritional needs of people with diabetes. These great tasting, soy-based bars contain less than 2 grams of sugar per serving and can be used in conjunction with your Medifast 5 & 1 Plan or for general nutrition. These bars are also enriched with 24 essential vitamins and minerals including sodium and potassium.



CHOCOLATE CRUNCH BAR

CAL 130 | FAT 3.5 | CARB 21 | PRO 10 
70500: \$16.15 (box - 7 servings)



PEANUT BUTTER CRUNCH BAR

CAL 140 | FAT 4.5 | CARB 22 | PRO 10 
70600: \$16.15 (box - 7 servings)

OTHER MEDIFAST PRODUCTS ALSO FORMULATED FOR DIABETICS

Oatmeal (page 22)

- ▶ Apple Cinnamon
- ▶ French Vanilla Berry
- ▶ Maple & Brown Sugar

Soups (page 20)

- ▶ Chicken Noodle Soup
- ▶ Minestrone Soup
- ▶ Homestyle Chili
- ▶ Cream of Broccoli Soup
- ▶ Cream of Chicken Soup

Medifast 55 Ready-to-Drink (page 13)

- ▶ Dutch Chocolate
- ▶ French Vanilla

Fruit Drinks (page 26)

- ▶ Cranberry Mango
- ▶ Tropical Punch

Essential 1 Meals (page 46)

- ▶ Chicken Salad
- ▶ Tuna Salad

women's health shakes

Medifast Plus for Women's Health is an innovative weight control and nutrition product that is supplemented with traditional herbal remedies for relieving the symptoms of menopause. It contains black cohosh, echinacea and chaste tree berry, three herbs that have been a part of traditional homeopathic medicine for centuries. These shakes can be included in the regular Medifast 5 & 1 Plan in place of any other Medifast meal or consumed as a nutritious meal or snack option 1 to 3 times a day. This natural dietary therapy is a safer alternative to hormone replacement therapy for easing the symptoms associated with menopause.

WOMEN'S HEALTH CHOCOLATE

CAL 110 | FAT 1 | CARB 15 | PRO 14
71100: \$17.50 (box - 7 servings)



WOMEN'S HEALTH VANILLA

CAL 110 | FAT 1 | CARB 15 | PRO 14
71200: \$17.50 (box - 7 servings)





joint health shakes

Medifast Plus for Joint Health provides a dual solution in combating the effects of arthritis. First, the low calorie, nutritionally balanced formula, used with the clinically proven Medifast weight management program, provides an easy and effective weight loss solution. Second, these shakes contain glucosamine and chondroitin, two nutrients proven to reduce pain and help repair the damage caused by arthritis. These shakes can be included in the regular Medifast 5 & 1 Plan in place of any other Medifast meal replacement or consumed as a nutritious meal or snack option 3 times a day to optimize the value of the extra nutrients in the shakes.

JOINT HEALTH CHOCOLATE

CAL 90 | FAT 1 | CARB 10 | PRO 14
70700: \$16.75 (box - 7 servings)



JOINT HEALTH VANILLA

CAL 90 | FAT 1 | CARB 10 | PRO 14
70800: \$16.75 (box - 7 servings)

coronary health shakes

Medifast Plus for Coronary Health, used with the clinically proven Medifast weight management program, provides an easy and effective weight loss solution. Medifast Plus for Coronary Health contains an abundance of added nutrients that may reduce the risk of heart disease and promote coronary health. Medifast Plus for Coronary Health is formulated with soy protein, making it a “heart healthy” product. These shakes can be included in the regular Medifast 5 & 1 Plan in place of any other Medifast meal or consumed as a nutritious meal or snack option 1 to 3 times a day.

CORONARY HEALTH CHOCOLATE

CAL 90 | FAT 1 | CARB 10 | PRO 14
72200: \$14.35 (box - 7 servings)

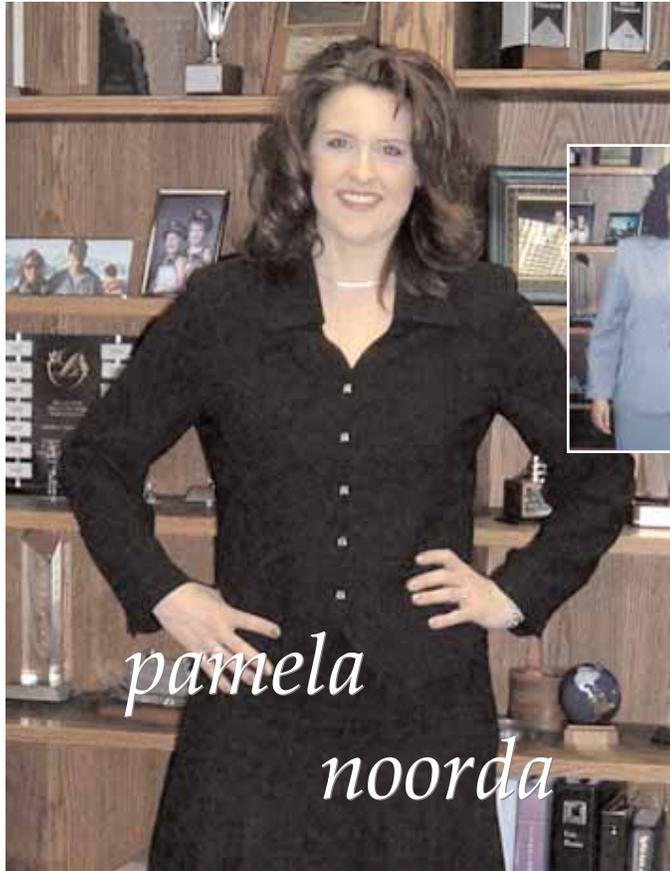


CORONARY HEALTH STRAWBERRY

CAL 90 | FAT 1 | CARB 10 | PRO 14
72300: \$14.35 (box - 7 servings)



medifast success



"In early summer 2004, I weighed in at 249.5 lbs and wore a size 18/20. I could not put off the weight loss anymore. I started the Medifast program, and by the time I went on a cruise in October, I had lost 65 lbs and reached a size 12. Since the cruise, I dropped to a size 10 and now weigh 177 lbs.

After losing a total of 72.5 lbs, I consider it the beginning of my new life. Medifast has become one of the most physically and emotionally rewarding choices of my life. I have learned that I can achieve amazing results with determination and desire. I am in charge of my life now, and it's amazing!"*

*Medifast makes no claim that this result is representative of all customers on the Medifast program. For many dieters, weight loss is only temporary.

A woman with dark hair tied back is sitting in a white armchair, smiling towards the camera. She is wearing a white long-sleeved top. Her feet are resting on the white window sill. A laptop is open on her lap. The background shows a window with a view of a brick building. The text "more medifast products" is overlaid in a cursive font.

*more
medifast
products*



PHOTO COURTESY OF ESPN

take shape shakes

Take Shape shakes are heart healthy, lactose free and provide essential vitamins and minerals for good nutrition. Take Shape can be used anytime as a meal or healthy snack. Medifast Take Shape supplements have been clinically proven by the National Institutes of Health to help people lose weight.

Take Shape Sports Nutrition is a cutting edge line of supplements formulated with more of what your body needs – like amino acids and antioxidants – and less of what it doesn't – like fat. Take Shape Women's Sports Drink give you the nutrients you need to take your body to the next level.

weight management



OUTRAGEOUS CHOCOLATE

CAL 180 | FAT 2.5 | CARB 31 | PRO 12 
66600: \$14.50 (box - 7 servings)



LUSCIOUS VANILLA

CAL 180 | FAT 2 | CARB 33 | PRO 12 
66700: \$14.50 (box - 7 servings)



STRAWBERRY PASSION

CAL 180 | FAT 2 | CARB 33 | PRO 12 
66800: \$14.50 (box - 7 servings)

DICK VITALE (pictured left) is the spokesperson for Medifast and Take Shape Sports Nutrition. Dick Vitale has gained international fame in his roles as a college basketball coach and journalist.



women's sports drink



CHOCOLATE

CAL 200 | FAT 1 | CARB 40 | PRO 14
70100: \$24.95 (box - 7 servings)



STRAWBERRY

CAL 200 | FAT 1 | CARB 38 | PRO 15
70200: \$24.95 (box - 7 servings)

Each Take Shape supplement is **Physician Engineered** to ensure that athletes achieve optimal performance and get noticeable results. Each great tasting drink is packed with high quality protein, added branched chain amino acids, l-glutamine, l-carnitine, antioxidants, chromium and more. Great bodies aren't born, they're made. Take Shape Sports Nutrition provides the fuel to make a body great.



kids' nutrition

Fit! by Medifast is a line of great tasting, soy-based foods made from the highest quality ingredients and fortified with significant amounts of vitamins and minerals specially formulated for kids. In conjunction with a well-balanced diet, Fit! foods are perfect for a healthy breakfast, lunch or nutritious snack. Fit! is a great substitute for sugar-rich candy and other fattening unhealthy foods that appeal to kids.





[FIT! CHOCOLATE SHAKE](#)

CAL 90 | FAT 1 | CARB 13 | PRO 11 
70610: \$13.85 (box - 7 servings)



[FIT! VANILLA SHAKE](#)

CAL 90 | FAT 0 | CARB 13 | PRO 11 
70620: \$13.85 (box - 7 servings)



[FIT! CREAMSICLE SHAKE](#)

CAL 90 | FAT 0 | CARB 13 | PRO 11 
70630: \$13.85 (box - 7 servings)



[READY-TO-DRINK CHOCOLATE](#)

CAL 90 | FAT 1 | CARB 12 | PRO 11
68900: \$2.49 (box - 1 serving, 8 oz.)



[FIT! CHOCOLATE BAR](#)

CAL 160 | FAT 4 | CARB 21 | PRO 10 
70730: \$14.95 (box - 7 servings)



[FIT! CHOCOLATE MINT BAR](#)

CAL 160 | FAT 4 | CARB 21 | PRO 10 
70720: \$14.95 (box - 7 servings)



[FIT! PEANUT BUTTER BAR](#)

CAL 160 | FAT 4.5 | CARB 20 | PRO 10 
70740: \$14.95 (box - 7 servings)



[FIT! OATMEAL RAISIN BAR](#)

CAL 160 | FAT 3.5 | CARB 22 | PRO 10 
70640: \$14.95 (box - 7 servings)



[FIT! CHOCOLATE PUDDING](#)

CAL 110 | FAT 1 | CARB 15 | PRO 14 
70690: \$12.75 (box - 7 servings)



[FIT! HOT COCOA WITH MARSHMALLOWS](#)

CAL 110 | FAT 1 | CARB 15 | PRO 14 
70680: \$12.65 (box - 7 servings)



[FIT! VANILLA BERRY OATMEAL](#)

CAL 110 | FAT 2 | CARB 16 | PRO 10 
70670: \$13.95 (box - 7 servings)



[FIT! CHICKEN FLAVORED NOODLE SOUP](#)

CAL 90 | FAT 1 | CARB 13 | PRO 9
69610: \$13.95 (box - 7 servings)

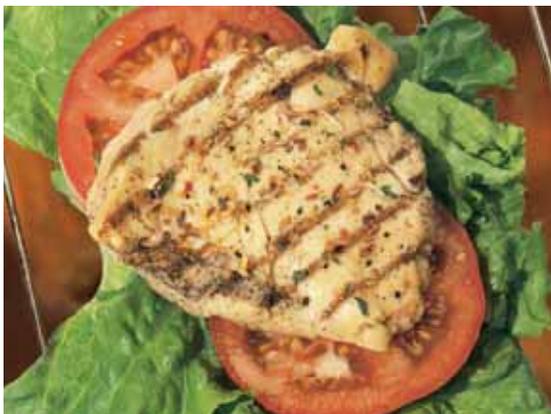


essential 1 meals

Essential 1 Meals are the ultimate in fast food -- quick and healthy. They are easy to prepare and ready in minutes. And not only do they taste great, but they are low in fat.

One serving of Essential 1 Meals may be used as part of your daily “Lean & Green” meal on the Medifast 5 & 1 Plan by adding 2 cups of salad greens (which may include up to fi cup of raw vegetables) with 1-2 tbsp. of low-fat salad dressing and up to 3 cups of cooked vegetables.

Essential 1 Meals are also great for healthy meal plans for ongoing weight maintenance.



Essential 1 Grilled Chicken Breasts and Grilled Beef Patties are delicious, fully cooked and freeze-dried. They make preparing a great meal quick and easy; just add hot water and you have a delicious meal in minutes. Plus, they're low in fat and carbs. Try them on your favorite salad, with steamed vegetables, or in your favorite chicken or beef dish!

GRILLED CHICKEN BREASTS

CAL 120 | FAT 2.5 | CARB 0 | PRO 24
72800: \$6.25 (box - 2 servings)



GRILLED BEEF PATTIES

CAL 90 | FAT 3 | CARB 2 | PRO 14
72810: \$5.25 (box - 2 servings)

Essential 1 Tuna Salad and Chicken Salad bring you the ultimate in taste, quality and convenience. They are delicious, tender, and ready-made. Just open and enjoy! Best of all, Essential 1 Tuna Salad and Chicken Salad are 95 percent fat free and require no refrigeration, no can opener, and no draining.

TUNA SALAD

CAL 90 | FAT 3 | CARB 6 | PRO 10
72830: \$1.99 (pouch - 1 serving)



CHICKEN SALAD

CAL 100 | FAT 3 | CARB 7 | PRO 10
72820: \$1.99 (pouch - 1 serving)





starter kits

Medifast Starter Kits make it easy to begin your journey to a healthier, slimmer you. Starter Kits are the perfect solution for quick, convenient ordering. Inside each kit is a variety of the most popular Medifast foods, such as Peanut Butter Bars and Chicken Noodle Soup, with the exact number of meal replacements for individuals to participate in the 5 & 1 Plan for two or four weeks. Before your supply runs out, make sure you order another kit for the next month, or pick and choose from our extensive selection of foods!

Select your Starter Kit according to which shake (55, 70, or Plus for Diabetics) you want and which flavors you prefer (chocolate, vanilla, or variety).

EACH MEDIFAST STARTER KIT CONTAINS:

2-WEEK

- (42) Medifast Shakes (*as selected*)
- (14) Bars (*variety of flavors*)
- (7) Oatmeals (*variety of flavors*)
- (7) Chicken Noodle Soups
- (7) Chicken and Wild Rice
or Minestrone Soups

4-WEEK

- (84) Medifast Shakes (*as selected*)
- (28) Bars (*variety of flavors*)
- (14) Oatmeals (*variety of flavors*)
- (14) Chicken Noodle Soups
- (14) Chicken and Wild Rice
or Minestrone Soups



medifast 55 for women

2-WEEK STARTER KIT

- Variety Pack - 73140: \$156.35 each
- Chocolate Lovers - 73130: \$156.35 each
- Vanilla Shakes - 73150: \$156.35 each

4-WEEK STARTER KIT

- Variety Pack - 73100: \$312.68 each
- Chocolate Lovers - 73110: \$312.68 each
- Vanilla Shakes - 73120: \$312.68 each

medifast 70 for men

2-WEEK STARTER KIT

- Variety Pack - 73230: \$159.35 each
- Chocolate Lovers - 73240: \$159.35 each
- Vanilla Shakes - 73250: \$159.35 each

4-WEEK STARTER KIT

- Variety Pack - 73200: \$318.68 each
- Chocolate Lovers - 73210: \$318.68 each
- Vanilla Shakes - 73220: \$318.68 each

plus for diabetics

2-WEEK STARTER KIT

- Variety Pack - 73030: \$159.35 each
- Chocolate Lovers - 73040: \$159.35 each
- Vanilla Shakes - 73050: \$159.35 each

4-WEEK STARTER KIT

- Variety Pack - 73000: \$318.68 each
- Chocolate Lovers - 73010: \$318.68 each
- Vanilla Shakes - 73020: \$318.68 each



program materials



QUICK START GUIDE

The Quick Start Guide will be your primary reference while on the Medifast program and is included at no cost with your first order.

501450: \$2.00 each



FAST SHAKE JAR

Labeled like a measuring cup to easily mix your packets with water, the Fast Shake Jar is included at no cost with your first order.

501340: \$1.99 each



SUCCESS IN A SHAKER JAR

A comprehensive guide to the physical and emotional changes associated with weight loss. It provides an overview of the Medifast program and tips for successful weight loss.
384700: \$21.45 each



SAMPLE PACK

Try out the Medifast products with a Sample Pack, which includes an assortment of soups, shakes and bars in various flavors to tempt your palette.
501740: \$24.99 each



DIABETICS PROGRAM GUIDE

A program guide to the Medifast Plus for Diabetics program, this guide is included at no cost with your first Medifast Plus for Diabetics order.
378800: \$2.00 each



DIABETIC SAMPLE PACK

The Diabetic Sample Pack includes an assortment of soups, shakes and bars in various flavors, but only include the Medifast products for people with diabetes.
501330: \$24.99 each



MY DAILY JOURNAL

A two-week personal journal to record your thoughts and monitor your daily activities and food intake.
416210: \$2.95 each



RECIPE GUIDE

A collection of tasty recipes to make daquiris, puddings, frozen desserts and more, all with Medifast meals.
410220: \$2.95 each



health accessories

Medifast provides you with superior medical devices to assist you in monitoring your vital signs. These accessories provide you with a convenient way to measure your progress in achieving your health goals. Our line of health accessories gives you the ability to measure your blood pressure, temperature, body composition and weight in the comfort and privacy of your home.

DIGITAL THERMOMETER

The Take Shape Digital Thermometer is designed to calculate body temperature simply and easily. This product is break-resistant and child-safe, making it a must have for any home. The easy-to-read digital display allows for exact temperature reading and has an auto shut-off function to save the battery and maintain the life of the thermometer.

401002: \$4.99 each



DIGITAL EAR THERMOMETER

The Take Shape Digital Ear Thermometer is a comfortable and quick thermometer. In less than one second, the thermometer will scan the inner ear to read your internal body temperature and immediately show your reading on its easy-to-read LCD display. This product fits comfortably in your ear and in the palm of your hand.

401102: \$34.99 each



BODY COMPOSITION ANALYZER

The Take Shape Body Composition Analyzer allows you to conveniently measure body fat anytime, anywhere. It is easy to use and displays results in only five seconds! It also allows you to store up to eight data profiles.

401202: \$24.99 each



DIGITAL SCALE

The Take Shape Digital Scale provides you the most accurate weight reading with its high precision strain gauge sensor. The scale has a stylish look, extra large LCD display and a unique contour design. Get accurate results every time with our Digital Scale.

40140: \$59.99 each

BLOOD PRESSURE MONITOR

The Take Shape Blood Pressure Monitor records your blood pressure and pulse whenever you want. Taking your blood pressure is simple with the fully automatic and comfortable wrist strap design.

401302: \$44.99 each



order today

FIRST TIME CUSTOMERS

Every first time customer will receive a complimentary Fast Shake Jar and Quick Start Guide, two essential materials to get your weight loss and/or nutrition program started off right.

PLACING AN ORDER

- To order from Medifast, choose from the options below,
1. Call our customer care center toll-free at **800-638-7867**,
 2. Order online at **www.medifastdiet.com**, or
 3. Mail your completed order form to:

Medifast
11445 Cronhill Drive
Owings Mills, Maryland 21117
Attn: Customer Service

PAYMENT

When placing an order by phone, please have your order and credit card ready. Medifast honors the following payment options: Visa, MasterCard, American Express, Discover, and Money Orders. Sorry, we do not allow CODs.

SHIPPING INFORMATION

Standard shipping will be shipped at regular ground rate through a common courier. Medifast premium shipping options include Next Day Air, 2nd Day Air and 3rd Day Air. Please call Medifast for shipping prices. **Orders of \$200 or more (total after coupons and discounts) receive free standard shipping anywhere in the United States.**

QUESTIONS

If you have any questions regarding product or program information, ordering, returns, or simply finding a Medifast practitioner in your area, please contact our friendly customer care staff. You can email them at info@medifastdiet.com or call 800-638-7867. Also, check out www.medifastdiet.com for easy online ordering, product information and success stories.

RETURN POLICY

Returns must receive authorization and be received by Medifast within 30 days of the date of purchase. Any returns received after 30 days from the purchase date will not be refunded. All consumable products returned are subject to a 25 percent product disposal fee, which is taken from the paid price of the items. Shipping charges will not be refunded.

A Medifast customer care representative must authorize returns. The customer must contact customer care to obtain a Return Merchandise Authorization (RMA) number. Any unauthorized returns or authorized returns without the RMA number clearly marked on the outside of the box will be refused by Medifast and returned to the customer with no refund given. All returns are at the expense of customers unless Medifast sends return shipping labels.



*your success is just
a call or click away!*

MEDIFASTDIET.COM
800.638.7867



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