

## **New Findings Published in the Journal of the American Medical Association (JAMA) Confirm Value of Individualized Meal Plan, Fitness and One-on-One Consultation**

*New Study Demonstrates Success of Jenny Craig Weight Management Program in Weight Loss and Risk Reduction for Chronic Diseases such as Depression, Diabetes, Cancer and Stroke*

### **FOR IMMEDIATE RELEASE**

**October 27, 2010** (Carlsbad, CA) – The Journal of the American Medical Association (JAMA) today released the findings of a two-year clinical trial examining the efficacy of Jenny Craig, a customized, individualized, structured and comprehensive weight management program, in helping overweight and obese women achieve average weight loss of 10% after one year and weight maintenance of more than 7.9% at the two-year mark. Importantly, researchers found those assigned to the Jenny Craig program, which included one-on-one weekly consultations, personalized nutrition and activity plans, adopted long-term healthier eating habits and meaningful health benefits for overall improved quality of life.

This two-year study, following overweight and obese women randomly assigned to the Jenny Craig weight management program vs. usual care (also referred to as dieting on one's own), demonstrated reduced biochemical risk factors that can lead to chronic disease including depression, diabetes, cancer and even stroke.

The study also showed Jenny Craig promoted favorable changes in lipid, leptin and carotenoid levels, as well as improved cardiopulmonary fitness. Participation in the Program is also associated with improvements in the physical health scale of Quality of Life (QOL) and lower depression scores.

The researchers attribute the participants' success to personalization, motivation and constant support through one-on-one consultation. The approach of the Jenny Craig program encourages weight loss as well as addresses the various related health-issues that can plague obese individuals for a lifetime. The study findings provide a resource for health professionals nationwide who are seeking to recommend a clinically-proven weight loss program -- without side effects -- for their patients.

“Obesity is a costly condition that can increase the risk for serious chronic diseases and premature death. The positive findings of this research have immediate implications for the millions affected by obesity and potentially far-reaching effects on public health and policy,” said Patti Larchet, CEO of Jenny Craig, Inc. “The results of this study highlight how the Jenny Craig program can significantly affect the obesity epidemic.”

### **About The FAB (Food, Attitudes, Body) Study**

Principal investigator, Cheryl L. Rock, MD, PhD, RD, Professor of Family and Preventive Medicine in the Cancer Prevention and Control Program at the University of California at San Diego (UCSD), and her team followed a total of 442 overweight or obese women across four sites: UCSD, University of Arizona, Tucson; University of Minnesota, Minneapolis; and Center for Health Research, Kaiser Permanente Center Northwest, Portland, Oregon. The researchers sought to test whether Jenny Craig, a customized, individualized structured comprehensive weight loss program promotes greater weight loss and weight maintenance than usual care. The

complete study, published today in the Journal of the American Medical Association (JAMA), found that at 24 months:

- Participants in the Jenny Craig center-based group (weekly in-person counseling) experienced a weight loss and maintenance of 7.4 kg or 7.9% of initial weight;
- The Jenny Craig telephone-based group (weekly one-to-one telephone counseling) experienced a weight loss and maintenance of 6.2% kg or 6.8% of initial weight;
- The usual care control group (two sessions with study dietitian, one at baseline; the other at 6 months follow-up) experienced a weight loss and maintenance of 2.0 kg or 2.1% of initial weight;
- The Jenny Craig enrollees experienced high compliance and tolerability; weight loss data was available for 92.1% of the Jenny Craig study participants (n=407) at the end-point.

The 24-month trial also aimed to assess the effect of the program on selected biochemical factors (lipids, insulin, glucose, carotenoids, leptin, C-reactive protein (CRP), vitamin D) and cardiopulmonary fitness, with additional measures for Quality of Life (QOL) and eating attitudes and behaviors. Data was collected at 6-, 12-, 18- and 24-month endpoints.

At baseline, the study sample consisted of 442 women aged 18 to 69 with an average age of 44 years, BMI 33.8(3.4) kg/m<sup>2</sup>, weight 92.1 (10.7) kg and waist circumference 108.6(9.6) cm. Study participants were recruited and randomly assigned to mirror the Jenny Craig client population. The Study was conducted under the guidance of Dr. Cheryl Rock and complied with all ethical and research protocols in place at the various study sites.

Stated Lisa Talamini, Vice President of Research and Program Innovation at Jenny Craig, Inc., “The study emphasizes Jenny Craig’s commitment to research and increased scientific understanding of successful weight loss and weight management. We are always evolving our program to meet our clients’ needs and, with these findings, can continue to provide effective strategies to encourage healthier lifestyles.”

### **Far-Reaching Implications of The FAB Study**

The promising outcomes of the two-year study serve as a call-to-action for continued research on commercial weight-loss programs as a clinically viable treatment for obesity and to provide scientific research for health care professionals to recommend to their overweight and obese patients.

Although participants in the two-year study were given complimentary Jenny Craig programs, researchers maintain this did not impact the research outcomes. “This study was conducted under the same rigors as any clinical trial which provides participants with complimentary products or services. Prior research shows, and the researchers’ observations confirm, individuals who voluntarily enroll and pay for a commercial weight loss program are more motivated and compliant than those who attempt weight loss on their own,” stated Lisa Talamini. “The key factors in the Jenny Craig program are individualization and one-on-one counseling which are evidenced by the high retention rate, 92.1%, at the end of the study.”

For individuals seeking an alternative to costly medical and surgical interventions, Jenny Craig is a safe proven alternative for weight loss, weight maintenance and long-term health benefits.

## **About Jenny Craig**

The Jenny Craig weight management program involves individualized diet and exercise counseling and a low-energy density diet via prepackaged foods and the Volumetrics® approach. The program is provided in centres located across the country and via an At-Home program in which one-on-one telephone counseling is provided.

Jenny Craig offers a comprehensive Food-Body-Mind program designed to help clients manage their weight by creating a healthy relationship with food, building an active lifestyle and developing a balanced approach to living.

With its tailored YourStyle® program, Jenny Craig is committed to a personalized approach to weight loss by offering each client a one-on-one weekly consultation and a customized weight management plan designed to optimize individual success. With more than 80 delicious Jenny's Cuisine™ menu items, Jenny Craig's program is available in-centre and our at-home program, Jenny Craig at Home®.

Jenny Craig, Inc., based in Carlsbad, CA, and owned by Nestlé, is one of the world's largest weight management companies, with more than 725 company-owned and franchised Centres in the United States, Canada, France, United Kingdom, Australia, New Zealand and Puerto Rico.

\*Clients following our program, on average, lose 1-2 pounds per week.

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For more information, contact:

Kristi Roehm, Jenny Craig, 760-696-4160

Cheryl Overton, PMKBNC for Jenny Craig, (212)373-6110