

A healthier you - backed by science

Build healthier habits that last a lifetime with Noom – available at no cost to you (a \$209+ value!).¹

Studies show that willpower and quick-fix diets don't lead to lasting change.² That's why Noom takes a science-backed approach to helping you change your habits for good, whether you're looking to lose weight or live a healthier life. With Noom's proven program, you can:

- ◆ **Learn the “why” behind your food choices** and build lasting healthy habits with award-winning, psychology-based lessons
- ◆ **Get personal 1:1 support** from human coaches who offer guidance and encouragement tailored to your health goals
- ◆ **See your progress** through innovative tools that take just a few minutes to use, such as AI food logging with the snap of a photo and body scan technology
- ◆ **Lower stress and boost your energy** with 1,000+ fitness videos, meditations, recipes, and more

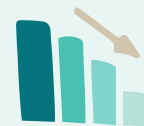


NOOM WORKS - REALLY

Noom members see real, lasting results for their whole health



15 lbs lost in 15 weeks on average³



42% decrease in anxious feelings and thoughts⁴



Increased workouts by **25 minutes** per week compared to doing it yourself⁵

Join Noom now at go.noom.com/plmarketing

Noom is a wellness benefit to all enrolled in the UHC Medical Plan

OR SCAN HERE TO ENROLL →



¹Based on current price of 12-month Noom subscriptions.
²95% of dieters end up regaining the weight they lost within two years. See <https://health.osu.edu/wellness/exercise-and-nutrition/that-diet-probably-did-not-work>.
³Based on 3.5 year study of actively engaged Noom users with minimum starting BMI of 25.
⁴Based on an internal one-arm prospective study (with no control group) of 273 participants from May 2023. Participants used Noom Mood for 16 weeks, followed by a 16-week follow-up period with no Noom Mood use.
⁵Based on a 68 week study comparing a group receiving a 16 week Noom program and a group receiving a 16 week Do-It-Yourself educational resource program. Users self reported data concerning vigorous activity using IPAQ standards.