

[MUSIC PLAYING]

OPTIFAST uses meal replacements, teaching, and continued support. OPTIFAST meal replacements replace your eating. And so you don't have to make those continued choices throughout the day. This makes it a lot easier and can actually lessen food cravings and make for easier satisfaction. This concept is called stimuli narrowing and is a big part of the program.

There are three phases to the OPTIFAST program. There's the active weight loss phase, which lasts about one to four months in length. This is the time when people are using their meal replacements to replace their meals.

Next is the transition phase. This part is where you use your meal replacements and start offering a variety of foods into your diet as well. The maintenance phase is much more long-term. And this is where you're getting ongoing support to really make the program work for you and your lifestyle.