

# LIFESTYLE CHANGE THE PROFILE WAY.

## OUR APPROACH

Profile by Sanford is changing the way people approach weight loss. We create a personalized nutrition, activity and lifestyle coaching program designed to help members lose weight and keep it off.

Our dedicated team of Certified Profile Coaches educates and motivates members through every stage of your weight loss journey. Best of all, the program is designed to instill internalized habits that will allow you to maintain the results for years to come.



### Nutrition

Learning about and enjoying nutritious foods.



### Activity

Feeling the benefits of a more active lifestyle.



### Lifestyle

Making changes to help you sustain weight loss.



## THE PROFILE PROMISE

We believe in you and our program so much, we promise you'll lose 15% of your body weight after 12 months.

# MEMBERSHIP WITH BENEFITS.

Become a member, and you'll get access to a one-year membership that delivers:



Weekly, one-on-one coaching with experts



A personalized plan based on your individual nutrition, activity and lifestyle goals



Nutritious, delicious food with exclusive discounts



WiFi Smart Body Scale and smart tracking technology

JOIN NOW AT  
[PROFILEPLAN.COM](https://profileplan.com)

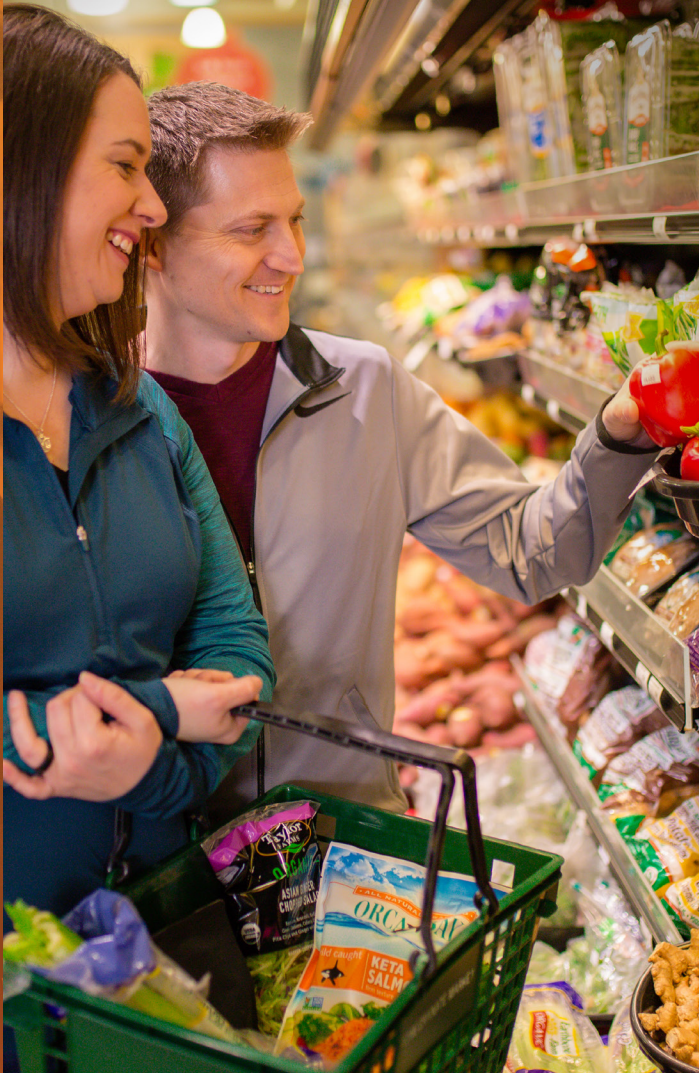
profile  
SANFORD

When you're done  
with diets,  
CHOOSE PROFILE.



profile  
SANFORD  
WEIGHT LOSS | COACHING | GENETICS

NICHOLAS & KARA  
TOGETHER, LOST 84 LBS WITH PROFILE



Profile by Sanford provides nutrition, activity and lifestyle coaching to help members lose weight and keep it off. Profile was developed by physicians and researchers at Sanford Health to take the guesswork out of healthy lifestyle change.

DIETS DON'T WORK. PROFILE DOES.





*I am surprised by what I can do while running and also during my daily exercises. My success with Profile has given me more endurance to have a successful and, more importantly, safe workout.*

**HEATHER**

LOST 40 LBS WITH PROFILE

## ONE-ON-ONE *Coaching*

YOUR TEAMMATE IN YOUR WEIGHT LOSS JOURNEY.

Every member works one-on-one with a Certified Profile Coach. That means encouragement, accountability and guidance with results. In fact, you're more likely to meet your weight loss goals when paired with a coach. And with virtual coaching, you can connect anytime – in-store or on your phone.

## PERSONALIZED *Plans*

THERE IS NO ONE-SIZE-FITS-ALL SOLUTION.

Every body is different. So why do diets treat them the same? With Profile, we don't believe in cookie cutter diets. Every member has their own individualized plan combining nutrition, activity, lifestyle changes and even genetic factors through Profile Precise.

## NUTRITIOUS, DELICIOUS *Food*

NO COUNTING POINTS – JUST QUALITY FOOD.

With Profile, you don't diet. You change your approach to nutrition. With more than 80 foods ranging from shakes and protein bars to entrees and desserts, your body will get the vitamins, minerals and protein it needs. Add on simple meals with lean meats and vegetables, and you have a plan that's easy to follow.



# profile precise

## PERSONAL COACHING POWERED BY GENETICS

With Profile Precise\*, we harness the power of your DNA to help you reach your goals. By analyzing how your body processes carbohydrates, your coach uses your C-Score to create a plan that works with your body, not against it.



\*Profile Precise is only available in select states.  
Subject to terms and conditions.