

# Successful weight loss with Truvy®: A 3-year analysis of the benefits of the TruTransformation™ Challenge

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## INTRODUCTION

The TruTransformation™ Challenge was a weight loss challenge that Truvy sponsored from 2017-2022. The program was started to incentivize consistent Truvy product use as part of a healthy weight loss program and to gather weight loss success stories. In 2017 and 2018, participants would submit one entry into the challenge at the start of the year and another entry at the end of the year.

The program evolved in 2019 to break up the annual challenge into four 8-week challenges throughout the year to heighten motivation to complete the challenge and promote greater consistency of product usage. An email campaign was also added to the challenge in 2019 with health and fitness tips. At the end of every 8-week challenge, three prize bundles were given away consisting of Truvy apparel and products. At the end of the year, participants' first entry from their first challenge of the year was compared to their final entry for the year for the potential to win a prize package of up to \$2,500.

In 2021 and 2022, the scoring system was modified to factor in participation in a social media support group as part of the calculation to determine winners. This was included as a way to measure participant motivation toward completing the 8-week challenges.

## METHODS

Interested participants submitted an entry form which included height, starting weight, waist, hip and chest circumference measurements and before photos displaying their front, side, and back. They were required to purchase Truvy products each month and advised to take them as directed throughout the challenge. It was recommended to be more physically active, with the suggestion of walking 10,000 steps per day. Health, wellness, and fitness tips were emailed to participants regularly. Participants were also encouraged to participate regularly in a social media group with other participants, share tips, post progress, and help motivate others. They then were required to submit a results form with updated weight, measurements and photos 6-8 weeks later. Participants were scored by a small corporate committee on weight lost, inches lost, before vs after photos, and participation in the online social media community.

The data in this study includes TruTransformation entries from 2019-2022. There were a total of 863 8-week challenge participants during that timeframe that submitted both a before and after form. Total weight change, % weight change, BMI, Change in BMI, % change in BMI, and change in chest, waist and hip measurements were calculated for each participant. Each completed dataset was analyzed for outliers or errors in reporting. Positive and negative outliers beyond 10 standard deviations from the mean were considered errors in reporting and deleted if they could not be corrected using the original data. Statistical significance was calculated using one-tailed unequal variance t-tests to compare the difference between the before and after data to zero.

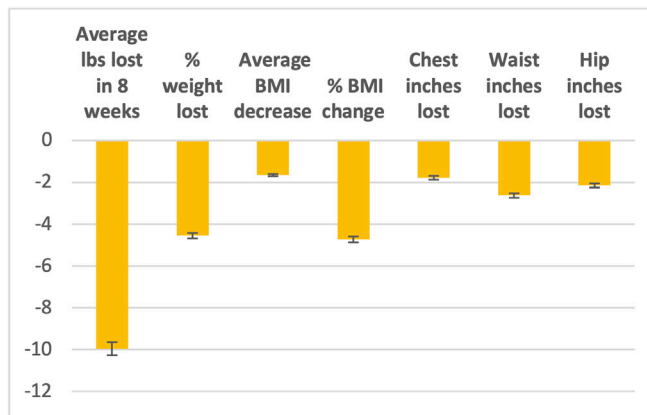


**RESULTS**

Participants on average lost 9.96 lbs (with a standard error of  $\pm 0.32$ , and statistical significance of  $p < 0.05$ ) over 8 weeks, equating to a 4.55% ( $\pm 0.13\%$ ,  $p < 0.05$ ) decrease in weight. The average decrease in BMI was  $-1.65 \text{ kg/m}^2$  ( $\pm 0.054$ ,  $p < 0.05$ ), which was a 4.73% ( $\pm 0.14\%$ ,  $p < 0.05$ ) decrease. For measurements, the average chest inches lost was  $-1.78$  inches ( $\pm 0.094$ ,  $p < 0.05$ ), the average waist inches lost was  $-2.63$  inches ( $\pm 0.11$ ,  $p < 0.05$ ), and the average hip inches lost was  $2.15$  inches ( $\pm 0.097$ ,  $p < 0.05$ ) (see **Table 1**).

**Figure 1** shows representative before and after pictures of typical successful challenge participants. The most successful participants made more significant changes to diet, fitness and social group participation in addition to Truvy product usage.

**Table 1.** Summary of results of a 3-year analysis of Truvy's TruTransformation™ Challenge data.



**Figure 1.** Before and after pictures of average results after an 8-week TruTransformation™ Challenge.



## DISCUSSION

This is the first effort to compile the data collected over the years of the TruTransformation™ Challenge. It was also a good time to do so, as the challenge in its current form was retired at the end of 2022. A new challenge, called Strive for Five, was introduced in 2023. Strive for Five was set up to better capture more details around dietary changes, fitness activities, and product usage, through the use of the Truvy Fit app, so we anticipate having good data to support our weight loss programs in the future as well.

It was important that we look back at the data collected, particularly due to recent rule changes by the FTC. They require companies to have study data to support claims we may make, and that our sales representatives can make, about their own health and wellness journey's using Truvy products. We were pleased to see 10 lbs lost on average over 8 weeks. Our results are in line with the recommendation to lose 1-2 lbs per week by the Mayo Clinic (1) and the CDC (2). Our products and support systems set up our average participant for healthy, long-term weight loss.

Other companies reported similar results.

A Weight Watchers® study (3) reported a loss of 8.4 lbs after 3 months, vs only 4 lbs in a control group not using the Weight Watchers system. This is slightly lower than our results.

Isagenix® reported that their customers lose an average of 24 lbs in 12 weeks (4,5). The study required a 25% calorie deficit to reach this level of weight loss however. Their weight loss was higher than our results, but we did not require calorie restriction.

The Medifast® and Optavia® diets were compared to a control in a single study (6). Both programs resulted in an 11 lb loss of body mass over 16 weeks compared to a slight gain in the control group. This is a lower weight loss than we found in our study, though a majority of the weight was lost after 12 weeks in this study.

Though other companies' programs, product offerings, and support systems differed, their results were all positive, and our results can be added to the body of support that good products, along with programs that recommend and support changes in diet, exercise and good social support systems, can result in successful weight loss.

## REFERENCES

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