

## Jenny Craig Study – Max Up Weight Loss Program



During the Summer of 2021, Jenny Craig embarked on a four-week internal study around a new, holistic weight loss plan. The new plan added focus on quality of life and ability to build healthy habits. What came out of the study was a new program, **Max Up**.

Max Up from Jenny Craig is a holistic weight loss plan that empowers people to change their lives. Max Up continues to leverage the powerful science of intermittent fasting paired with our revolutionary Recharge Bar, dietitian designed meals, personal coaching (which makes up our Rapid Results Max Weight Loss Plan<sup>1</sup>) and introduces our new prescriptive activity strategy and hydration component for maximum weight loss results. Max Up not only delivers increased weight loss over previous Jenny Craig programs, it's proven to significantly reduce the centimeters off your waist and improve key aspects within your quality of life. For these reasons, Max Up is our most effective and holistic weight loss program ever.

By way of background, the Max Up study consisted of 32 participants (7 men and 25 women) whose ages ranged between 20 and 60 years and whose starting weights ranged between 79 kgs and 183 kgs and starting waist measurements averaged 111 cms.

Each participant was paired with a coach and provided products that consisted of Jenny Craig's Hey Max! scale, an infuser water bottle with hydration packets, light and medium activity bands and access to a library of follow-along digital activity videos.

Starting benchmarks were established for each participant by having them submit their waist measurements (which they were shown how to take via tailored videos), head to toe before pictures, having them participate in their initial coaching session and completing a quality of life assessment.

During the Max Up study, participants were guided by their coach during weekly coaching sessions with an expectation to complete and track the following:

- Consume the Rapid Results Max Weight Loss Plan (7 breakfasts, lunches and dinners) plus the addition of daily intermittent fasting of 14:10 (fourteen hours of fasting and 10 hours of nourishment). This included eating the Recharge Bar after 12 hours of fasting. The Recharge Bar, specially formulated to be high in fat, is designed to support participants' intermittent fasting routine combined with the nutritionally balanced Jenny Craig menu.<sup>2</sup>;
- Weigh-in using the Hey Max! scale every morning prior to starting the abovementioned full menu;
- Walk for 30 minutes on a daily basis or aim for 8,000 steps per day. The coaches also helped the participants identify activities they were already doing to increase their heart rate, such as walking the dog, gardening, playing with the kids and cleaning the house. The coaches helped the participants create a plan to track what they were already doing and then added on additional walking to meet or exceed the daily 30 minutes.
- Complete three strength training sessions a week, using the activity bands in combination with the library of follow-along, digital activity videos. Research has shown that an increase in physical activity helps maintain weight loss over time. Adding strength training in addition to cardiovascular activity can help improve body composition and maintaining muscle mass can help increase your resting metabolism (number of calories you burn throughout the day).
- Daily hydration, reaching a minimum of 1.9 litres a day using the provided infuser water bottle and flavored hydration packets if desired. Staying hydrated can help to control appetite as well as having positive health benefits. Studies show that even mild dehydration, such as the loss of 1-3% of body weight, can impair many aspects of brain function. In a study in young women, researchers found that fluid loss of 1.4% after exercise impaired both mood and concentration. It also increased the frequency of headaches.<sup>3</sup>

<sup>1</sup> Jenny Craig Study – Rapid Results Max Weight Loss Plan

<sup>2</sup> Jenny Craig Study – Rapid Results Max Weight Loss Plan

<sup>3</sup> <https://academic.oup.com/ijn/article/142/2/382/4743487>

## Jenny Craig Study – Max Up Weight Loss Program



- Jenny Craig app usage (available in the US only). The coaches ensured that the participants were entering and tracking all actions in the app daily. This gave the coaches a view into the participants results so they could provide the proper support at the next coaching session.

Throughout the study personalized messages were sent during key timeframes where staying on the plan could be difficult, such as prior to a holiday weekend. These messages focused on celebrating their successes, reminded them of their next milestones and focused on actionable steps that helped them stay on track.

At the conclusion of the four-week period, participants were asked to re-take the quality of life assessment, submit new waist measurements and new head to toe pictures.

The results allowed the coaches and participants to connect, share, and celebrate milestones achieved. In addition, it created a path for a retention conversation to engage the customer to continue their Max Up journey with Jenny Craig.

Participants were also asked to share their feedback regarding all aspects of the Max Up study. Participants shared:

- “The Coach was wonderful, very understanding and compassionate. Shared in successes and showed empathy when things were difficult while offering insight on how to navigate the difficult situations.”
- They felt the app kept them accountable daily and helped accelerate their weight loss.
- All participants felt it was easy to stick to the 14:10 fasting menu.
- All participants felt the level of activity was achievable and not overwhelming.
- All participants enjoyed the variety of food provided in their weekly menu.

## Conclusion

As we verified results during the post phase of the study, it was very clear that Jenny Craig had developed its most effective weight loss program to date. Max Up delivered results that surpassed all previous Jenny Craig programs while having a positive impact on the participants wellbeing.

For the participants that completed the Max Up Program over the 4-week period, there was a statistically significant and clinically meaningful weight loss at the four-week mark.

Specifically, we found that:

- Eight participants (25.00%) lost over 8.16 kilos;
- Five participants (15.63%) lost over 8.61 kilos;
- Five participants (15.63%) lost over 9.07 kilos;
- Four participants (12.50%) lost over 9.52 kilos; and
- Six participants (18.75%) lost over 12.7cm in waist circumference.

Whereas on Jenny Craig’s Classic Program, participants lost an average of 3.83 kilos at the four-week period<sup>4</sup> and on Jenny Craig’s Rapid Results Max Program, participants lost an average of 6 kilos at the four-week period<sup>5</sup>, it is apparent from the above that on Jenny Craig’s Max Up Program, the average weight loss achieved at the four-week period was 6.9 kilos with an average of 7.8cms off waist circumference.

As a result, the Max Up Program is Jenny Craig’s most effective weight loss program ever.

<sup>4</sup> [Jenny Craig Rapid Results Study 2018](#)

<sup>5</sup> Jenny Craig Study – Rapid Results Max Weight Loss Plan