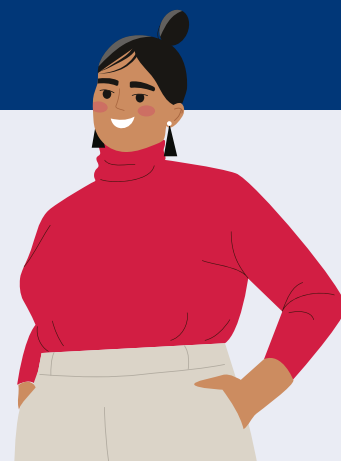


The Truth About Obesity

Obesity is a disease where excess or abnormal fat tissue (adiposity) affects health.¹

Obesity is a real medical condition and there are now real treatment options.¹

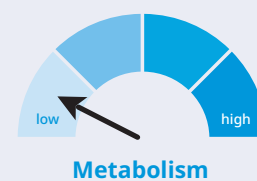
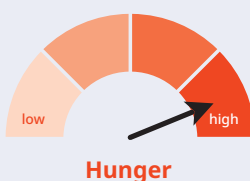
- It can have a negative impact on physical, mental or metabolic health, and overall quality of life.
- It can get worse over time and requires long-term management.
- Obesity is about biology, not willpower.



Our brain plays a central role in regulating our appetite and overall energy balance. Each of us inherits a unique appetite system or “drive to eat” that evolved to protect us from losing weight when food was scarce.

There are many hormones in our body that tell us when to eat and when to stop eating. When you lose weight, these hormones increase appetite, driving us to eat, so we may gain the weight back.

When we lose weight:



The potential causes for obesity will vary from person to person.¹



- There are **many genes** that play a role in body size and appetite.
- The **balance of hormones** in your body can affect your appetite, food choices and how much energy you use.
- **Stress** increases hunger in many people.
- How much and how well you **sleep** impacts your appetite.
- **Some medicines** can increase your appetite or affect your metabolism.
- Your **ability to access food** can be different depending on where you live.

Our weight is determined by many factors – not just how hard we’ve tried or how motivated we are. Obesity is a real medical condition. Obesity treatments are available and address one or many of the factors that impact your weight.

Scan the QR code to learn more about the multiple factors affecting our weight.



Obesity is caused, in part, by a “mismatch” between our evolution (biology), genetics, and the world we live in today.¹

Your genes determine your appetite system and metabolism.



The modern food environment significantly contributes to why obesity is so common today.



IN PREHISTORIC TIMES...

Food was scarce! As hunter-gatherers, our ancestors' brains “learned” to hold on to every calorie.



IN TODAY'S SOCIETY...

Food is more convenient than ever before, but our brains continue to hold on to every calorie.

WHERE WE CAME FROM



WHERE WE ARE TODAY



There are real biological obstacles that prevent people with obesity from losing weight.¹

Reference: 1. Wharton S, Law DW, Vallis M, *et al.* Obesity in adults: a clinical practice guideline. *CMAJ.* 2020;192:E875-91.