

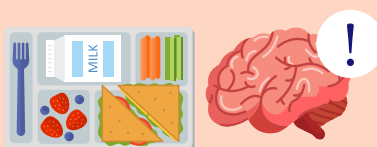
# Discovering Your “Best Weight”

Everyone’s weight loss journey is unique.

Your weight is a combination of your unique appetite system and the environment.<sup>1</sup>



Our genes determine our unique appetite system.<sup>1</sup>



Our brain responds to weight loss as a “threat” and works to make you more hungry and less full.



Everyone responds differently to obesity treatment.<sup>1</sup>



Consider moving away from goal weight, target weight and ideal weight because no one can predict how much weight you will lose.

Losing weight can come with some health benefits:<sup>1</sup>

- Lower risk of developing type 2 diabetes
- Ease osteoarthritis of the knee or hip
- Improve heart health and cardiovascular disease risk factors
- Lower chronic inflammation
- Fewer cancer risk factors
- Longer and better sleep
- Improve polycystic ovary syndrome (PCOS) symptoms
- Ease rheumatoid arthritis
- Improve non-alcoholic steatohepatitis (NASH) signs

# Work towards a **happy, healthy you**



## **Success doesn't have to be about a number on the scale**

You find your “Best Weight” when you work towards achieving and maintaining a weight that supports your health and happiness. Managing your weight will be a lifelong process—sustainable and realistic long-term solutions will have the largest impact on living your healthiest life!

If you find yourself aiming for a weight that is impossible to maintain and it makes you miserable trying to get there, then that's not your “Best Weight”. Weight is not a behaviour, and it cannot be controlled as a behaviour.

You know you're at your “Best Weight” when you feel your best **physically, emotionally, and mentally.**



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



All trademarks owned by Novo Nordisk A/S and used by Novo Nordisk Canada Inc.  
**Novo Nordisk Canada Inc.**, Tel: (905) 629-4222 or 1-800-465-4334. [www.novonordisk.ca](http://www.novonordisk.ca)  
©Novo Nordisk Canada Inc.  
CA220B00031E

