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**ASSESSING THE EFFICACY OF THE GNLD NEOLIFESHAKE
PROTEIN-BASED MEAL REPLACEMENT PRODUCT ON WEIGHT LOSS**

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Weight management continues to be a huge concern for the population. We aimed to evaluate the efficacy of the GNLD NeoLifeShake protein-based meal replacement product on weight loss and markers of metabolic health among overweight and obese men and women.

Overweight and obese subjects were enrolled in a 12-week open-label study where two meals per day were replaced with a 160-calorie shake comprised of 18g protein and 5g dietary fiber. Measured endpoints included weight and anthropometric measures, as well as lipid profile and other biomarkers. The protocol did not enforce any additional dietary restrictions or exercise programs.

A total of 68 individuals were enrolled in the study. The mean age of subjects was 39 +/- 10 years, mean weight was 184 +/- 23.4 lbs and mean BMI was 29.78 +/- 2.50 kg/m². At the end of the study, subjects were found to lose an average of 5.27 pounds compared to baseline (p<0.001). The BMI decreased to 29.12 (p=0.001) kg/m² and hip circumference decreased from 42.82 inches at baseline to 42.28 inches at week 12 (p=0.051). Additionally, low density lipoprotein (LDL) levels decreased from 108.6 mg/dL at baseline to 92.13 mg/dL (p=0.018).

This study demonstrates that even in the absence of other changes in diet or exercise, meal replacement with the GNLD NeoLifeShake protein-based product supports a healthy and consistent weight loss and a healthy lipid profile.