

PRESS AND MEDIA KIT



OUR MISSION

Lose It! is mobilizing the world to achieve a healthy weight.

BRAND PILLARS

We uphold these pillars by being forward thinking, innovative, and creative. We aspire to offer personal solutions that mobilize the world to achieve a healthy weight.



User-Friendly



Empowering



Effective

ABOUT LOSE IT!



40M+
members



90M+
pounds lost



32M+
foods & exercises



4.7 Stars
in app store



1.4M
monthly active users

THE PRODUCT

Lose It! is on a mission to change the way people view weight loss. That's why we've created this cutting edge technology to help our members make educated decisions through simple calorie tracking.



LOSE IT! BASIC FREE



Personalized Weight Loss Plan

Create a personalized weight loss plan based off your unique body composition and activity level. Track calories and exercise and watch your progress in the Goals section.



Intuitive Logging

Access and log items from our database of over **32 million foods and exercises**, and continue to easily log with personalized search rankings based on your logging history and offline search.



Smart Camera

Use your camera to scan package barcodes or the food itself and allow Lose It! technology to help you log it.



Sync Health Apps & Track Exercise

Connect Apple Health and Google Fit for easy exercise tracking, or log your exercise directly in the app.



Community Support

Add your friends and join groups to work together toward your goals in the community tab.



LOSE IT! PREMIUM \$39.99 / YEAR

***ALL LOSE IT! BASIC FEATURES INCLUDED**



DNA Insights

Upload your DNA results from AncestryDNA and 23andMe to receive a nutrigenomics report as part of the premium membership.



Sync Devices

Sync Devices - Sync the Lose It! App with your fitness tracker or scale for easy and honest logging.



Advanced Tracking

Track your macronutrients, water intake, blood pressure, measurements, and more.



Meal & Exercise Planning

Customize your meal sections to meet specific dietary needs, pre-log your food and exercise plans, and gain access to in-app recipes and meal plans.



Create Groups & Challenges

Organize your own health or fitness challenges and invite your friends to partake.



Patterns and Celebrations

Get insights into your eating habits, form logging streaks, and celebrate your accomplishments.



Ad Free

Enjoy Lose It! Premium completely ad free.

OUR LEADERSHIP

Meet our leadership team, responsible for overseeing different arms of the business and helping Lose It! and its employees grow and succeed!



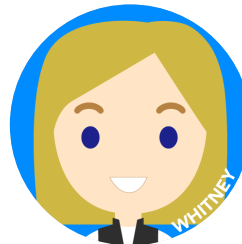
Patrick Wetherille
CEO [in](#)



Eric Puidokas
President [in](#)



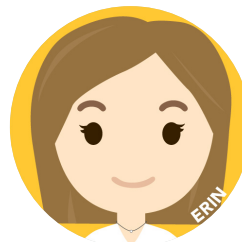
Kevin McCoy
SVP Business Development [in](#)



Whitney Klinkner
VP of Customer Care [in](#)



Will Lowe
VP of Data Science [in](#)



Erin Webster
VP of Marketing [in](#)



Paul Apollo
VP of Business Operations [in](#)

OUR MEMBERS

Lose It! could not have found success without the help and hard work of their inspiring members, who are constantly amazing the team with their accomplishments and dedication.

Why We Used Real Members in Our Photos



Meet...



Keir, who decided to focus on self-love and change her life.



Holly, who lost half her bodyweight and reached her goal at age 50!



Chuck, who started a positive relationship with food and lost 189 lbs.



Brandon, who decided to make his health a priority while in Med School.



Erin, who used the DNA Insights feature to drop weight for her wedding.



Chelsea, who dropped the fad diets for the simplicity of Lose It!



Big H, who lost 100 lbs with Lose It!










Brian, who lost 190 lbs with the support of his fiancé.

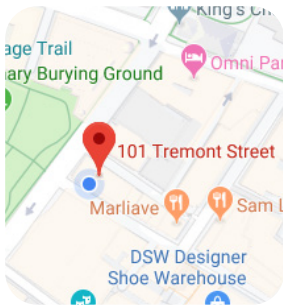
FEATURED MEDIA



MEDIA & PRESS

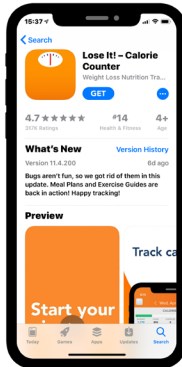
-  Lose It! Bolsters Free App with a Suite of New Features to **Support the Community during COVID-19**
-  Lose It! Now Integrates with **Garmin Products** & Platforms
-  2017- Lose It! named as **CES 2017 Innovation Award Honoree**
-  This Busy Salesman Used his **Goal Setting Techniques to Lose 60 Pounds** - *NBC Better*
-  How Superstar Member **Rafael Used Lose It! To Drop over 600 Pounds** - *Today.com*
-  **Port Charlotte Man's Weight Loss Journey** Highlights Achievable Goals - *Wink News*
-  Meet Jo Jones, a Woman who **lost 66 Pound and is Running a Marathon** - *PopSugar*

CONTACT US & ASSETS



Important Information

- Lose It! Website
- Lose It! Blog
- Email Us: Press@LoseIt.com
- Our Headquarters: 101 Tremont St Floor # 9
Boston, MA 02108



Download the Lose It! App

Download the app from the App Store (iOS) and Play Store (Android).



Connect with Us on Social & Learn More About the Company



- | | | | |
|-------------|--|-------------|--|
| • Facebook | | • Pinterest | |
| • Twitter | | • Glassdoor | |
| • Instagram | | • AngelList | |
| • LinkedIn | | • Indeed | |

Assets for Download



- Photo Assets
- Logo Assets
- Video Assets



Lose It!

