

Real Appeal®

Weight loss that's free.*
A transformation that's real.

Real Appeal® is a digital weight loss program customized to what works for you.

With Real Appeal, you learn simple steps to help you transform.



Transformation Coach



Real Appeal member

10 lbs+ Lost

Our approach combines simple steps with personalized tools, resulting in 4 out of 5 of our at-risk members who participated in the program losing an average of 10 lbs after attending 4 online classes.

Up to a year of support.

With Real Appeal, you get professional weight loss coaching from a Transformation Coach who leads your weekly online group sessions. Our coaches are experts in helping you meet your goals.

Made for real life.

A Success Kit containing step-by-step guides, workout DVDs, gear, delicious recipes, healthy kitchen cooking tools and more comes after your first group session.



100,000+ members and 1 million+ pounds lost make it real.

Find out if you're eligible and enroll at
enroll.realappeal.com

*Real Appeal is offered at no additional cost to you as part of your medical benefit plan, subject to eligibility requirements.