**Launch Email #1 (Lose Weight. Feel Great!)**

**Before sending the email, use the following for the subject and attachment.**

**Subject Line:** Real Appeal Can Help You Lose Weight

**Attachment:** Detailed Enrollment Flyer

Dear GHP Participants:

A picture containing drawing

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**Lose Weight. Feel Great.**

Great news! You now have access to Real Appeal®, an online weight loss program proven to help members achieve real, lifelong results — and live a healthier, happier life.

* **Small steps. Lasting change.** Set achievable nutrition, exercise, and weight loss goals, then track your progress from your daily dashboard.
* **Support and guidance. Committed to you.** Stayfocused on your goals with online group sessions led by coaches and a caring community of members.
* **Tools and resources. Delivered to your door.** You’ll receive a Success Kit with weight and food scales, exercise tools, food guides, and more.

For more information, check out the Real Appeal Launch Video [here](https://youtu.be/rZffDkL0ccc). Don’t wait to [get started with Real Appeal](http://ntcaghp.realappeal.com/) to achieve the results you’ve always wanted! Be sure to have your GHP ID card handy when enrolling.

Real Appeal is available at no additional cost to eligible medical plan participants ages 18 and over with a BMI of 19 or greater, subject to eligibility requirements. Real Appeal members who attended four or more sessions during the program lost 10 pounds on average. Talk to your doctor before starting any weight loss program.

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**Launch Email #2 (Tools and Resources. Delivered to Your Door.)**

**Before sending the email, use the following for the subject and attachment.**

**Subject Line:** Your Weight Loss Success Kit

**Attachment:** Success Kit Flyer

Dear GHP Participants:

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**Support and Guidance. Tools and Resources.**

Real Appeal® is an online weight loss program that gives you the help you need to stay focused — with online group sessions, one-on-one online support, and a passionate community of members rooting for your success. As a Real Appeal member, you’ll receive a Success Kit that includes nutrition guides, fitness content, a Perfect Portion plate, and more. Together with online coaching and community support, it’s the perfect recipe for weight loss success.

[Find Your Recipe for Success](http://ntcaghp.realappeal.com/)

Be sure to have your GHP ID card handy when enrolling.

Real Appeal is available at no additional cost to eligible medical plan participants ages 18 and older with a BMI of 19 or greater, subject to eligibility requirements. Real Appeal members who attended four or more sessions during the program lost 10 pounds on average. Talk to your doctor before starting any weight loss program.

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