$\zeta^{s t}$ EUROPEAN CONGRESS

12-15 MAY 2024 VENICE, ITALY




| Mean \% weight loss Baseline - 12months* |  |
| :--- | :--- |
| 1. Texts with incentives | $5 \%$ |
| 2. Texts only | $3 \%$ |
| 3. Waiting list control | $1 \%$ |

*51 participants took weight loss medication. Removing these men from the analysis did not change the results.


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