

THE GLP-1 CHALLENGE

LOSING FAT WHILE MAINTAINING MUSCLE:
THE CORNERSTONE WAY



TV
PG



THE WEIGHT IS OVER

In a world filled with existential threats, obesity stands out as one we can control. Science presents a groundbreaking solution with GLP-1 medications, but the journey necessitates more than just drugs.

The GLP-1 Challenge follows twelve real couples transforming their bodies and relationships while competing for the highest percentage drop in body fat—not just weight loss.

The Cornerstone Team will help guide our contestants and viewers in losing fat. To motivate them, everyone can win cash and prizes.

REVOLUTION, NOT JUST RESOLUTION

America is facing an obesity epidemic, and most weight loss methods don't work. People struggle to maintain a diet because it is too restrictive, and exercise programs often lose effectiveness over time.

Even with new "wonder drugs" like Ozempic, Wegovy, and Zepbound, 80% quit within the first year due to the side effects and the expense.

Reducing fat and maintaining muscle is the cornerstone philosophy.

Our groundbreaking show reveals a widespread misconception among doctors and patients: losing weight does not always lead to better health outcomes without appropriate guidance.





JONATHAN BURG: VISIONARY FOUNDER

Dr. Burg was double board-certified in Internal Medicine, Physical Medicine, and Rehabilitation for over twenty years. He recognized that obesity was the most significant factor people could control. Combining his passion for exercise, health, sound nutrition, and new drugs such as GLP-1, he knew he could save and impact people's lives.

Alongside Julie Weaver, a successful nutritionist, and his co-founder. They assist patients suffering from obesity, diabetes, and high blood pressure, among other conditions, in overcoming their challenges.

Dr. Burg's philosophy is, "Obesity is a curable disease, and with the advent of GLP-1, we want people to lose weight and maintain muscle, which is the cornerstone of health."



The Doctors

Dr. Jonathan Burg leads medical protocols and fat loss strategies while Dr. Marc Concepcion ensures ongoing medical supervision.

The Nutritionists

Kiki Magnuson and Sammantha Trammel design sustainable eating plans.

The Therapists

Julie Weaver and Jessica Vazquez address psychological barriers to weight loss.

The Fitness Expert

Amanda Nowotenski builds strength without sacrificing muscle mass.

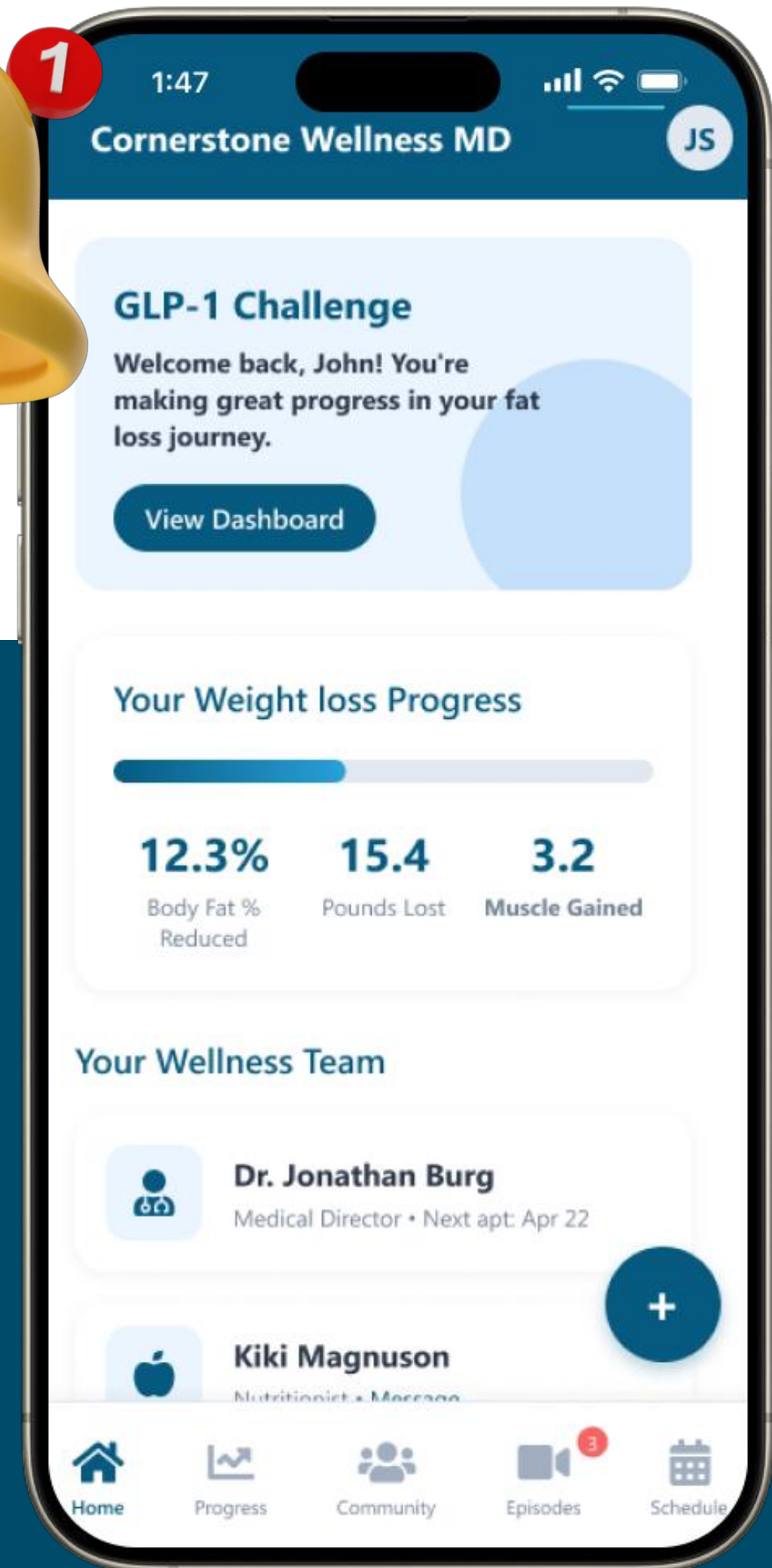
JOIN THE ACTION WITH THE MOBILE APP

Don't just watch people fight; get off the couch, shed some pounds, immerse yourself in the action, and achieve weight loss yourself.

You can effectively lose weight by using the mobile app for the first time... Get the app. Join the show!

Assemble your team. We have partnered with Zoom to coordinate your appointments with doctors, therapists, nutritionists, and fitness experts—there are no more excuses.

We will collaborate with you to assist you in losing weight and entering to win cash and prizes.



MULTI-PLATFORM ENGAGEMENT

The GLP-1 Challenge extends to multiple platforms:

- **Social Media Challenges** inspire viewers by showcasing contestant journeys on Instagram, TikTok, and YouTube
- **Remote Monitoring App** connects the home audience with tracking tools and expert guidance
- **Weekly Livestreams** with Cornerstone experts address audience questions
- **Community Forums** where participants share strategies and support

This comprehensive approach creates ongoing engagement between episodes and seasons.



COMPETITION WITH COMPASSION

Each season showcases twelve real couples taking GLP-1 medications as they compete for the highest percentage of body fat lost, not just weight. Viewers witness their struggles, breakthroughs, and the dynamics of their relationships under pressure.

The Cornerstone team offers extensive support through medical supervision, nutritional counseling, psychological guidance, and customized exercise programming.



EPISODE 1: THE SCIENCE BEHIND THE SENSATION

Dr. Burg discusses the science behind the new drugs. He explains why most fat loss efforts fail and how GLP-1 medications function by influencing appetite and metabolism. Meet our twelve couples. They embark on their journey with comprehensive health assessments, receive their medications and face their first nutrition challenge, uncovering deep-seated food behaviors that surprise even longtime partners.

EPISODE 2: RELATIONSHIP WEIGHT

As medications take effect, couples notice their first significant changes in appetite. Initially, men do better than women in therapy sessions. Our therapist discusses how weight and body image influence intimate relationships, while unexpected tensions develop between partners progressing at varying rates. One couple faces a crisis when one partner secretly cheats on the program.

EPISODE 3: WHAT IS IN YOUR CABINETS?

Nutritionist Kiki guides contestants through a supermarket, uncovering shocking truths about "health foods" that sabotage their progress. Sammantha Trammel makes a surprise visit while the couples are at home. The couples must clear their pantries of processed items. One contestant experiences an emotional breakdown upon seeing their lifelong comfort foods being discarded, prompting intervention from our therapy team.

EPISODE 4: MOVING BEYOND EXCUSES

Couples exercise in the park, walk, go to the gym, or stay at home. Fitness expert Amanda offers personalized exercise programs to maintain muscle while losing fat. One contestant with mobility challenges discovers adaptive exercises that enhance their abilities beyond just weight loss. Viewers join a virtual workout challenge with contestants through our Remote Monitoring System.

EPISODE 5: THE PLATEAU PROBLEM

All couples experience their first progress plateaus, which can lead to frustration and blame. Dr. Burg explains the biological adaptation mechanisms and adjusts medication protocols. Our therapist facilitates meaningful conversations between partners about how to support each other through difficult phases. One couple considers quitting until a breakthrough intervention occurs. The men are all improving, which creates tension in the couple relationships.

EPISODE 6: MIND OVER MATTER

Therapist Jessica addresses emotional eating patterns emerging as contestants' pharmaceutical honeymoon ends. Couples participate in mindfulness training, with surprising resistance from our seemingly most dedicated contestant. Viewers share their psychological breakthroughs, creating a virtual support community that extends beyond the studio.

EPISODE 7: DINING OUT DILEMMAS

Couples face their biggest challenge yet: navigating a restaurant and going out to a bar. Nutritionist Sammantha offers strategies for social eating without sabotage. Nuts are good for you. Competitive dynamics intensify as one couple significantly outshines the others in this challenge, leading to accusations of rule breaking.

EPISODE 8: GOING TO WORK

Midpoint comprehensive testing reveals surprising differences between scale weight and actual body composition improvements. How does our couple deal with a work environment where everyone eats the wrong food? One contestant showing minimal weight loss discovers they've maintained the muscle while losing substantial fat. Another contestant with impressive scale results faces concerns concerning muscle loss requiring intervention.

EPISODE 9: HOME FOR THE HOLIDAYS

Contestants visit their families during the holidays, introducing complex dynamics related to food traditions and critiques of the participants' evolving bodies. Our therapy team facilitates challenging conversations about boundaries and support systems. Viewers witness transformative reconciliations and harsh truths about enabling relationships.

EPISODE 10: TEMPTATION ISLAND

Contestants visit a resort setting, challenging their ability to maintain their programs outside controlled environments. **In a dramatic twist, three top-performing app users from the audience are selected to join the resort experience.** These newcomers arrive starstruck but quickly reveal their own weight loss journeys. One audience winner shocks contestants with better results than most couples. The original contestants must adapt to these new dynamics while still battling temptations. Our all-star team monitors everyone through concealed cameras as relationships form and competitive tensions rise around the pool and buffet tables.

EPISODE 11: WE GOT THE BEAT

Dr. Burg prepares everyone for medication reduction while introducing three more audience winners. These newcomers arrive with fresh energy but face immediate beach challenges. The first group of audience winners now mentor the newcomers, having integrated with the original couples. Contestants learn fat-burning vacation activities: beach walks, snorkeling, and pickleball. During an intense volleyball match, one couple has a public breakdown over uneven progress. **The resort experience creates unexpected alliances between app users and original contestants, demonstrating how the program works across different environments and support systems.**

EPISODE 12: HIPS DON'T LIE

Final testing reveals which couple has shown the greatest improvement in body composition—not just weight loss. The big reveal: All contestants display their physical and emotional transformations. Medical data demonstrates significant improvements in health markers beyond mere appearance. Winners are announced for both the contestant and home audience competitions.

THE WEIGHT IS OVER

The GLP-1 Challenge revolutionizes weight loss television and public health education.

The show offers entertainment that changes lives beyond the screen by integrating medical science, psychological support, nutritional guidance, and physical training within compelling human stories.

As GLP-1 medications reshape America's approach to obesity, our show provides the essential elements for lasting success: comprehensive expertise, community support, and practical strategies that last long after the cameras stop rolling.

The Biggest Loser meets GLP-1.; each country can localize the show.

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<https://youtu.be/SOvMP4vvKN4>

