

## Maeva Launches Science-Backed Nutrition Line Designed Exclusively for GLP-1 Users

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Maeva, a new direct-to-consumer metabolic wellness brand, launches with a first-of-its-kind nutrition system designed for individuals using GLP-1 medications. Thoughtfully formulated to align with the nutritional considerations that may arise during weight loss routines, Maeva offers clinically informed, low-calorie nutrition designed to complement modern lifestyles and support overall wellness. While developed with GLP-1 users in mind, Maeva's products are designed to support anyone navigating a weight loss journey, including those pursuing lifestyle-based or dietary approaches.

As GLP-1 prescriptions continue to shape the wellness landscape, approximately 12 per cent of adults, or approximately 30 million people in the United States, are currently using these medications. Many consumers are navigating changes related to appetite suppression and overall nutrition. Maeva was developed to meet this moment, offering a targeted nutrition approach designed to complement GLP-1 lifestyles in ways traditional meal replacements, protein powders, and supplements are not specifically designed to address. Co-founder Steven Neiger says, "Maeva was born out of personal experience. After taking

GLP-1s, I saw firsthand how easy it was to lose weight while also losing muscle, energy, and overall balance. The medication worked, but the nutrition support didn't exist, so we set out to build what was missing."

"GLP-1 medications have helped many people make meaningful progress in their weight-loss and health journeys, but maintaining proper nutrition is often overlooked," said Dean Neiger, CEO of Maeva. "Maeva exists to support people through this journey with science-backed nutrition designed for reduced intake, without compromising strength, confidence, or long-term wellbeing."

Maeva is proud to partner with Ashley Koff RD, a nationally recognized weight health expert and author of the USA Today bestseller *Your Best Shot: The Personalized System for Optimal Weight Health: GLP-1 Shot or Not* (HarperOne, 1/26), who brings more than 25 years of expertise in personalized nutrition and metabolic health to help guide Maeva's product development and educational resources for GLP-1 users. As Koff notes, "Maeva is a deliciously doable way to help anyone, including those navigating all the phases of their GLP-1 journey, consistently get an optimal amount of the nutrients their body needs."

Industry leaders and investors see Maeva as a differentiated entrant in the rapidly evolving GLP-1 nutrition landscape. Backed by operators and founders with deep experience across brand building, wellness retail, and early-stage growth, Maeva has attracted partners who believe in both the strength of the founding team and the long-term need for more intentional, science-backed nutrition solutions designed for reduced intake and sustainable results.