Empowering Employees Through a Science-Backed, Habit-Building Solution

Snapshot

Client: One of the world's largest private employers

Industry: Retail

Solution: Fresh Tri's healthy eating and weight loss platform

Results:

80%
of users reported weight loss

7.3%
average body weight reduction

400k+
users engaged to date

The Challenge

Building Lasting Healthy Habits at Scale

With a workforce of over 2.3 million people, one of the world's largest private employers has long prioritized both customer affordability and employee well-being. But when it came to supporting sustainable weight loss and long-term health for employees and their families, traditional solutions weren't working.

Conventional weight loss programs—reliant on calorie counting, step tracking, and rigid goals—consistently failed to deliver lasting results at scale. Studies show that up to 99% of participants in these programs regain the weight, often leaving them feeling discouraged and defeated.

The company needed a new approach: one that was science-based, scalable, and capable of empowering lasting behavior change across a diverse workforce.

> "I had tried every weight loss program out there, but nothing stuck. I felt like a failure—until I found Fresh Tri."
>
> **– Ellen,** Fresh Tri user

The Solution

A Science-Backed Approach to Sustainable Weight Loss

To break the cycle of ineffective programs, the retailer turned to Fresh Tri—an innovative behavior change platform rooted in neuroscience. Drawing on extensive research into long-term weight loss success, Fresh Tri introduced the **Iterative Mindset Method™**: a brain-based methodology designed to foster sustainable habit formation.

Unlike traditional diet programs focused on perfection, tracking, and restriction, Fresh Tri helps users build healthy habits through **practice and iteration**. This mindset shift removes guilt and frustration, empowering individuals to make consistent progress—without the fear of failure.

> "Fresh Tri is the only solution that measures mindset shifts and behavior change—giving HR and benefits leaders a proven, evidence-based way to drive lasting wellness outcomes."

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Fresh Tri's solution was implemented company-wide

The Fresh Tri
Solution Included:

✅ **Free access for employees and their families** — starting on day one of employment

✅ **A mobile app** with 650+ mindset training videos, personalized habit recommendations, and an anonymous, moderated support community

✅ **A scalable coaching platform** focused on weight loss, chronic disease prevention, and behavioral health

✅ **Expert health coaches** providing tailored support, guidance, and encouragement

The Results

Measurable, Scalable Impact

Fresh Tri's unique approach has delivered industry-leading results in user engagement, behavior change, and sustained weight loss.

To date:

80% of users report weight loss while using the platform

Users experience an average 7.3% body weight loss, surpassing the 5% clinical benchmark for reducing chronic disease risk

400,000+ employees and family members have practiced over 1 million healthy behaviors through the app

"I've lost 50 lbs and kept it off for a year—something I never thought I could do."

– **Ellen,** Fresh Tri user

"Small steps make big changes. I made it down to 220 lbs from 300 lbs just by making healthier choices."

– **Brianne,** Fresh Tri user

Looking Ahead

Setting a New Standard in Employee Wellness

By partnering with Fresh Tri, this global retailer has implemented a scalable, science-based wellness solution—one that fosters lasting health improvements for employees and their families. As adoption of the Iterative Mindset grows, the company continues to raise the bar for corporate well-being.

Ready to Transform Employee Wellness in Your Organization?

Discover how Fresh Tri can help your workforce build lasting habits and achieve measurable health outcomes.

Contact us at

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to learn more!