



WHAT: Eat Right Now is a digital therapeutic program brought to you by Sharecare, utilizing evidence-based mindfulness techniques, mobile health technology and behavioral psychology for the treatment of food cravings, addictions, and behavior change. Eat Right Now is a scientifically proven daily program that combines neuroscience and mindfulness to help participants identify the triggers that cause stress and emotional eating. The goal is to provide tools to reduce craving-related eating, and develop sustainable, positive eating habits that stick over time.

The behavior change philosophy of Eat Right Now was developed at Yale University School of Medicine by Dr. Jud Brewer MD, PhD, and is based on:

1. Research into how the brain forms habits
2. Evidence-based mindfulness practices that have been translated for modern-day use through programs, such as mindfulness-based stress reduction (MBSR).
3. Digital delivery platforms.

HOW: The Eat Right Now program focuses on teaching individuals to rewire their brain to identify stress and emotional eating patterns through paying attention to three key aspects of eating:

1. Individuals learn to identify mental states that trigger eating in the absence of hunger.
2. Individuals notice the types of food they eat when these triggers are present.
3. Individuals identify the way they eat.



Eat Right Now is scientifically proven to reduce craving-related eating by 40%.¹ A follow up clinical trial found that food reward value changed after only 10 Craving Tool uses and increased use of the Craving Tool resulted in a decreased likelihood to eat.²

The Eat Right Now program is comprised of 28 app-based daily video modules including app-triggered check-ins to encourage engagement, user-initiated, guided mindfulness exercises to help ride out food cravings, live weekly check-ins with experts, options for customized coaching, and a peer-supported online community.

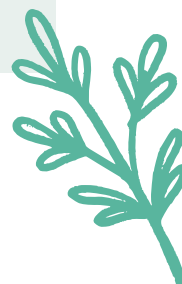
Free trial includes first **4 modules**. Subscription plans include all modules, lessons, group coaching calls, and online community support.

Unwinding Anxiety is available on iOS, Android, and web.

Learn more at **EatRightNow.com**



4.8 STARS ON THE APP STORE



REFERENCES

¹ Mason, A. E., Jhaveri, K., Cohn, M., & Brewer, J. A. (2018). Testing a mobile mindful eating intervention targeting craving-related eating: feasibility and proof of concept. *Journal of Behavioral Medicine*, 41(2), 160-173.

² Taylor, V. A., Moseley, I., Sun, S., Smith, R., Roy, A., Ludwig, V. U., & Brewer, J. A. (2021). Awareness drives changes in reward value which predict eating behavior change: Probing reinforcement learning using experience sampling from mobile mindfulness training for maladaptive eating. *Journal of behavioral addictions*, 10(3), 482-497.