



Overview: The Weight Truth Campaign

America Has a Second Obesity Crisis.

When the Food and Drug Administration approved the first GLP-1 drug to treat obesity in 2021, Americans learned that these medicines can achieve significant weight loss. Thus, demand for GLP-1s surged, prompting supply shortages and opening the door for online retailers to sell compounded versions of GLP-1 drugs during a national shortage that has now ended. Today, it is illegal to sell compounded GLP-1s in most circumstances, and yet, a largely unregulated marketplace has taken hold where online sellers are still hyping GLP-1 products on television and online that have not been reviewed by FDA for safety, effectiveness and quality. The result is America's second obesity epidemic – an escalating “infodemic” of false information and misleading claims about GLP-1 drugs that is leading Americans to tune out the advice of the FDA and leading medical societies and opt for “cheap, easy and doctor approved” products that may cause harm or could be fakes.

This Infodemic of Disinformation is Putting Patients at Risk.

The flood of online disinformation about GLP-1s represents a health hazard for Americans because compounded GLP-1 drugs and fraudulent products may contain too little or too much of the active ingredient or have a different dosage level, which can cause adverse reactions. As of February 2025, the FDA has received over 775 reports of adverse events associated with these products while America's Poison Centers has seen a nearly 1,500% increase in calls related to overdose or side effects.

The National Consumers League is Taking Action.

Because “infodemics” reach billions of people quickly with disinformation, sow mistrust, and influence medicine-taking decisions, the National Consumers League is calling for a new mobilization to combat the epidemic of false and misleading claims about GLP-1 drugs. To drive this action, NCL is spearheading a national awareness and advocacy initiative called “The Weight Truth.” At a high level, this initiative aims to:



Alert consumers about the warnings from the FDA and medical societies that compounded GLP-1s are not generic copies and there are differences in how compounded versions are produced.



Urge policymakers to enforce existing laws that protect consumers from disinformation, take counterfeits off the market and regulate compounding practices more aggressively.



Provide information to help consumers understand what claims made online are misleading or false and when products marketed as GLP-1s are counterfeits.

Join Us to Help Consumers and Policymakers Find the Truth in the GLP-1 Marketplace.

Launched on May 1, 2025 with new research about how consumers are responding to the “infodemic,” a white paper documenting what is at stake, and an interactive website – www.theweight-truth.org – that arms people with the facts about GLP-1s, The Weight Truth initiative represents a blueprint for action and is intended as a catalyst for moving forward. Now is the time when concerned citizens, health professionals and policymakers can make a difference.