



A targeted referral pathway for Ultra-Processed Food Addiction (UPFA) & Food Noise



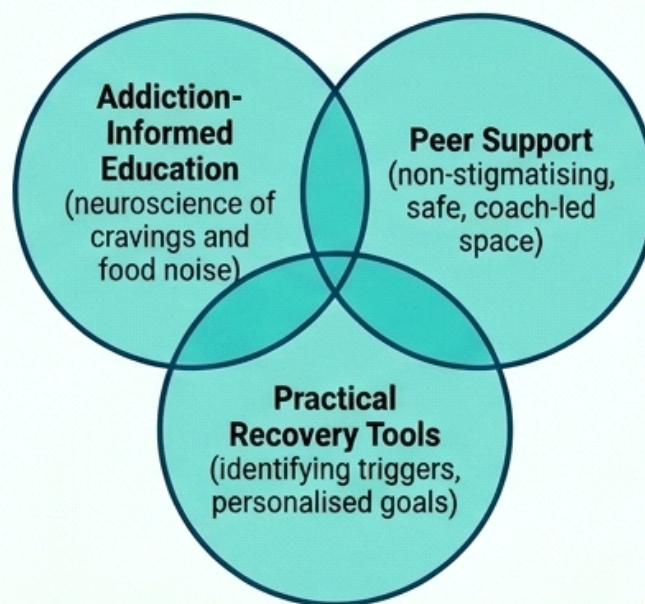
The Clinical Gap (Identifying UPFA)

Standard advice (eat less, move more) fails when addictive-like patterns drive eating behaviour. UPFA requires structured support beyond dietary education alone.

Diagnostic Matrix	
What the patient says:	Clinical Indicator:
I know what to do, but I can't keep doing it.	Repeated Relapse.
The food noise is constant.	Persistent Cravings / Preoccupation.
Once I start, I can't stop.	Loss of Control / Binge-type eating.
I feel ashamed and out of control.	Distress / Secretive Eating.

The Intervention (What is Liberate?)

An 8-week online, coach-led, peer-supported psychoeducational programme.

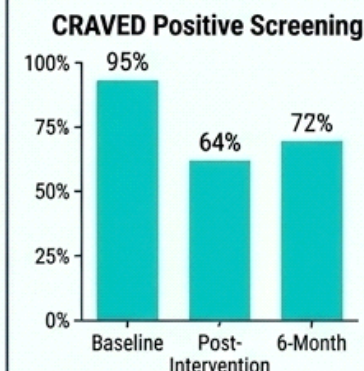
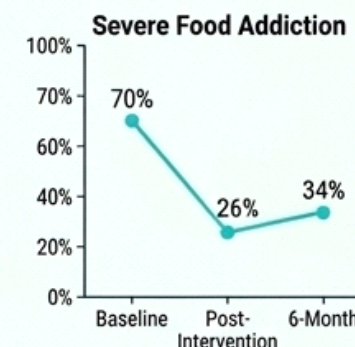
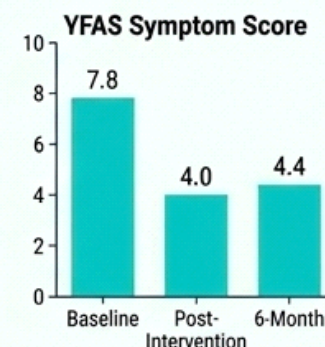


Designed to sit alongside usual care. Not a replacement for medical, eating disorder, or diabetes care. Positioned as a loss-of-control intervention, not a primary weight-loss programme.

The Evidence (Feasibility Study Dashboard)

Proven feasibility, acceptability, and symptom reduction.

Bennett E, et al. Frontiers in Psychiatry. 2025 (n=86 adults self-identifying with UPFA).



Affiliate Program

Affiliate partners receive a unique link that offers patients a discount on Liberate access. Partners will also receive a referral commission. Sign up to earn as you refer here:

www.LiberateToday.org/affiliate-registration/

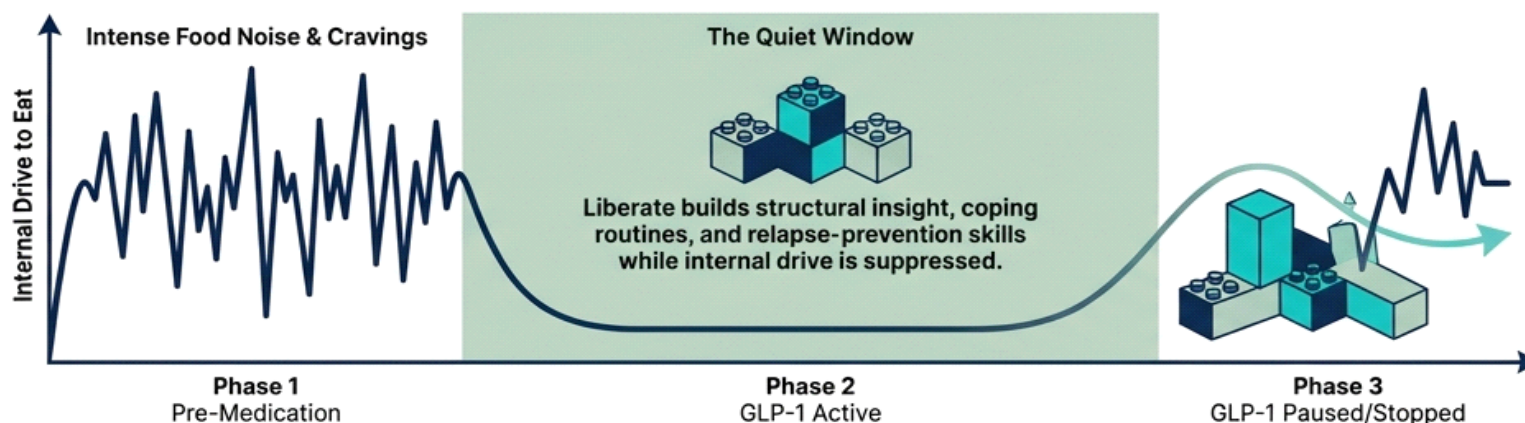
www.LiberateToday.org

Clinical Integration, GLP-1 Synergy, and Referral Pathway



GLP-1 Integration & The Quiet Window

The Quiet Window Activation Curve



STEP 1 Trial Extension shows 2/3 of weight regained one year after semaglutide withdrawal. Ongoing structural support is critical.

Patient Profile Checklist: Who benefits most?

- Experiencing reduced cravings on GLP-1s and want to build skills?
- Worried about what happens if medication is stopped?
- Affected by supply issues, medication breaks, or dose changes?
- Regaining weight or experiencing returning food noise?

The 5-Step Referral Flowchart

