

the **INSIGHT** *line*

*GLP-1s and the secrets rewiring
our health, bodies and choice.*

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Foreword

This first issue explores GLP-1s. Now much more than a diet trend, they represent a deeper reset in how people relate to health, their bodies and everyday choice. As appetites reduce, decisions become more deliberate, reaching far beyond food.

Expectations across wellness, beauty and care are shifting, and brands must adapt to earn a more meaningful place in people's lives.

This edition explores what's changing, why it matters and how brands can be reshaped to be relevant for what comes next.



Oliver Moore
Director of Strategy

HUNGER, IMPULSE, OBSESSION

GLP-1s are not a diet trend. They're a Behavioural Reset.

They don't shout or stimulate, they quiet things down. And when noise fades, people stop reacting, and start making deliberate choices.

And this is why GLP-1s matter beyond weight loss and food, they reshape how we judge health, and what genuinely deserves attention in our lives.



5 Key Shifts

1. Willpower *to* Delegation.

2. Medical Authority *to* Branded Trust.

3. Body as Project *to* Body as Partner.

4. Restriction *to* Less, but Better.

5. Functional Benefits *to* New Philosophies.



1. *Willpower to Delegation*

Health is no longer something we must grapple with, because we outsource it.

The move away from effort-based self-improvement means that consumers will increasingly expect health to feel supported, systemised and hassle-free, and subsequently shifting brand behaviour and design language.

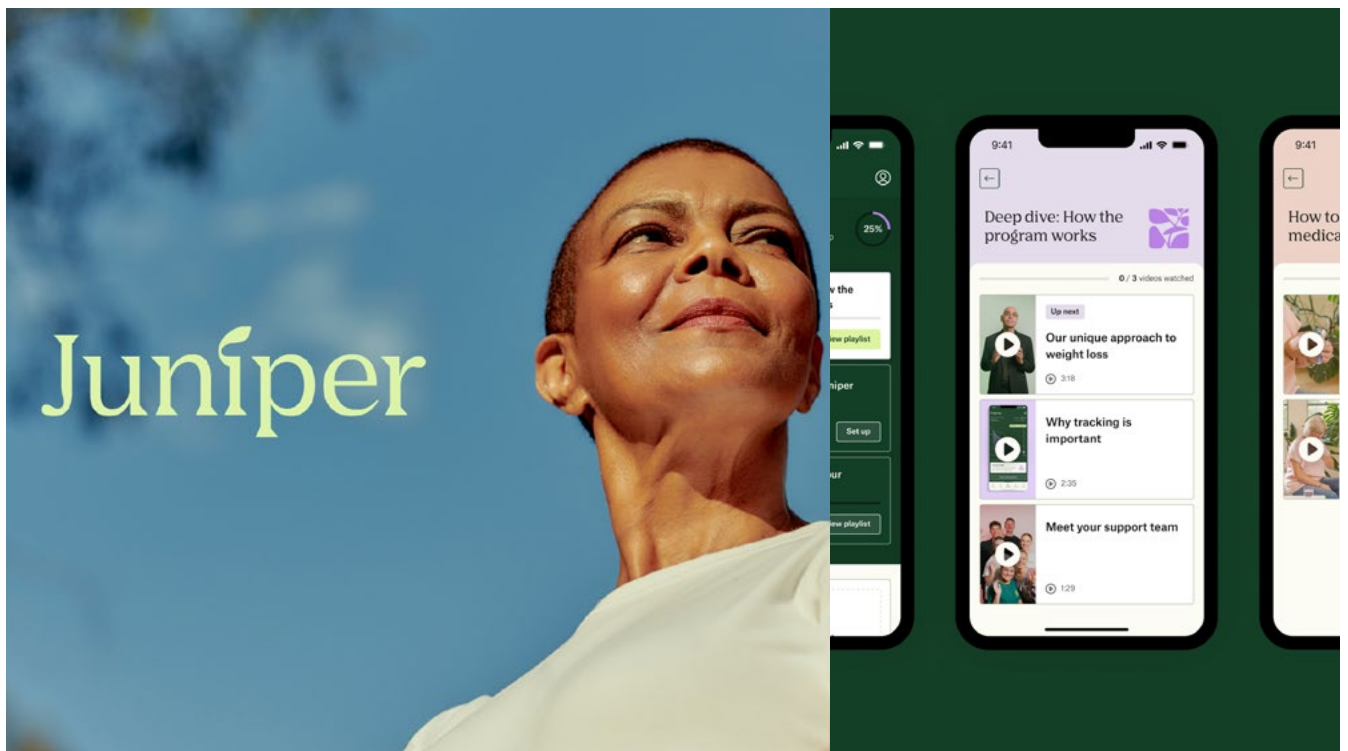
With health change no longer coming from a space of discipline and restraint, it opens up new opportunities in biological support, reassurance and ease of use.

Brands in action



Daily Harvest - GLP-1 Support Box

A dedicated GLP-1 delivery box designed to make nutrient intake easier when appetite is low, removing friction from “getting enough in.”



Juniper - A new method of weight management

Pairs scientifically proven GLP-1 and GIP weight loss medications alongside ongoing tracking, clinical consultations and a dedicated support team through a user-friendly mobile App.

Key implication for brands
Messaging rooted in grit and punishment already feels outdated.

The opportunity is in supportive, calming, low-effort health experiences.

2. *Medical Authority to Branded Trust*

Self-treatment is becoming the norm, changing how trust and credibility are built.

GLP-1s have accelerated healthcare's move into the home, shifting where expertise is felt and experienced. Brands and their consumer touchpoints now play the role once held by clinics and medical professionals, guiding, reassuring and supplying treatment.

Tasks once reserved for experts, like injecting, managing dosage and monitoring effects are now part of a consumers everyday life.



Hims & Hers - Integrated Weight Loss Experience

A fully end-to-end service design combining diagnosis, GLP-1 prescription, medication fulfilment, check-ins, content and brand tone - healthcare reimaged as a subscription experience.



Viome - Gut intelligence kit

At-home testing and personalised recommendations,
that moves complex health assessment out
of the clinic and into everyday life.

Key implication for brands
*Trust now demands both clinical
credibility and human reassurance.*

*Brands need to deliver expertise
and emotional confidence
at every touchpoint.*

3. *Body as Project to Body as Partner*

*We're rewriting our relationship with
our bodies.*

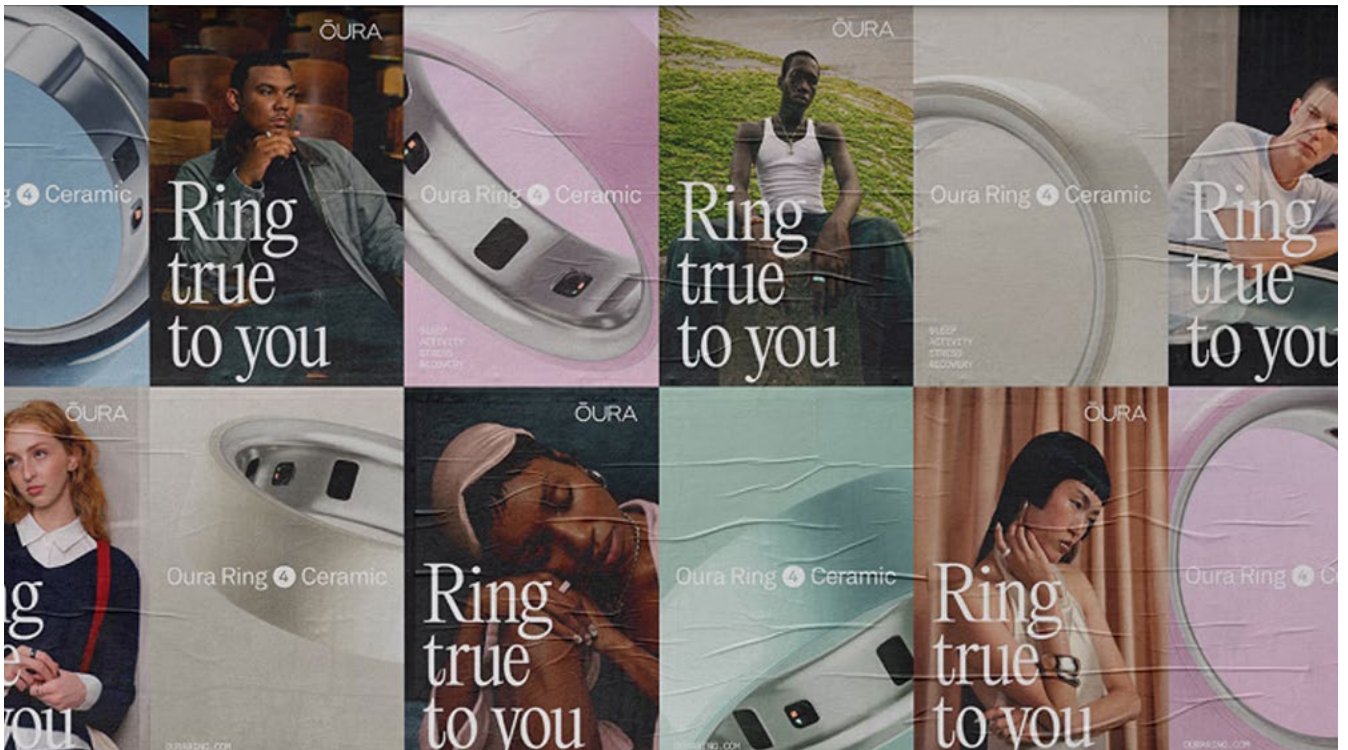
With GLP-1s replacing control and self-surveillance, the emotional tone of wellness is changing. Traditional wellness culture frames the body as something to conquer, however new mindsets create a calmer dynamic rooted in how the body feels.

This means consumers are seeking brands that feel aligned with them and their bodies, not corrective, critical or judgemental brands that challenge them.



Bodyform/Libresse - “Never Just A Period”

A craft-led film approach (live action + design/animation) explicitly built to help people understand their bodies, treating menstruation as a lived experience not taboo.



Oura - Ring true to you

In their latest campaign, the brand emphasises how the ring fits into your lifestyle, rather than forcing you to adapt to it.

Key implication for brands
*Shame-based motivation
 already feels out of step.*

*The future belongs to
 empathetic brands built for comfort,
 trust and emotional safety.*

4 *Restriction to Less, but Better*

Consumption is shrinking which means every choice has to earn its place.

GLP-1s reduce appetite, but they don't remove desire, they sharpen it. Portion sizes shrink, frequency drops, but attention concentrates, people aren't looking to consume more efficiently, they're looking to consume more intentionally. And with fewer consumption moments, the stakes for each one rise.



Magnum bonbon

Bite-sized ice cream treats that redesign indulgence into deliberate micro-moments.



Stocked

A food brand that reimagines frozen meals as unique, nutrient dense, portionable and convenient.

Key implication for brands
Reduced volume means higher stakes at every moment of choice.

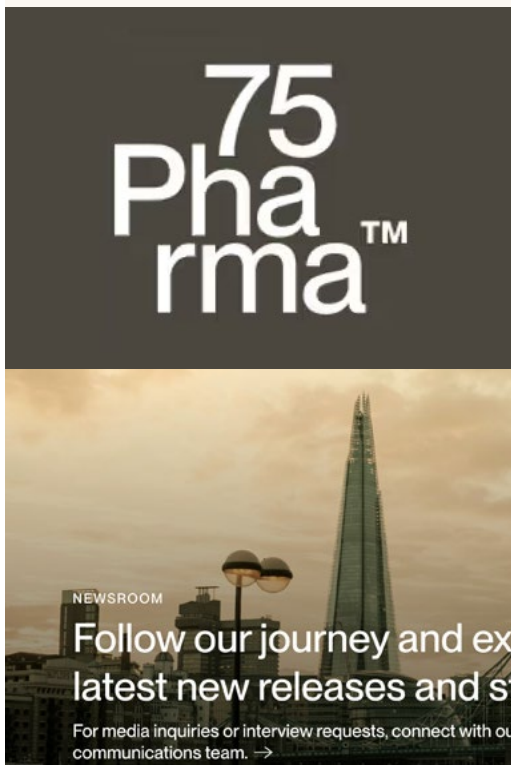
Design, payoff and emotional return all need to justify themselves.

5. *Functional Benefits to New Philosophies*

As consumption becomes deliberate, functional benefits alone no longer justify attention.

People aren't just asking "what does this do for me?" they're asking "what does this say about me?" They want their brands to stand for more. Brands that lack a coherent point of view struggle to earn space when choice is more intentional.

As consumers step into roles once held by clinicians, functional benefits stop being enough - brands are judged on what they stand for, not just what they deliver.



75 Pharma

An impact driven pharmaceutical company, that focuses on sustainability and ethical practices.



Vitl

A personalised nutrition company that offers customised vitamin supplements, helping customers achieve optimal health through tailored daily support.

Key implication for brands

If your brand doesn't stand for something, it won't be chosen.

Benefits support the choice - they don't drive it.

Closing Perspective

GLP-1s are the end of noise.

As impulse fades and choice becomes deliberate, brands will face a sharper test: Are you chosen with intention or consumed out of habit?

This isn't a shift in diet; it's a shift in decision-making and it will reshape how brands earn their place for years to come.



Thanks for taking the time to read this month's issue on GLP-1s and the rewiring of health, bodies and choice.

Get in touch to explore how to reshape your brand for what comes next.

In our next issue, we'll be looking at women's health - and how a long-overlooked space is now being redefined, reframed and re-prioritised.

*Regards
Ollie*

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