

## GREEN CHEF LAUNCHES SUPPORT PLATFORM, AS 1 IN 5 FEEL UNPREPARED COMING OFF WEIGHT LOSS MEDICATION



- *Three quarters of Brits on a weight loss journey say stigma still surrounds GLP-1 use, as 1 in 5 users don't feel confident about coming off the medication*
- *Green Chef UK has partnered with Saira Khan to launch the nutritionist-backed **Nutrient Rich Network** - expert advice for every stage of the journey, alongside its 'Nutrient Rich' recipe range*
- *The Nutrient Rich Network aims to break down stigma and provide real, practical nutritional support to those navigating their weight loss journey, as nearly a third feel there isn't enough nutritional guidance available*

**London, UK, Tuesday 28th April 2026:** Three quarters (**74%**) of Brits who are on a weight loss journey say there is still a stigma around using GLP-1 weight loss medication, despite their growing popularity. The same number (**74%**) believe the medication is unfairly labelled as an 'easy fix', ignoring the real challenges that come with them.

Moreover, the new research from recipe box service [Green Chef UK](#) - conducted by Censuswide among UK adults who are on, have been on, or are considering GLP-1 medication - reveals a gap in support, particularly when it comes to coming off the medication.

One in five (**20%**) said they don't feel confident about coming off GLP-1 medication, and nearly a quarter (**23%**) of those currently on or who have formerly taken the medication said they felt

unprepared for the transition.

To tackle this, [Green Chef UK](#) has partnered with TV personality and weight loss medication user [Saira Khan](#) to launch its **'Nutrient Rich' meal range** and the [Nutrient Rich Network](#), which will provide nutritional guidance to people at every stage of their weight loss journey where it's currently lacking, while empowering them to maintain the joy in food and continue enjoying meals that meet their evolving needs.

It comes as the research highlights some of the biggest concerns amongst respondents, including putting weight back on (**42%**), managing cravings (**31%**), and controlling appetite (**31%**) - with fears well-founded, as **60%** report a significant increase in appetite after coming off the medication.

Despite this, the research shows support for GLP-1 users transitioning off the medication remains limited. Nearly a third (**29%**) say there isn't enough nutritional guidance available, and over two thirds (**68%**) have done little to no research on how to manage their diet post-GLP-1 - highlighting a clear need for accessible, expert-led advice when it comes to nutrition after your weight loss journey.

This gap extends to those currently on the medication too. Nearly half (**47%**) worry about whether they are eating enough or getting the nutrients they need, while a quarter (**25%**) say GLP-1 has reduced their enjoyment of food - reinforcing the importance of meals that are both nourishing and satisfying.

Designed to support nutritional needs while maintaining flavour and keeping the joy in food, **Green Chef's 'Nutrient Rich' range** focuses on **high-protein, fibre-rich ingredients** to provide meals that are balanced, filling, and satisfying, with recipes including [Char Siu Chicken Traybake](#), [Coconut, Chilli and Herb Crusted Sea Bream](#), and [Lamb Steaks and Mint Chimichurri](#).

Fronting the campaign is Saira Khan, who has openly shared her own experience with weight loss medication. Through this campaign, Saira is now on a mission to help break down the stigma surrounding GLP-1 use, ensuring those on the journey feel supported, informed, and empowered to access the nutritional guidance they need at every stage.

**Saira Khan, Broadcaster and Entrepreneur, commented:** *"My weight loss experience has been truly liberating - I was given the confidence and tools to take control of my overall wellbeing. But I know firsthand that this journey isn't a walk in the park, and guidance can be hard to come by. As a busy working mum and keen gym goer, I understand the real-life challenges of balancing health, fitness, and nutrition. Green Chef has offered me a solution to the question: How can I eat well on this journey? It's now delicious and super simple."*

The [Nutrient Rich Network](#) will come to life through a series of live, interactive Instagram sessions on [@greenchef.uk](#). The first session will feature Saira, joined by Green Chef's

Registered Nutritionist and Senior Recipe Development Manager, Lily Keeling, with Lily leading subsequent sessions to answer questions and provide expert guidance in real time.

The first session between Saira and Lily will take place on **Wednesday 29th April at 5PM**, with further sessions from Lily running throughout May.

Alongside the live sessions, Green Chef has launched an online resource hub, offering practical, nutritionist-backed advice for every stage of the journey - from managing appetite while on weight loss medication to rebuilding confidence and nutritional balance after coming off it. With **36%** saying more guidance would boost their confidence, the hub is designed to provide clear, credible, and accessible support.

**Lily Keeling, Registered Nutritionist and Senior Recipe Development Manager at Green Chef UK, commented:** *"There's a real gap in nutritional guidance for people on weight loss journeys, which is why we created the Nutrient Rich range, alongside our Nutrient Rich Network. Our goal is to provide our customers with practical, expert-led advice while keeping the joy in food, with balanced, protein- and fibre-rich meals, like our Lamb Steaks with Mint Chimichurri or Honey Pork Stir-Fry or Herby Chickpea Topped Creamy Mushroom Soup, that are both nourishing and flavourful. We want people to feel confident, supported, and inspired in the kitchen at every stage of their weight loss journey."*

Join the conversation as Green Chef launches **the [Nutrient Rich Network](#)** via Instagram Live [@greenchef.uk](#) on **Wednesday 29th April at 5PM**, with Saira Khan and registered nutritionist Lily Keeling providing expert guidance.

The [Nutrient Rich Network](#) continues beyond the launch with **bi-weekly Instagram Lives with nutritionist Lily on Wednesday 13th May & Wednesday 27th May at 1PM**, and [an always-on Resource Hub](#) to support every stage of your GLP-1 journey.

Discover practical advice, expert tips, and nourishing, flavour-packed meals from Green Chef's '**Nutrient Rich**' range - designed to help people feel confident, satisfied, and supported every step of the way. Learn more and explore the full range at [www.greenchef.co.uk/](http://www.greenchef.co.uk/)

**-ENDS-**

**Notes to Editors:**

Research conducted by Censuwide, among a sample of 1,000 UK adult respondents who are on, have been on, or are considering GLP-1 medication. March 2026.

\*<https://www.ucl.ac.uk/news/2026/jan/16-million-uk-adults-used-weight-loss-drugs-past-year>

**About Green Chef**



Green Chef is a recipe box service offering customers a weekly choice of 8 meal preferences (Vegan, Vegetarian, Keto, Lower carb, Calorie Conscious, High protein, Pescatarian and Flexitarian) for 2 or 4 people. Every week customers can choose from a variety of 32+ wholesome recipes carefully created in-house by our certified nutritionists.

Customers can plan their meals several weeks ahead by ordering through desktop or mobile app. The box is then delivered to their doorstep from Saturday to Wednesday. Ingredients for each meal are pre-portioned and ordered based on our customers' requests. Each meal is accompanied by a recipe card featuring an ingredient list, nutritional information and step-by-step instructions to enable customers to easily prepare tasty meals that fit their health goals. The service is subscription based with the option to pause or cancel at any time.