

# WLB Rolls Out Policy Governing App's Messaging Framework

*~ Policy aims to respect intelligence while inviting growth ~*

TENAFLY, NJ, UNITED STATES, January 26, 2026 /EINPresswire.com/ -- Weight Loss Buddy (WLB) has formed a new policy that focuses on steering away from talking down to its users. In fact, it aims to lift them up by not talking over their heads, but making them reach and stretch intellectually.

"Weight loss isn't really an information problem — most people already know what they should be doing," explains Joey Dweck, WLB's founder. "The real challenge is staying consistent and not feeling alone in the process. The app came from seeing how many people try to do this in isolation. Programs get downloaded and forgotten, not because people don't care, but because they don't have support. I wanted to build something that feels like someone's actually walking alongside you — not judging, just encouraging you to keep going."

“

You can't help someone up a hill, without getting closer to the top yourself”

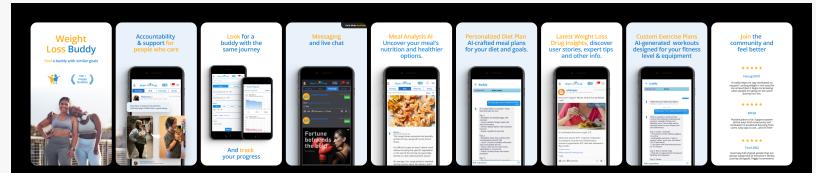
*Joey Dweck*

but it aligns beautifully with how Dweck already thinks about agency, systems and self-respect.

"WLB is about participation and accountability. Everyone is there for the same reason — to improve their health — so the tone is very different."



Weight Loss Buddy



Mobile App Screenshots

Most weight loss apps do one of two things: talk down and talk over. This is done through over-simplified, patronizing, emoji-heavy, clinical, academic and cold messaging styles — conveying a "you got this" approach to encouraging their users. What this describes is a third lane: WLB wants to respect its users' intelligence while inviting growth. It's rare,

WLB assumes intelligence, curiosity and agency in every user. It believes understanding fuels motivation, respect builds trust and thoughtful language encourages thoughtful action. It aims to explain why — not just what, encourage reflection instead of compliance and offer ideas that stretch understanding without overwhelming. Weight loss isn't a matter of willpower alone — it's a learning process. WLB treats its users as capable learners, not passive recipients.



App & Play Stores

In short, WLB speaks to its users as capable, intelligent adults; it doesn't talk down; it doesn't talk over; and it invites growth through clarity, respect and thoughtful challenge. With incorporating this policy into the app's community, WLB aims to: tighten the language without losing soul, adapt it into AI bot guardrails and translate it into onboarding tone, daily posts or moderation rules. It will quietly govern everything.

"Personal support doesn't scale easily — and that's where AI really shines. Not everyone has a coach or a workout partner checking in daily. AI allows us to offer encouragement, guidance, and reminders in a way that feels personal, not generic. It doesn't replace human connection — it fills in the gaps between it. Especially on the days when motivation is low."

"I see WLB becoming much more than a weight loss app. It's evolving into a platform for consistency, behavior change and long-term health — combining community, AI and emotional support in a meaningful way. The core idea will always stay the same: no one should have to do this alone. Everyone needs help."

Weight Loss Buddy is available for download on [\[App Store\]](#) and [\[Play Store\]](#). For more information, visit [www.weightlossbuddy.com](http://www.weightlossbuddy.com).

About Weight Loss Buddy:

WLB is dedicated to empowering individuals on their wellness journey through advanced technology and personalized support. The app aims to make healthy living accessible, enjoyable and sustainable for everyone.

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