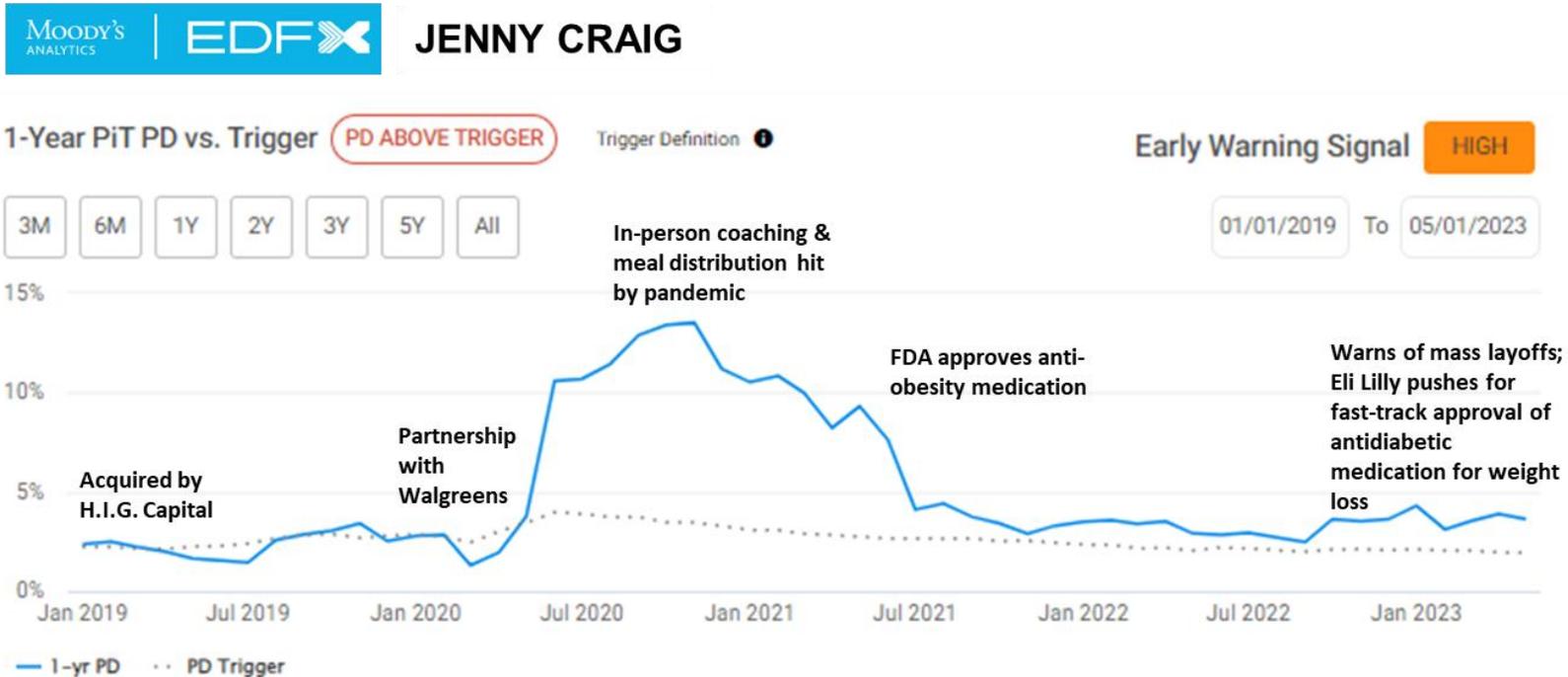


JENNY CRAIG WEIGHT LOSS EMPIRE FILED FOR BANKRUPTCY DUE TO PANDEMIC EFFECTS, COMPETITION FROM ALTERNATIVE DRUGS, AND MOUNTING DEBT



At its height, the 40-year-old weight management and nutrition icon [managed](#) around 700 centers worldwide. After making some encouraging business deals, the company suffered during the pandemic with changing consumer trends and e-commerce alternatives stealing profits. The company simultaneously faced increasing competition in recent years, including developments in [weight loss](#) and [antidiabetic](#) drugs that have shaken up the industry. With around \$250 million [in debt](#), the company was forced to [liquidate](#) its operations in the US.