



What Lila's most consistent members achieve

Oct 10, 2026 · @Henry Wynaendts

Summary

Lila's ten most consistent members used the app every day for four weeks, and the results show in their weight, energy and sleep.

- **Weight:** every member with a weight record was below her starting weight after 30 days. The median change was -1.1 kg (-2.5 lb) at 30 days, -4.0 kg (-8.8 lb) at 90 days and -8.8 kg (-19.3 lb) at 180 days.
- **Energy and sleep:** after 90 days, self-rated energy was up 21 points and sleep up 18 points on a 100-point scale.
- **Consistency:** they logged 4.5 meals a day, and nine of the ten have never broken their daily streak. The longest stands at 224 days.
- **In their words:** six of the ten told their Lila coach, unprompted, that the app was working for them.

These are Lila's most engaged members, not typical ones. The findings show what consistent use can look like.

Who we looked at

We picked the ten members who were most active between 12 September and 9 October 2026. **They were chosen for how often they used Lila, not for their results.**

	The ten members
Age	42 to 54
Life stage	7 in perimenopause, 1 in menopause, 1 postmenopausal, 1 not sure
Country	7 in the United States, 2 in the United Kingdom, 1 in Finland
Time with Lila	45 to 223 days

	The ten members
Main goal when joining	8 to lose weight, 1 to be healthier, 1 to have more energy

All ten are paying subscribers. They are everyday members with busy lives: the barriers they named when joining were a busy schedule, low motivation, and plans that had not worked before.

The ten, one by one. Letters stand in for names to protect each member's privacy.

Member	Age	Life stage	Days with Lila	Streak (days)	Meals logged (total)	Weight change
A	53	Menopause	179	180	1,167	not measured
B	46	Perimenopause	107	108	730	-9.3 kg
C	42	Not sure	107	109	587	-0.1 kg
D	47	Perimenopause	177	178	872	-7.0 kg
E	48	Perimenopause	184	185	1,132	-7.0 kg
F	49	Perimenopause	67	68	303	-3.4 kg
G	52	Perimenopause	48	49	251	-4.5 kg
H	54	Postmenopause	223	224	1,188	-10.0 kg
I	48	Perimenopause	45	45	224	-1.3 kg
J	51	Perimenopause	195	83	750	-10.0 kg

What a day with Lila looks like

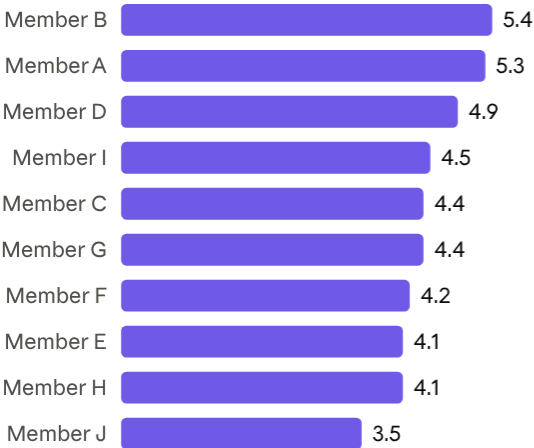
The ten were active on every one of the 28 days. Their routine is steady and small: log meals, talk to the coach, check in.

Daily habit	Average for the ten	Range
Meals logged per day	4.5	3.5 to 5.4
Messages to the Lila coach per day	7 (median)	4 to 44
Protein logged per day	112 g	79 to 142 g
Current daily streak	109 days (median)	45 to 224 days

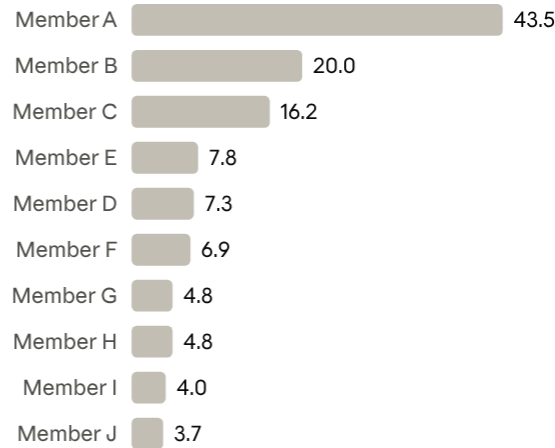
All ten log between 3.5 and 5.4 meals every day

Daily average per member over 28 days. Meal logging is steady across the group; how much they chat varies widely.

Meals logged per day



Messages to the coach per day



Lila app data · 12 September to 9 October 2026 · members shown by letter to protect their privacy

Conversations with the coach follow the day's meals, with peaks around 8am, lunchtime and early evening. Members use Lila in the moment, when they are deciding what to eat.

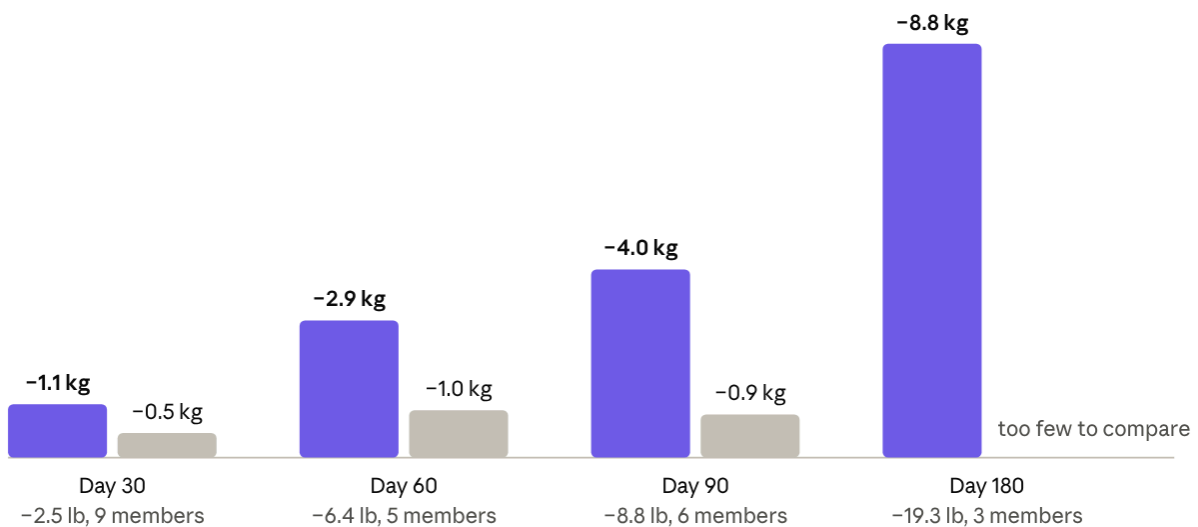
Beyond meals and chat, each member adds a habit of her own. Some weigh in almost daily, some log every glass of water, and one keeps a journal in the app.

Weight

Every member with a weight record was below her starting weight at every point we measured, and the loss grew the longer she stayed.

The ten most consistent members lost 4.0 kg by day 90

Median weight change since first weigh-in, in kg. Purple: the ten. Grey: all Lila members who track weight.



Lila app data to 9 October 2026 · self-reported weight · labels under each day show the pounds lost and members measured for the ten

- **Steady, not sudden.** Week to week, a member's average weight fell in 87% of comparisons.
- **It adds up.** For five of the ten, the change since joining is between -7 and -10 kg (-15 to -22 lb).
- **Ahead of the average.** At 30 to 90 days, the ten lost two to four times as much as the median Lila member who tracks her weight.

Members are counted at a given day only if they had been with Lila that long and weighed in near that day, which is why the numbers measured differ.

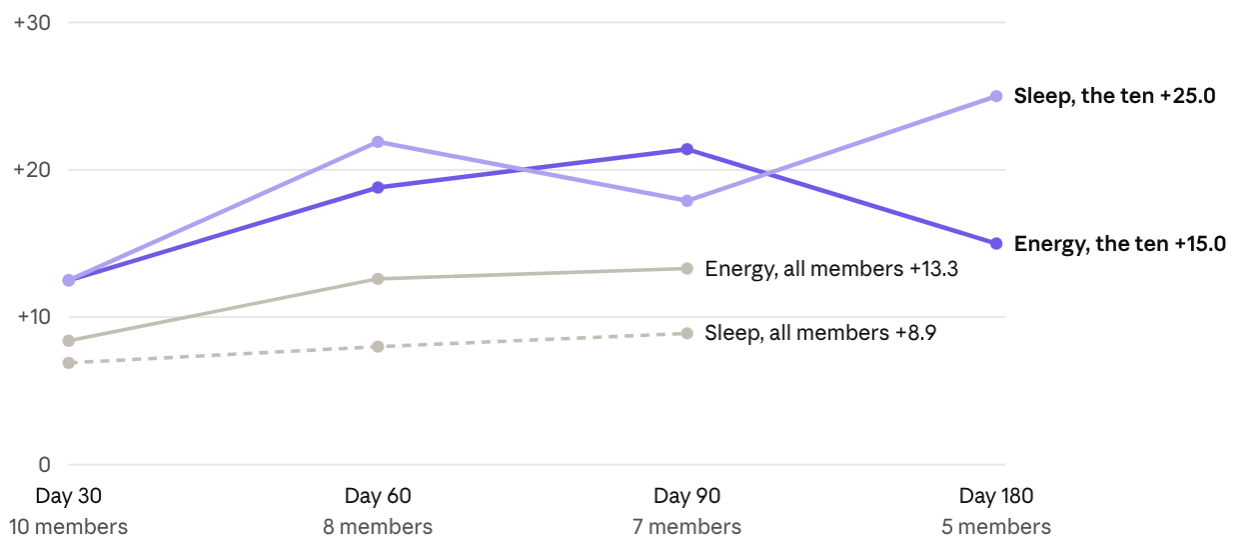
Energy and sleep

Members rated their energy and sleep higher after joining, and the gains were still there at six months.

Each day's check-in asks how a member's energy and sleep are. We compared each member's first answer with her answer at later points, on a scale of 0 to 100.

Energy up 21 points and sleep up 18 after 90 days

Change in self-rated energy and sleep since first check-in, in points out of 100. Grey: all Lila members.



Lila app data to 9 October 2026 · daily check-in ratings · member counts under each day are for the ten · all-member line shown to day 90

The ten started at about 40 out of 100 for energy, so a 21-point rise at 90 days is roughly half as much again. Across all Lila members the 90-day gains are +13 points for energy and +9 for sleep; the ten gained about one and a half to two times that.

For one of the ten, more energy was the whole reason she joined.

What members say

Six of the ten told their Lila coach, without being asked, that the app was making a difference. These are the themes from those conversations, summarised and not quoted.

- **Real weight loss.** One member reported losing more than 10 lb. Another shared her story of losing weight after menopause.
- **More energy.** One described a big lift in energy after workouts. Another said she felt better overall since starting.
- **A coach, not just a tracker.** Members said they value being taught why, not only counting. One said she prefers how Lila handles her nutrition targets to other tracking apps she has used.
- **Help in the moment.** One valued support at the point of deciding what to eat. Another found that typing out how she felt was a relief in itself.
- **Confidence in the kitchen.** One reported cooking Lila's recipes successfully and feeling more capable for it. Another noticed her digestion improve.
- **Worth recommending.** One member gave a strong recommendation of the app and of the idea of an AI health coach.

We have not published names or direct quotes. Any member story used in marketing needs that member's permission first.

What sets them apart

The ten did nothing extreme. They started early and kept it simple.

1. **They began on day one.** In their first three days, every one of them logged at least 11 meals and completed three or four daily check-ins.
2. **They log as they go.** Four to five meals logged a day keeps the picture complete without it becoming a chore.
3. **They talk to the coach.** Half of them send fewer than seven messages a day. A few questions at the right moment is enough.
4. **They never let the streak go.** Nine of the ten have kept their daily streak unbroken since the day they joined.
5. **They make it their own.** Each one has picked the extra habit that suits her, whether that is weighing in, tracking water, or journaling.

The habit is small, daily and repeatable. That is good news for anyone starting out: it is a routine most people can copy.

How we measured

This is an analysis of real, anonymised usage data from the Lila app, up to 9 October 2026.

- **Selection.** The ten members with the most active days between 12 September and 9 October 2026, then the most meals logged and messages sent. Test accounts were excluded.
- **Weight.** Self-reported in the app. We compared each member's first recorded weight with her reading closest to day 30, 60, 90 and 180, within ten days either side. One member was left out of the weight figures because her entries were too few and inconsistent.
- **Energy and sleep.** Self-rated in the daily check-in, on a scale of 0 to 100, compared in the same way.
- **All-member comparison.** From Lila's wider analysis of every member who tracks weight or checks in.
- **Member feedback.** Themes from conversations with the Lila coach over the last 120 days, summarised without quoting.

What this does and does not show:

- These ten are Lila's most engaged members. **Their results are not typical of all members.**
- Ten people is a small group, and the 180-day figures rest on three to five of them.
- **This is an observation, not a controlled trial.** It shows what happened alongside consistent use of Lila, not that Lila alone caused it.
- Individual results vary. Lila is not a medical treatment and does not replace advice from a doctor.

Key figures for marketing

Each line below is supported by the data in this report. Use the wording as written, and keep the qualifier with it.

Line	Based on
Lila's most consistent members saw a median weight change of -4.0 kg (-8.8 lb) in 90 days.	6 members with a weigh-in at day 90
Every one of them was below her starting weight after 30 days.	9 of 9 members with weight records
After six months, the median weight change was -8.8 kg (-19.3 lb).	3 members with a weigh-in at day 180
Their weight fell in 87% of weeks.	98 week-to-week comparisons
Energy up 21 points and sleep up 18 points out of 100 after 90 days.	7 members with a check-in at day 90
They log 4.5 meals a day and did not miss a single day in four weeks.	All 10 members, 12 September to 9 October 2026
Daily streaks of up to 224 days.	Longest current streak among the ten
They lost two to four times as much as the median Lila member.	Comparison at 30, 60 and 90 days

Qualifier to keep with any of these: Based on self-reported data from Lila's 10 most active members, September to October 2026. Results are not typical and individual results vary.