DIET

GLP-1 Coaching in New York: Telehealth Ads, Subway-Poster Offers and "Where Should I Get It?" — How a Coach Answers Without Becoming a Pharmacy

LetsGo Editorial · LetsGo Editorial · 3 November 2026 · 7 min read

New Yorkers see GLP-1 offers everywhere: subway posters, podcast reads, social ads and med-spa menus.

New Yorkers see GLP-1 offers everywhere: subway posters, podcast reads, social ads and med-spa menus. Sooner or later a client asks their coach, "Which one should I use?" The scope-safe answer is the same every time: a coach doesn't choose, source or recommend a medicine or a seller. Instead, the coach shares FDA's public red-flag checklist, encourages the client to see a licensed prescriber and fill the prescription at a state-licensed pharmacy, and gets back to the work coaches actually do: protein, strength, sleep and habits.

Approved, compounded and illegal: three different things

- **FDA-approved products** include semaglutide (Ozempic, Wegovy, Rybelsus) and tirzepatide (Mounjaro, Zepbound), each for the indications on its label ([Drugs@FDA](https://www.accessdata.fda.gov/scripts/cder/daf/)). - **Compounded versions** are made by pharmacies for individual patients. FDA says compounded drugs are not FDA-approved and are not reviewed for safety, effectiveness or quality before marketing, and should be used only when a patient's medical need can't be met by an FDA-approved drug ([FDA, concerns with unapproved GLP-1 drugs](https://www.fda.gov/drugs/postmarket-drug-safety-information-patients-and-providers/medications-containing-semag FDA's 1 Apr 2026 update states: "Tirzepatide and semaglutide do not currently appear on the 503B bulks list or on FDA's drug shortage list" ([FDA](https://www.fda.gov/drugs/drug-alerts-and-statements/fda-clarifies-policies-compounders-national-glp-1-supply-begin - **Illegal products** include counterfeits and products sold "for research purposes" or "not for human consumption". FDA has warned companies selling semaglutide, tirzepatide, retatrutide and other GLP-1 drugs this way, and says retatrutide and cagrilintide cannot be used in compounding under federal law (same FDA page). A coach's job is to know these categories well enough to explain them, never to steer a client toward any one product.

FDA's telehealth red flags, in plain English

FDA lists warning signs that a company selling GLP-1 drugs may not be safe ([FDA](https://www.fda.gov/drugs/postmarket-drug-safety-information-patients-and-providers/medications-containing-semag Paraphrased, watch for a company that: 1. Claims a compounded drug is "the same as" an FDA-approved drug. 2. Offers deep discounts or prices that seem too good to be true. 3. Sends medicine that looks different from before, arrives damaged or warm, or lacks instructions. 4. Doesn't require screening and a prescription from a licensed doctor. 5. Has no licensed doctor available for questions afterwards. 6. Has spelling errors or wrong pharmacy addresses on the label, or a pharmacy name that may be fraudulent. FDA also points consumers to its

[BeSafeRx](https://www.fda.gov/drugs/quick-tips-buying-medicines-over-internet/besaferx-your-source-online-pharmacy-info resources and a lookup for state-licensed online pharmacies. Sharing this checklist is education. Telling a client which seller passes it is not your job.

A scope-safe script for "Which one should I use?"

> "I can't recommend a medicine, a dose or a seller; that's your prescriber and pharmacist. What I can do is share FDA's checklist for spotting unsafe online sellers, and help you write down questions for your doctor. Then let's make sure your protein, strength training and sleep are ready, whatever your doctor decides." Questions a client might take to their prescriber: - Is an FDA-approved product appropriate for me, and is it covered by my insurance? - If you suggest a compounded product, why, and which state-licensed pharmacy fills it? - What side effects should make me call you, and how fast? Our [Level 4 approved vs compounded module](/academy/level-4/glp1-us-regulatory-approved-vs-compounded) and the [Level 5 compounded-after-shortage case](/academy/level-5/case-glp1-compounded-after-shortage) practise this conversation.

The New York habit layer

1. **Walking is already built in; strength usually isn't.** Steps from commuting are a great base. Add resistance training two or three days a week, because a meaningful share of weight lost on GLP-1-based therapies can be lean tissue ([Neeland et al., 2024](https://pubmed.ncbi.nlm.nih.gov/38937282/)). 2. **Restaurant and takeout strategy.** Following the 2025 joint advisory from ACLM, ASN, OMA and TOS: prioritise protein and nutrient-dense foods, eat smaller portions slowly, and stop at comfortable fullness ([Mozaffarian et al., 2025](https://doi.org/10.1016/j.ajcnut.2025.04.023)). Order the protein first; take the rest home. 3. **Late dinners and reflux.** If late, large meals are causing discomfort, that is worth raising with the prescriber; the coach can help move the main meal earlier. 4. **Storage on the go.** "Check your label and ask your pharmacist about travel and hot days." FDA notes that injectable GLP-1 drugs require refrigeration as indicated in their package inserts.

Red flags: refer, don't coach

Ask the client to contact their prescriber promptly, or seek urgent care, for vomiting or diarrhoea that won't settle, severe or persistent abdominal pain, signs of dehydration, or any reaction to a product that looks or feels wrong. The FDA-approved [Wegovy](https://dailymed.nlm.nih.gov/dailymed/drugInfo.cfm?setid=ee06186f-2aa3-4990-a760-757579d8f77b) and [Zepbound](https://dailymed.nlm.nih.gov/dailymed/drugInfo.cfm?setid=487cd7e7-434c-4925-99fa-aa80b1cc776b) labels warn about severe gastrointestinal reactions, kidney injury from dehydration, pancreatitis and gallbladder disease. Suspected product problems can be reported to FDA's [MedWatch](https://www.fda.gov/safety/medwatch-fda-safety-information-and-adverse-event-reporting-program).

What a coach must never do

- Recommend, link to or take a commission from any GLP-1 seller, telehealth platform or compounder. - Suggest a dose, a dose change, splitting doses or measuring from a vial. - Source, resell or recommend "research" peptides or any product labelled "not for human consumption". - Promise a weight-loss amount or timeline.

New York scope, kept simple

Health coaching is generally not a state-licensed profession, but practising medicine, pharmacy and dietetics

are regulated in every state, New York and New Jersey included. Our [US state coach scope module](/academy/level-4/us-state-coach-scope) shows how to check, and NBHWC's published [scope of practice](https://nbhwc.org/scope-of-practice/) is a useful reference. LetsGo Academy is separate from NBHWC certification.

Train as a GLP-1-literate coach: LetsGo Academy

Start free with [Level 1](/academy). [Level 3 (US$300)](/academy/level-3/glp1-what-they-are) covers what GLP-1 medicines are and the lifestyle foundations. [Level 4 (US$500)](/academy/level-4/glp1-coach-alongside-prescriber) covers coaching alongside a prescriber and US regulatory status, approved vs compounded. Level 5 (US$500) covers jurisdiction and hard cases. *Train as a longevity coach for the GLP-1 and peptide era — education and referral, not a grey-market pharmacy.* We do not guarantee income or client numbers. *This article is education, not medical advice. Talk to your own licensed clinician about any medicine.*

Practical takeaways

- **FDA-approved products** include semaglutide (Ozempic, Wegovy, Rybelsus) and tirzepatide (Mounjaro, Zepbound), each for the indications on its label ([Drugs@FDA](https://www.accessdata.fda.gov/scripts/cder/daf/)).
- **Compounded versions** are made by pharmacies for individual patients. FDA says compounded drugs are not FDA-approved and are not reviewed for safety, effectiveness or quality before marketing, and should be used only when a patient's medical need can't be met by an FDA-approved drug ([FDA, concerns with unapproved GLP-1 drugs](https://www.fda.gov/drugs/postmarket-drug-safety-information-patients-and-providers/medications-containing-sema FDA's 1 Apr 2026 update states: "Tirzepatide and semaglutide do not currently appear on the 503B bulks list or on FDA's drug shortage list" ([FDA](https://www.fda.gov/drugs/drug-alerts-and-statements/fda-clarifies-policies-compounders-national-glp-1-supply-beg
- **Illegal products** include counterfeits and products sold "for research purposes" or "not for human consumption". FDA has warned companies selling semaglutide, tirzepatide, retatrutide and other GLP-1 drugs this way, and says retatrutide and cagrilintide cannot be used in compounding under federal law (same FDA page).
- Claims a compounded drug is "the same as" an FDA-approved drug.
- Offers deep discounts or prices that seem too good to be true.

Safety note

Education only. Coaches educate and refer; they never prescribe, dose, source or sell peptides or GLP-1 medicines. Lines tagged await review by Dr Vas Metupalle.

Disclaimer

This article is education, not medical advice. Talk to your own licensed clinician about any medicine.

Start free with [Level 1](/academy). [Level 3 (US$300)](/academy/level-3/glp1-what-they-are) covers what GLP-1 medicines are and the lifestyle foundations. [Level 4 (US$500)](/academy/level-4/glp1-coach-alongside-prescriber) covers coaching alongside a prescriber and US regulatory status, approved vs compounded. Level 5 (US$500) covers jurisdiction and hard cases. *Train as a longevity coach for the GLP-1 and peptide era — education and referral, not a grey-market pharmacy.* We do not guarantee income or client numbers.