

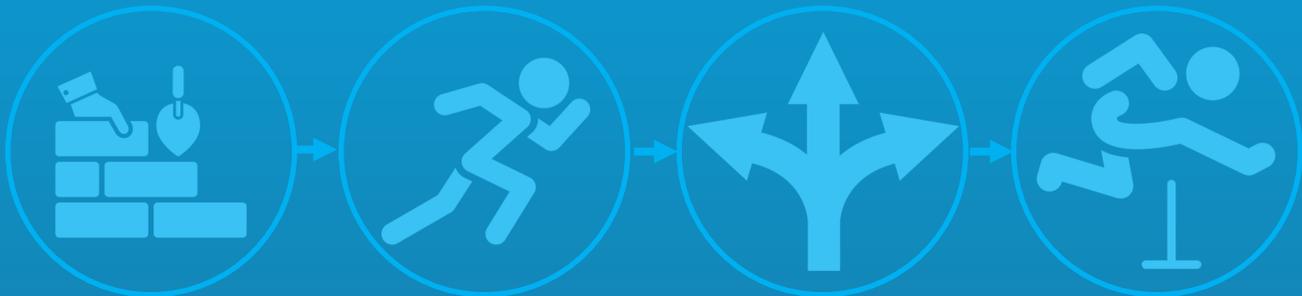


Pathways to Health & Wellness

EACH CONSUMER HAS A UNIQUE JOURNEY

There are many routes to health and wellness, but consumers' personal journeys are often made of common building blocks that reflect their upbringing, triggers and obstacles, which result in their overall approach to their own health and wellness. These building blocks provide a shortcut to understanding how consumers gain knowledge relevant to their personal situations and then incorporate necessary changes into daily practices.

COMMON BUILDING BLOCKS OF THE HEALTH & WELLNESS JOURNEY



Beginnings

Catalysts & Triggers

H&W Approach

Daily Practices & Obstacles

GOOD FOUNDATIONS

Good, common sense health and wellness knowledge and practices learned from childhood.

NO FOUNDATIONS

Raised with poor health and wellness knowledge and practices. Often have family histories of lifestyle-related disease.

LIFE STAGE CHANGES

New job/school, marriage, pregnancy, etc.

AGING

Many feel/see effects of age in 30s and 40s.

DISEASE OR DIAGNOSIS

Alarming medical diagnosis for self, family member or friend. **Major catalyst.**

ONGOING HEALTH ISSUES

Ongoing or unsolved health issues prompt search for solutions.

ALWAYS EXPLORING

Health and wellness is never-ending journey; always more to learn and try.

REFRESH AND RESET

Catalysts prompt occasional periods of research and resetting of new habits.

STAY THE COURSE

Maintain health and wellness by sticking to healthy habits learned in upbringing.

START ANEW

Catalysts prompt complete overhaul of health and wellness beliefs and practices.

WAY OF LIFE

Health and wellness is routine seen as key to structure of daily life.

PRIORITIZATION & COMPROMISE

Must compromise, prioritize health and wellness goals as life gets busy.

STRUGGLE & CONFLICT

Health and wellness goals require disrupting established habits, feelings of self and/or household.

Source: Health & Wellness 2015 report