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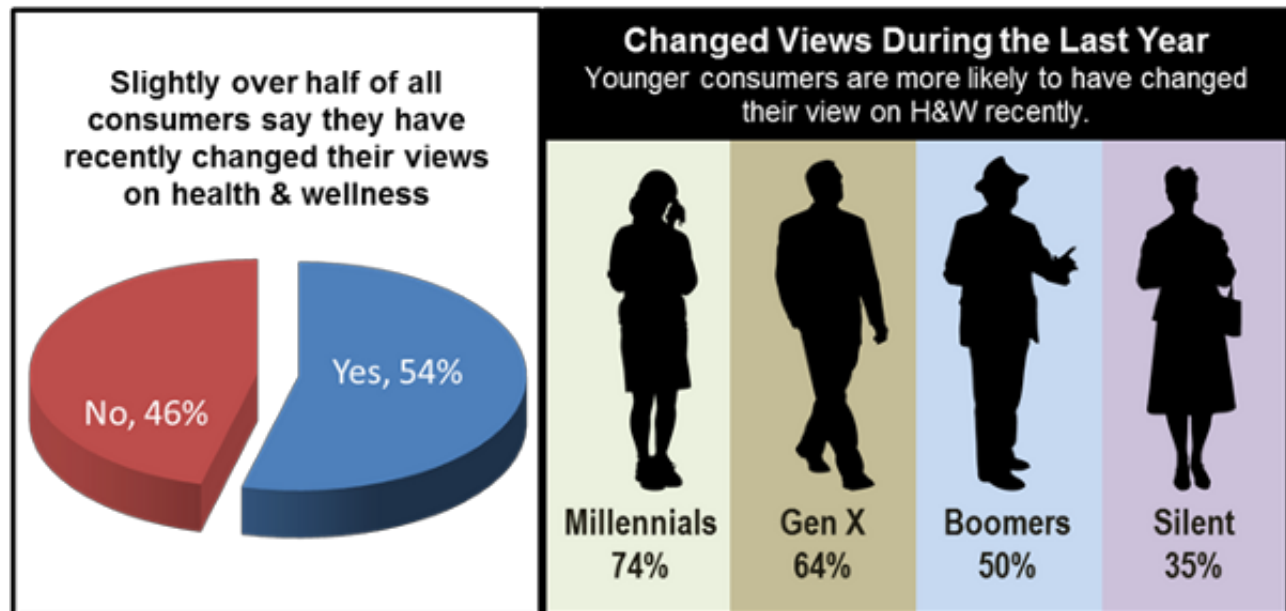
Wellness Attitudes and Behaviors Continue to Shift

The Hartman Group has spent more than 20 years exploring the consumer state of health and wellness lifestyles and trends. In 2000, we described consumers' desire to take back control of their personal health and the health of their families. Then in 2005, we described the intensifying desire for control over one's health, while in 2007 we told the tale of another underlying motivation: the desire for "quality life experiences."

Consumers continued to be engaged in health and wellness, and The Hartman Group remains committed to tracking the evolutionary journeys of the wellness consumer. We invite you to get involved in our new syndicated study as we head back into the field to see how health and wellness is evolving. [Check out the study overview.](#)

Changing Views on Health & Wellness

Consumers' wellness attitudes and behaviors continue to shift and evolve.



Source: *Reimagining Health & Wellness 2010* report, The Hartman Group, Inc.
Sample: Base n=2,744; Base consumers that changed their views n=1,404

[Download the Health & Wellness Lifestyles study overview »](#)

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