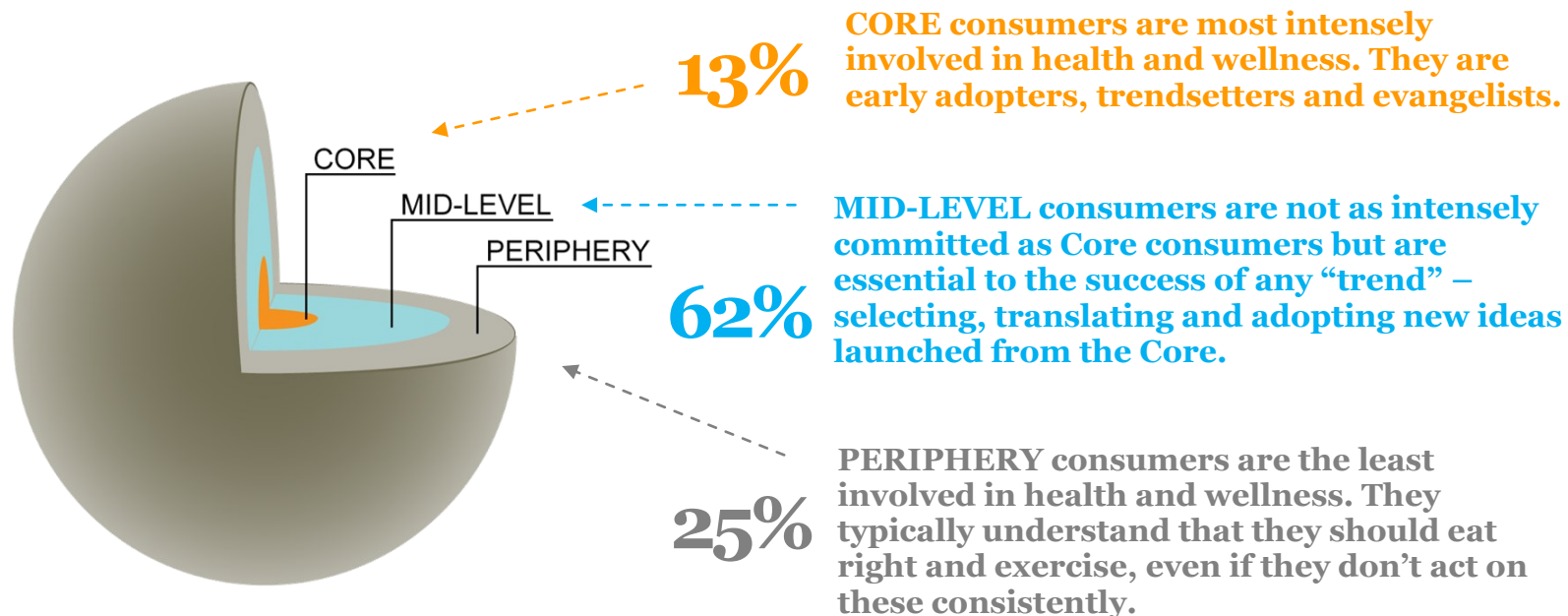




Consumer Involvement in Health & Wellness: By the Numbers

Consumers think, live and shop differently depending on where they are within the “world” of health and wellness. The Hartman World Model elegantly captures intensity of engagement in any given world of activities.



Source: The Hartman Group’s *Health + Wellness—A Culture of Wellness* 2013 report.