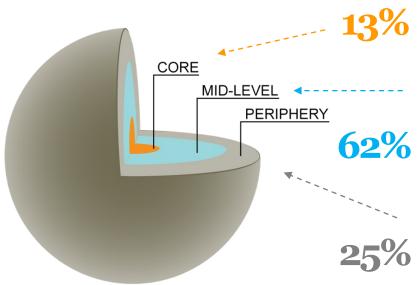


## Consumer Involvement in Health & Wellness: By the Numbers

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.



CORE consumers are most intensely involved in health and wellness. They are early adopters, trendsetters and evangelists.

MID-LEVEL consumers are not as intensely committed as Core consumers but are essential to the success of any "trend" – selecting, translating and adopting new ideas launched from the Core.

PERIPHERY consumers are the least involved in health and wellness. They typically understand that they should eat right and exercise, even if they don't act on these consistently.

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

