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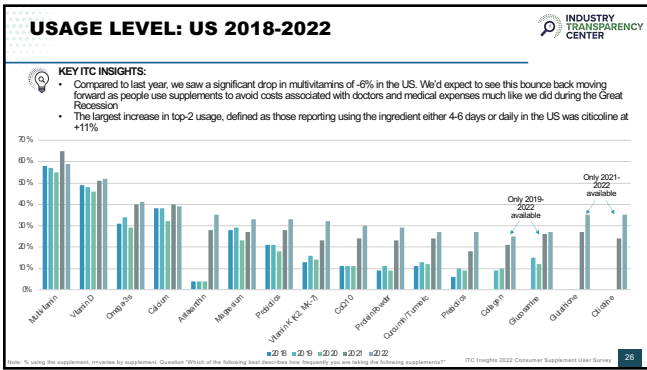
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WHAT DO SUPPLEMENT CONSUMERS THINK ABOUT ACTIVE AGING?

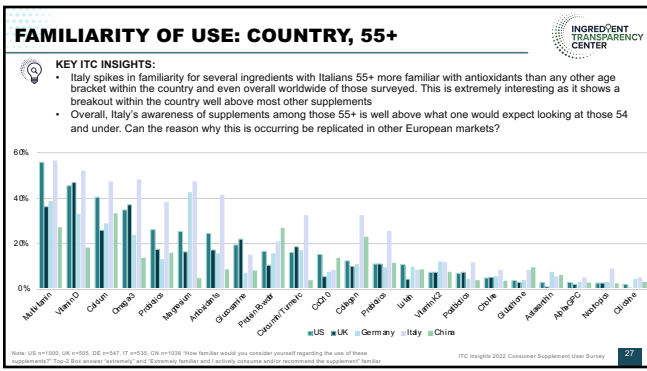
- 3500+ supplement consumers in the US, UK, Germany, Italy and China
- We looked into their perspectives by age, country, gender
- We also dug into consumer segments with these five health concerns tied to active aging: cardiovascular concerns, joint health concerns, mood concerns, energy and healthy aging

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WHAT ABOUT ACTIVE AGING SEGMENTS?

We sliced our ITC data taking a look at 5 health umbrellas: healthy aging, energy, mood, joint health and a cardiovascular segment to examine behavior and attitude differences

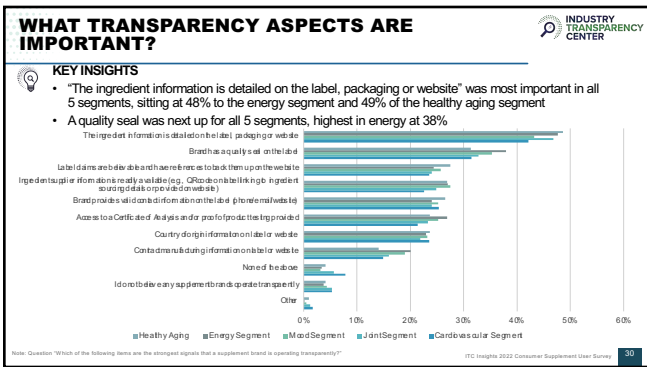
Females dominated these segments – 58% in both mood and energy for example

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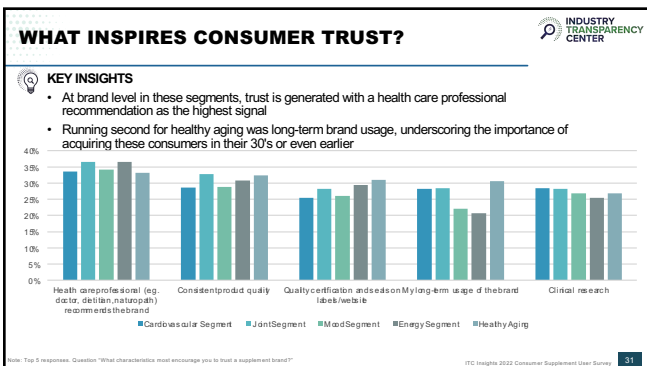
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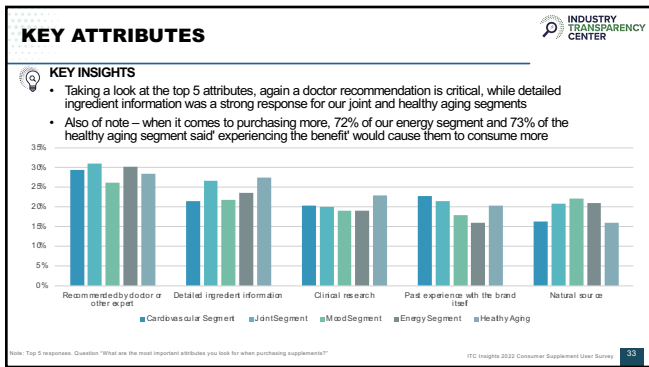


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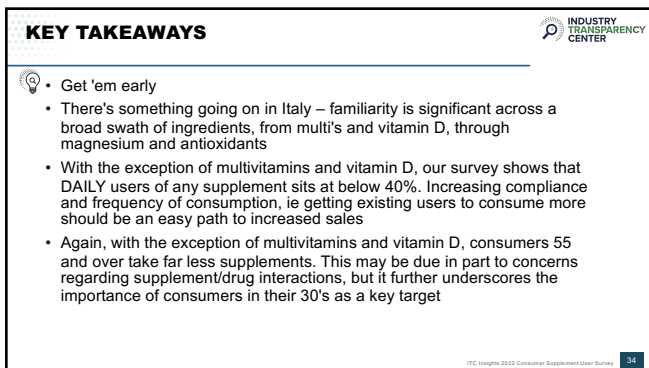
WHAT ATTRIBUTES DO THEY LOOK FOR IN THEIR SUPPLEMENTS?



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QUESTIONS



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