

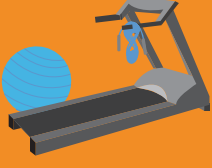









DIFFERENCES IN HEALTH & WELLNESS ATTITUDES AND BEHAVIOURS



CONSUMER TARGETS	 MILLENNIALS	 BABY BOOMERS
Health & Wellness Goals 	<p>Short term focus through improving sleep, while increasing strength and energy</p>	<p>Long term view via prevention of health issues and reducing medication usage</p>
Important Features for Food 	<p>Origin and authenticity in the form of fresh, local, organic, free-range, and free-from (e.g. additive free, antibiotic free)</p> <p>These features were more prominent among Millennials with kids</p>	<p>Nutrition facts are a priority as they want to reduce their intake of calories, fat, sodium and sugar</p> <p>Fresh, local and organic to a lesser degree</p>
Benefits 	<p>Focus on immediate benefits</p> <ul style="list-style-type: none"> • Appearance • Confidence • Immunity 	<p>Higher priority placed on future focused benefits</p> <ul style="list-style-type: none"> • Longevity • Preventing future illness • Being alert
Sources of Information 	<ul style="list-style-type: none"> • Online research • search engines • reviews • social media platforms <p>Occasionally take advice from medical professionals, family and friends</p>	<p>Advice from personal network</p> <ul style="list-style-type: none"> • medical professionals • family and friends <p>Occasional use of online sources</p>
Online Habits 	<p>Amazon and Well.ca are on-line retailer destinations for personal care</p> <p>Online retailers are making inroads by offering convenience, low prices & discount codes, wide product assortment, and ease of comparison shopping</p>	<p>Low usage of online shopping, citing unfamiliar brands & products, shipping costs, and absence of retail staff consultation</p>
Technology 	<p>Mainly use online apps for tracking and sharing</p>	<p>Devices & online apps are used for tracking and motivation</p> <p>Sharing their health & wellness journey was a motivating factor</p>
Top Shopping Factors 	<p>A wide product assortment and product in stock are key to the shopping experience</p>	<p>Positive retailer image based on reputation and recommendations</p>
Product Packaging 	<p>Packaging should not contain any negative materials (e.g. BPA free)</p>	<p>Product labels that are simple and easy to understand are perceived to be more trustworthy</p>