



86% Are willing to spend more for a healthy product

Healthy Lifestyle	
84%	Use vitamins or mineral supplements
46%	Follow a regular fitness program
43%	Prefer alternative medicine/healing over prescription drugs
39%	Use homeopathic/herbal remedies
25%	Bought vitamins or mineral supplements online in last 6 months
22%	Purchased health-related books in the last 6 months

Source: Harvey Research Study, 2011

Vitamin Consumers	
76%	Multi-vitamins
49%	Calcium
48%	Other vitamins or dietary supplements
45%	Vitamin C
39%	Homeopathic/herbal remedies
28%	Other homeopathic/herbal remedies
26%	Vitamin E

Source: Harvey Research Study, 2011