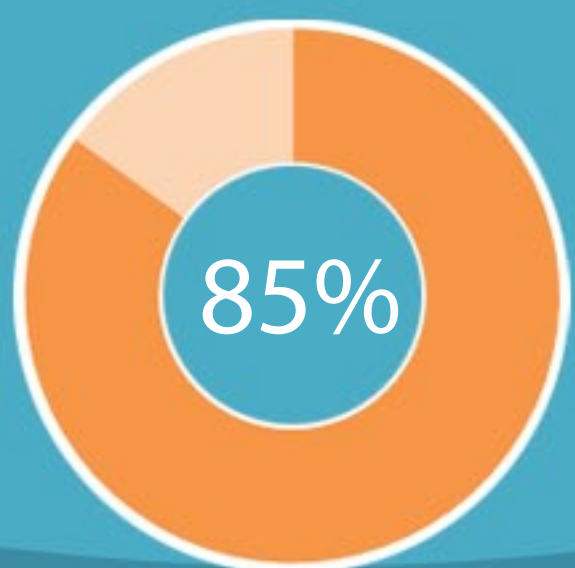




# THE SURVEY SAYS

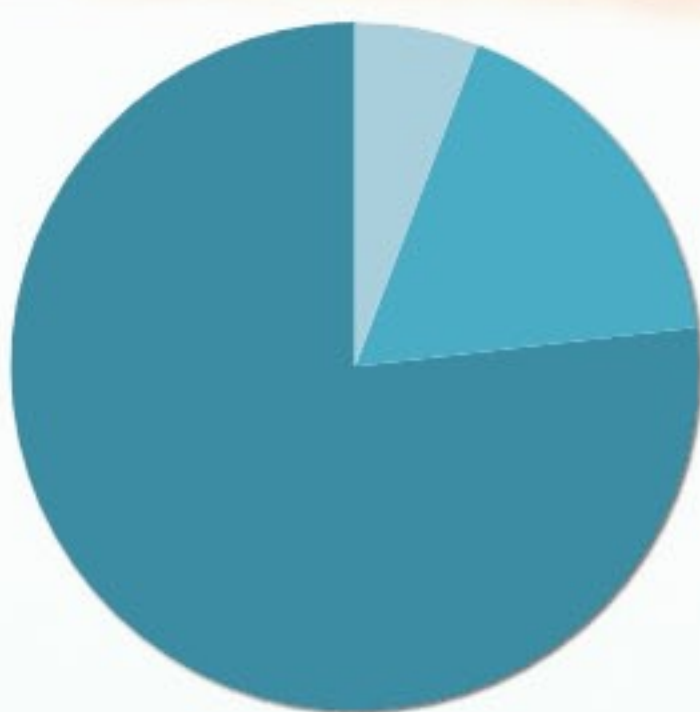
Americans have **high confidence** in supplements.

U.S. Consumer Confidence in supplements =



68%

> of U.S. Adults Take Supplements



53%

> Are Regular Users

12%

> Are Occasional Users

4%

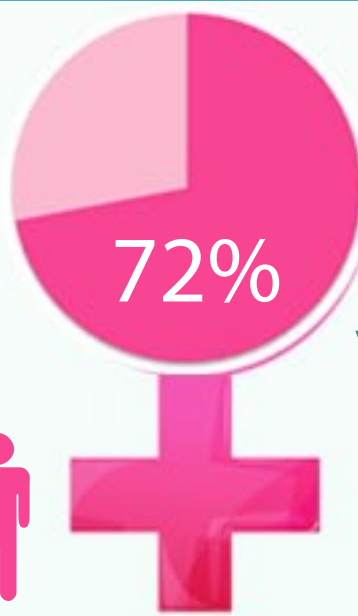
> Are Seasonal Users

\*Total equals 68% due to rounding

NaturalHealthyConcepts.com

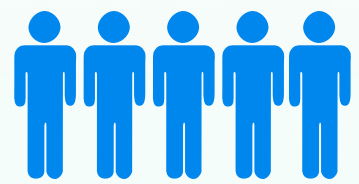
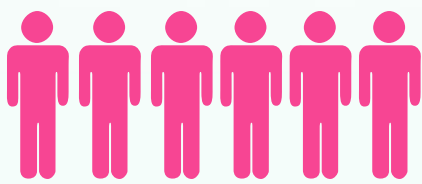
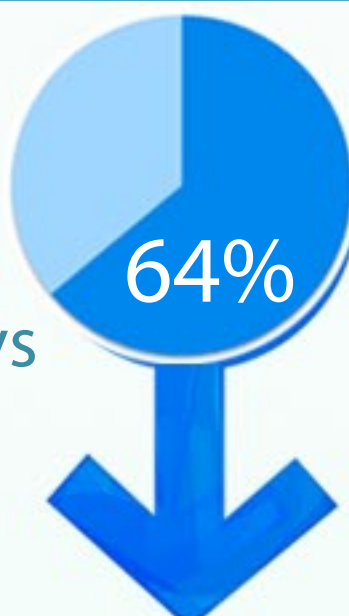
## Female Versus Male Users

% of Women who take supplements



VS

% of Men who take supplements



## Most Popular Supplements

% of Americans who said they've used these supplements in the last year

