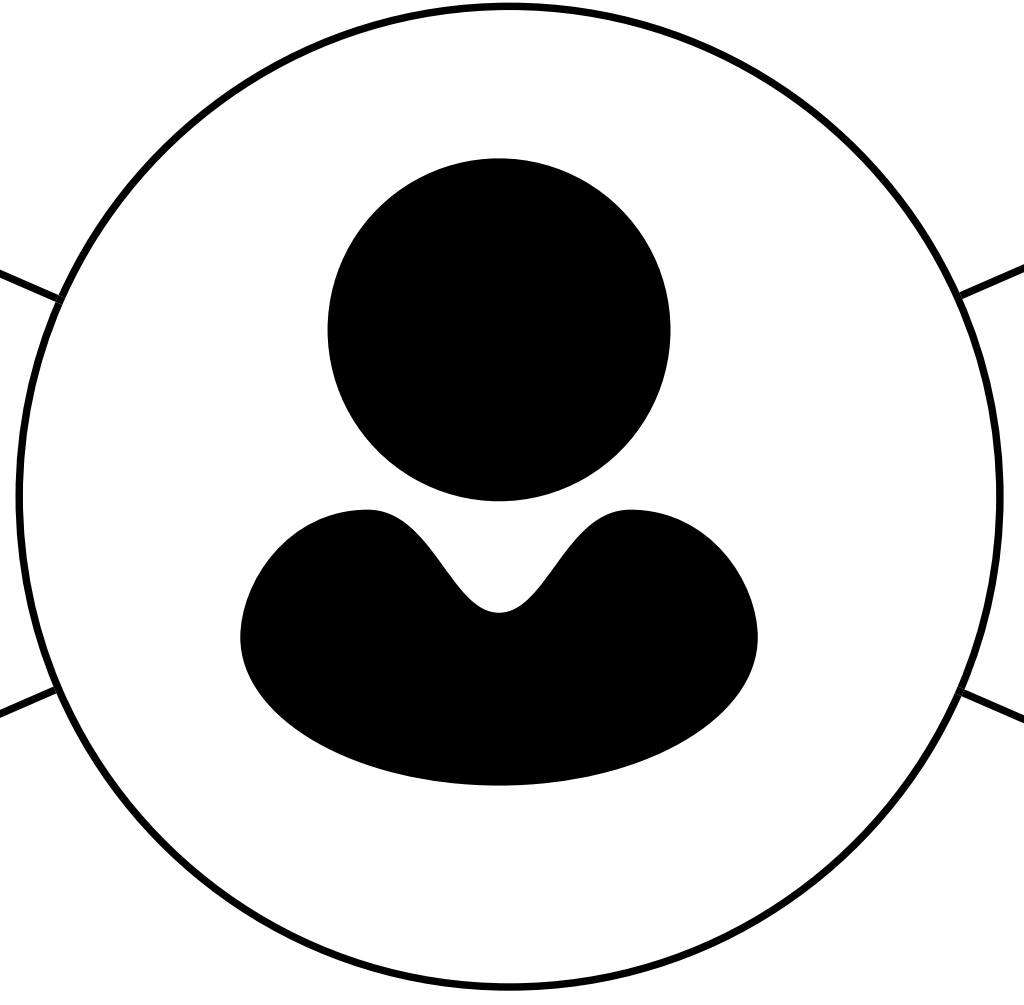


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Thinks anything that's artificial is harmful to health

People should stick to eating only fresh, organic food for the sake of longevity and good health

Food defines us and and is an essential part of upbringing

Food is more than just "good" or "bad"

Sugar is terrible

Supplements can be beneficial to health

Using Health/ Nutrition apps

Social Circle approves the way of eating

Recommendation of organic foods

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Exercise is linked with Nutrition

No food should be off limits

Food is life, Food is child raising

PAIN

fears
frustrations
obstacles

Ultimate loss or gain of weight

Balance diet is sometimes crucial

Doing exercises is hard to some people

GAIN

"wants" / needs
measures of success
obstacles

Building muscle makes feel good

Health is a combination of emotional/ physical/ spiritual well-being

Healthy food avoid unnecessary medications