



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- fewer mood
- on overall happier outlook
- an improved ability to focus

What do they
HEAR?

what friends say
what boss say
what influencers say

- eat your vitamin
- your can eat fats
- carbs arent evil

What do they
SEE?

environment
friends
what the market offers

- chemical composition
- processing
- quality control and contamination of food

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- provide information about the chemical
- composition
- processing quality control

PAIN

fears
frustrations
obstacles

- enhance of fuction of nervous
- imune and endocrine system
- directly impacting in pain

GAIN

“wants” / needs
measures of success
obstacles

- reduce the risk of some diseases
- including heart diseases
- stroke

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