

Unattractive
Insecure
Frustrated

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Nutrition
only at
Pharmacies
Health is for
grow-ups
Time waste
for
workouts

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

An apple a
day keeps
doctor away
Drink Plenty
of water
Do
workouts

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Count
calories
Avoidance
behaviour
Don't dare
to say know

PAIN

fears
frustrations
obstacles

Fear lose of
image
No cool &
healthy
drink
Hair loss

GAIN

"wants" / needs
measures of success
obstacles

Fitness
Responsible
Lose
Weight