

Achieving Better Health and Brighter Living through Essential Nutrients

The Better Nutrition Survey shows that Americans are optimistic about their nutrition and health, but need guidance to be their best selves: essential nutrients play a key role.*



We rate our own nutrition positively, BUT believe the rest of America needs to change

- 61% of us rate our own health as good or excellent, while only 29% of us rate the country's health around the same high level
- 57% of us believe we get the recommended amount of essential nutrients, but only 10% of us actually do**



Still, we feel MOTIVATED TO IMPROVE our wellness – we all want to be our brightest selves!

- 77% of us are always looking for ways to live a healthier life
- 92% of us are interested in our own nutrition and wellness, and 92% of us put our children's nutritional needs ahead of our own



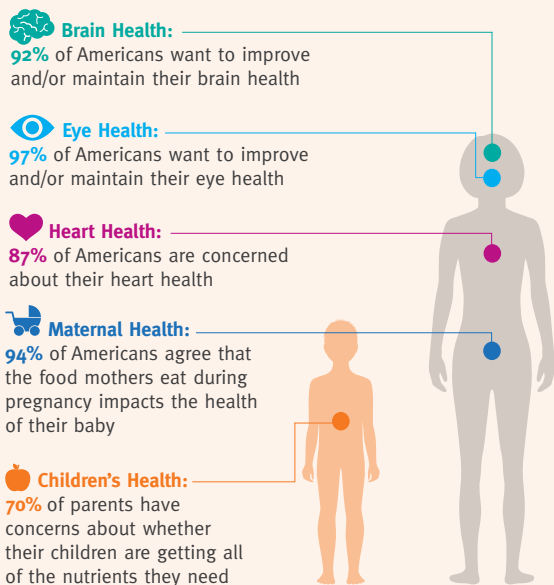
However, many of us are CONFUSED by the role that good nutrition plays in our health

- 51% of us want to improve our overall nutrition and wellness, but simply don't know where to start
- **Over half** of us are confused about the science behind nutritional recommendations, and we feel that the recommended dietary guidelines do not accurately reflect our nutritional needs

Part of the problem is that, as passionate as we are about our health...

...we don't prioritize some of the most essential nutrients for our bodies.

Some of the key nutrients we need to include: vitamin E, DHA omega-3s, EPA omega-3s, lutein, zeaxanthin and vitamin D



Only 66% of Americans consider vitamin E essential



Only 19% of Americans consider lutein essential



Only 40% of Americans consider DHA omega-3s essential



Only 34% of Americans consider EPA omega-3s essential



Only 4% of Americans consider zeaxanthin essential



89% of Americans consider vitamin D essential



By educating yourself on essential nutrients, you can become your own health advocate and be your brightest self. Visit VitaminsinMotion.com for more information on essential nutrients.