

research

NATURAL HEALTH READERS ARE CONVENTIONAL SHOPPERS, in the past three months they have shopped at:

90% Supermarkets

83% Mass Merchandisers
i.e. Wal-Mart

80% Drug Stores

75% Natural or Health Stores
i.e. Whole Foods

64% Department Stores

60% Online

Source: *Natural Health* February 2008 In-book Survey



NATURAL
FEEL GOOD • LOOK GOOD • DO GOOD
HEALTH