

**Session: *Consumer Shopping Habits for Wellness
and Environmentally Conscious Lifestyles***
Saturday, September 12, 2009, 12:15 pm – 2:00 pm

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Program Objectives:

At the conclusion of this session the participant will be able to:

- Outline the impact of consumer insights and practical advice regarding pharmacy, health and wellness.
- Describe the results of a multi-year study on consumer shopping habits.
- Identify the importance of consumer shopping habits as it relates to the supermarket pharmacist.

Self-Assessment Questions:

1. True or False. Consumers are looking for transitional products that help bridge the gap from conventional brands to core wellness brands.
2. HBW product categories that serve as gateways into health and wellness are:
 - a) Supplements
 - b) Children's hygiene & toiletries
 - c) Hair care
 - d) Skin care
 - e) All of the above
3. True or False. Doctors are the most frequently used source of health and wellness information by consumers.
4. The most frequented channel for the majority of HBW product purchases is:
 - a) Grocery
 - b) Mass discount
 - c) Dollar
 - d) Drug
 - e) None of the above
5. True or False. Consumers prefer to shop for wellness products in special, segregated sections of stores.

ANSWERS: 1. True 2. e 3. False 4. b 5. False