

A comprehensive report from HealthFocus International

Were you aware that in regards to sodium, bloating is a greater concern for women than high blood pressure? Or that just 7% of consumers know what their daily intake of sodium should be? Or that more than half of consumers don't monitor sodium?

HealthFocus International has just completed an exciting study about awareness and attitudes on salt and sodium in the diet. The study explores how much consumers know about sodium and which food categories they believe are most responsible for sodium in their diets.

It also explores:

- ◆ Consumer knowledge about sodium and its effect on health
- ◆ Consumer concern levels - which groups of consumers really care?
- ◆ Reasons for concerns among different shopper groups - it's not just health!
- ◆ How consumers monitor their intake of sodium
- ◆ Which food categories they think are high in sodium
- ◆ Which food categories they do not think are high in sodium

A number of consumer groups were explored in this study including the heavy processed food user, the heavy restaurant user as well as different demographic groups.

HealthFocus in conjunction with Innova Market Insights, will present the results of this study in a webinar which will also include information on product launches from the Innova Market Insights global product database. This interesting retrospective will allow us to explore what is happening in the marketplace and which reduced sodium product solutions are the most effective.

Purchase of this comprehensive study now for \$1500 and also view this interesting webinar on February 10th at 11 AM at no additional charge.

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