

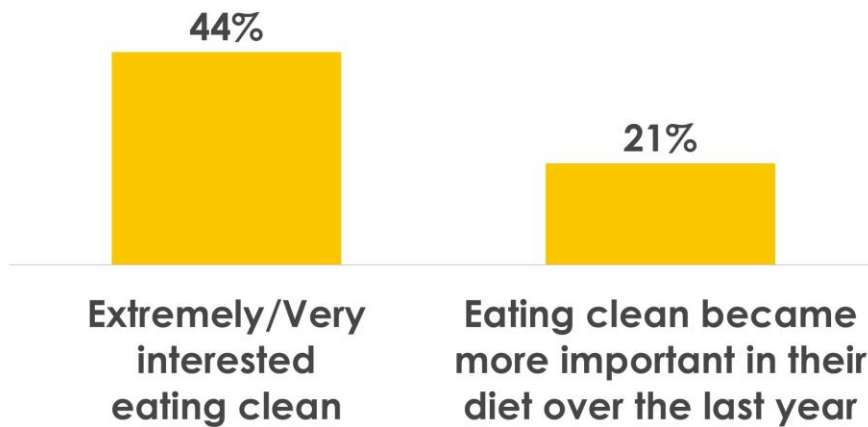
CLEAN CONSCIENCE

THE EVOLUTION OF EATING CLEAN + “REAL FOOD”



The macro-trend of eating clean has evolved into something much bigger: what HealthFocus calls *Clean Conscience Eating*—a powerful, mainstreaming shift by consumers towards a more holistic way of thinking that everything they put in their body has an internal and external impact on well-being. We explore the shifting dynamics and the evolving definition of “clean”. Connect with us to learn more.

GROWING INTEREST IN EATING CLEAN



THERE IS GROWING INTEREST IN EATING CLEAN, ESPECIALLY AMONG YOUNGER CONSUMERS

TOP BRAND INFLUENCES

#1	Taste
#2	Fresh
#3	Price
#4	Nutrition
#5	Recognizable ingredients

TOP MOTIVATIONS FOR EATING CLEAN

#1	Health
#2	Avoiding “negatives”
#3	Food safety
#4	Transparency
#5	Environmental impact