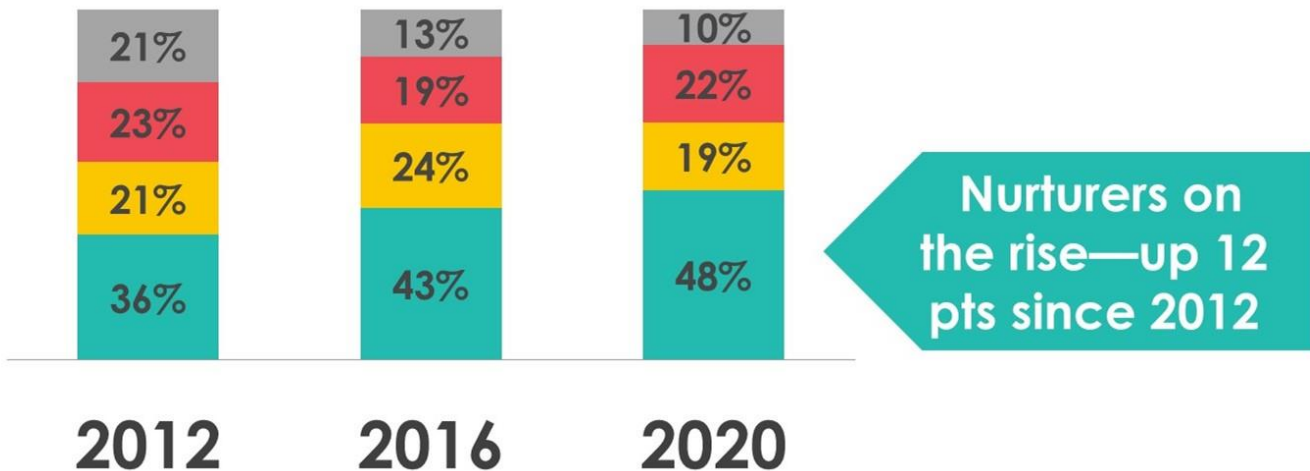




NEW PARENTING GUIDELINES FOR HEALTHIER FAMILIES

The HealthFocus Gatekeeper Parenting Segmentation Model shows major shifts in parenting styles with continued growth in the “Nurturers” group. Nurturers derive a lot of self-worth from caring for their children; and they feel in control of their children’s eating habits, but aren’t overbearing. They are highly engaged in healthy eating, yet less proactive than Controllers. Connect with us for more information on understanding the new parenting guidelines for healthier families.

HEALTHFOCUS GATEKEEPER GROUPS



NURTURER



CONTROLLER



OVERWHELMED



UNINVOLVED