



Struggling to Stay on Track

No one would argue against the advantages of a healthy lifestyle. But more often than not, a good diet and regular exercise take a back seat to obligations at work and at home. For many, these negative trade-offs become habits. Then habits become lifestyles and healthy living seems further out of reach. No wonder two thirds of Americans are either obese or overweight and 15 percent report being in worse health than they were two years ago. Fortunately, the cycle can be broken.

Small Changes Make Big Differences

Achieving a healthy lifestyle requires commitment, but it doesn't need to feel like a chore. In fact, experts agree that it's best to make changes gradually because they tend to be more effective and long-lasting than a sudden, dramatic overhaul. The key is setting realistic goals and timeframes for meeting them.

A holistic approach is also important. Eating better and exercising more is essential, but healthy living involves much more, like regular sleep, reduced stress and a positive attitude. Even small improvements in these areas contribute to better physical health, stronger relationships and overall happiness.

Food manufacturers and retailers have important roles to play in helping consumers maintain healthy lifestyles. Many brands offer guidance on health and wellness through their marketing campaigns and online presence. These investments not only deliver relevant information for men, women, seniors and families, they also provide access to community support networks. And given that people visit their grocer more than their doctor, it's a positive public service.

Good Food, Good Life

At Nestlé, we believe that the key to "Good Food, Good Life" is a combination of physical activity and a balanced diet. That's why we provide consumers with nutritional information and wholesome, great-tasting products so they can make smart decisions that help them achieve their wellness goals.

Across our portfolio, we continually strive for superior nutritional benefits and taste characteristics to help people establish healthy eating patterns that last a lifetime.

Healthy Living Essentials

- **Positive Attitude:** focus on what's being achieved, not what's being "sacrificed"
- **Balanced Diet:** enjoy your food; avoid oversized portions and eat more fruits, vegetables and whole grains
- **Physical Activity:** with a physician's approval, exercise as often as possible to improve circulation, muscle tone, stamina, alertness and weight management
- **Regular Sleep:** a good night's sleep helps strengthen the immune system, reduce blood pressure, improve memory and more
- **Reduce Stress:** eliminating stress benefits heart health, sleep health, relationship health and emotional health
- **Avoid Smoking:** apart from dramatically reduced risk of cancer, heart disease and stroke, healthy food and beverages taste better

