

Shaklee U.S. Health & Wellness Study

A Look at the Pandemic's Effect
on the Millennial Generation
October 2021

Shaklee[®]
MAKING HEALTHY HAPPEN™





Introduction

With the pandemic well approaching its third year, Shaklee wanted to better understand how these unprecedented times are affecting health and wellness. We focused this study on Millennials, who are individuals born between 1982 and 1996 and are now the nation's largest adult demographic group.

As Millennials approach 40 years of age, we wanted to take an in-depth look at the generation's physical and emotional well-being as they move through the sweet spot of careers, parenthood, and adult living...all while managing the COVID-19 pandemic.

It's our hope that this study will help us better understand the challenges and opportunities to improve health and wellness for all. It's through these insights that we can bring people together to support a healthier and happier life together.

Study participants: 2,000 adults in the U.S. between the ages of 22 and 39 years

Results



70%
**of Millennials
are more concerned
with personal health
and wellness now
than prior to the
pandemic**



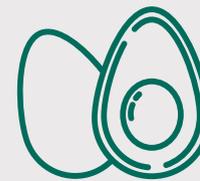
60%

of Millennials are “more stressed out than ever before”



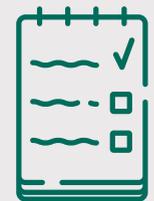
58%

are concerned that they may now have “permanently low energy levels”



94%

want to make health and wellness a priority in the coming year



Millennials see significant hurdles to living a healthier lifestyle, including not having enough time (70%), prioritizing others’ health and wellness before their own (40%), and not knowing where to start (30%)

What Is Healthy?



54%

Feeling good inside and out



51%

Feeling mentally/emotionally at ease (no anxiety or stress)



42%

Feeling financially secure



**Defined "healthy"
as feeling
physically strong**



Health & Wellness Routines

Health and Wellness Routines

Half of respondents (50%) believe they can improve their wellness by eating a healthier diet.

This is followed by:



47%

Exercising more



46%

Getting more sleep



45%

Reducing stress

Stress: Our Greatest Risk to Healthy Living

60%

of Millennials are "more stressed out than ever before"

65%

report that "stress is getting in the way of my happiness, success, and overall fulfillment in other areas of my life"



64%

say that "managing stress is the most difficult part of taking care of myself"



69%

are interested in taking supplements to better manage stress levels



29%

"strongly agree" to having a good work/life balance



Top Sources of Stress

Stress is a perennial challenge to our health and wellness. It's been linked to such conditions as heart disease, high blood pressure, diabetes, and other illnesses, including mental disorders such as depression or anxiety.



The Pandemic



Cleaning



The Economy



Work



Taking Care of Kids

Losing Sleep to the Pandemic



say it's difficult to sleep
"because I feel like I can't turn my mind off"

60% have trouble falling asleep at night

51% wake up several times throughout the night

25% take 30 minutes or more to fall asleep

83% have tried tactics to improve sleep

47% use sleep supplements, such as melatonin, to fall asleep

47% use sounds, such as music or white noise

43% use sleep aids, such as a sleep mask or weighted blanket

22% use medication to help them sleep

A U.S. Energy Crisis



are concerned that they may now have "permanently low energy levels"

71%

are concerned that these energy-boost strategies "come with a health trade-off"

89%

reported the need to boost their energy during the day, most often with coffee, tea, or energy drinks



A U.S. Energy Crisis

The most common needs for an energy boost



49%

"to get through
the workday"



41%

"to get through
a workout"



40%

"to kick-start
my morning"



38%

"to keep up with
my kids"



Our Path to Health & Wellness



Want to make health and wellness a priority in the coming year

What's Holding Us Back?

Millennials see significant hurdles to living a healthier lifestyle, including:



70%
Not enough time



40%
Prioritizing others' health



30%
Not knowing where to start

WHO IS Shaklee®?

Nutritional Pioneer

- 1st multivitamin in the U.S.
- 1st plant-based protein supplement in the world

Performance-Level Quality

- Shaklee-powered athletes have won 151 Olympic gold, silver and bronze medals
- Shaklee has been on every NASA space mission for the past 25 years
- All products are 100% guaranteed

Scientific Innovator

- 110+ clinical studies
- 70+ patents/patents pending
- Groundbreaking Landmark Study

Sustainability Leader

- 1st company in the world to be carbon neutral
- Partnered with Nobel Peace Prize laureate, Dr. Maathai, on initiative to plant 1 million trees
- Created the First official Earth Day Product
- All products non-GMO

