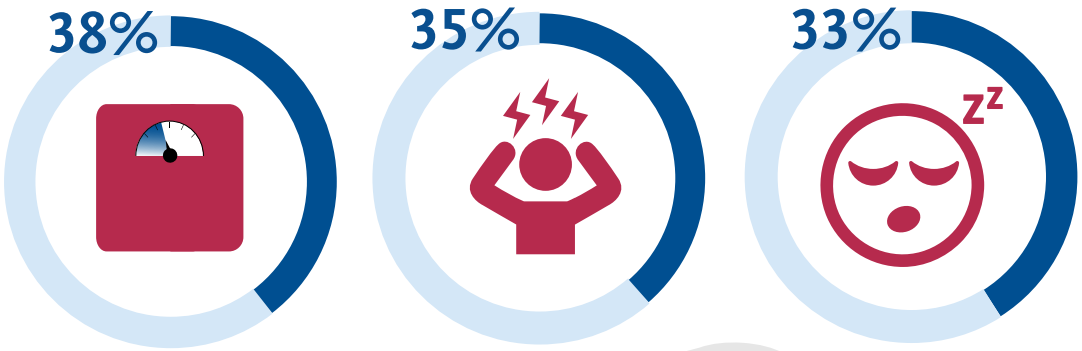
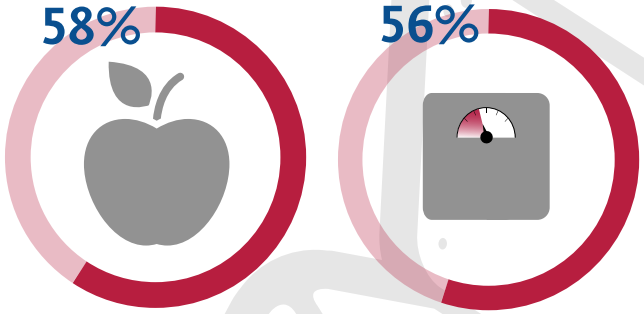
U.S. consumers: the right type of sugar is key to cope with health issues

Consumers' main health concerns:



weight management | **stress** | **fatigue**

Reasons for reducing sugar:

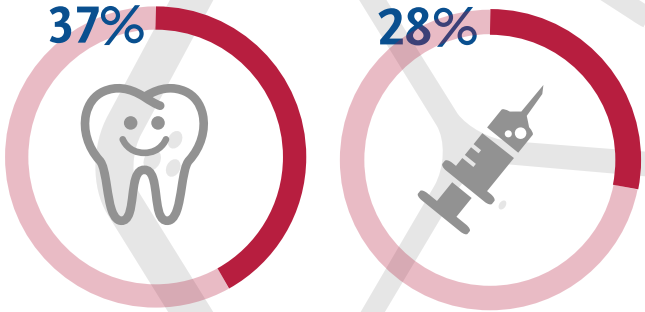


eating healthy | **managing weight**

Reasons for eating sugar:



enjoying the **taste** | providing **essential energy**



avoiding tooth decay | being **afraid of diabetes**



acting as **mood food**

The ideal sweetener:



has **no sugar boost and crash effect**

beneo
connecting nutrition and health