

# THE SCIENCE OF LIVING WELL: UNDERSTANDING THE KEYS TO A HEALTHIER LIFE

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In the United States, more than \$4.3 trillion is spent on healthcare, and yet the gap between life expectancy and healthspan – the number of years spent in good health – is actually growing. While people are living longer, the World Health Organization reports that the average American will spend the final 11 years of their life in poor health. We can help reduce this gap by taking a more proactive and holistic approach to supporting our health and wellbeing. Instead of responding to health issues that develop, the focus should be on establishing healthy lifestyle behaviors that will help support our health and wellbeing throughout our lifespan. This involves proper nutrition, regular physical activity and being engaged in the community, as evidenced by Blue Zones where people are living significantly longer and healthier lives.

## BUILDING SUSTAINABLE HEALTHY HABITS

Taking a proactive approach to our health and wellbeing is one of the most effective strategies for supporting our healthspan. Amway's 2024 Habits and Healthspan survey showed that nearly all parents and caregivers feel it's important

for their children to establish a healthy lifelong routine before they turn 18 years old. However, 57% of those adults surveyed admitted they only started their own healthy lifestyle behaviors when they had to mitigate a health issue or because a doctor recommended they do so. This paradox suggests that while many adults recognize the importance of establishing healthy habits early in life, more often than not, long-term habit formation does not carry over into adulthood.

The good news is that there seems to be a shift with the younger generations who are prioritizing proactive wellness, with 44% of consumers aged 18 to 34 years saying they cared about aging when they were in their twenties. In comparison, only 6% of consumers aged 35 to 70 years thought about aging that early in life. It's exciting to see a growing number of young people focus on proactively evaluating and maintaining their health.

## UNDERSTANDING OUR BODY'S NEEDS

Education around nutrient intake is also crucial, as many individuals are unaware of the specific vitamins and minerals that can positively impact different aspects of their health and wellbeing. Nutrients like antioxidants, omega-3 fatty acids, protein and amino acids have been scientifically shown to support key bodily functions like immune health, cognitive function, muscle maintenance and cardiovascular health.

Proper supplementation plays a key role in supporting optimal nutrition by filling nutritional gaps that diet alone may not cover, but the quality of supplements can vary significantly. At Amway, we have more than 800 scientists in over 75 labs around the world researching and developing new, high-quality, effective products. Our new [Traceability Tool](#) empowers consumers to see every step in production, from seed to supplement, to provide next-level product and ingredient transparency.

## THE GUT-HEALTH CONNECTION

The gut is sometimes called the “second brain” due to its potential impact on overall wellbeing. Emerging science suggests gut health may be a key component to overall wellness. Involved in the production of neurotransmitters like serotonin and dopamine, new science suggests the gut may influence mood, stress levels and cognitive function as well as digestion and the immune system. Maintaining a balanced and diverse gut microbiome is essential, but too often, gut health is overlooked.

With 62% of Americans in our survey having experienced gut issues,

it's clear we need to pay closer attention to this area of our wellbeing.

A healthy gut microbiome supports the breakdown and absorption of nutrients while also supporting regular digestion. When the balance of beneficial bacteria is disrupted, it can cause occasional bloating, gas, or constipation. Supporting gut health and a healthy gut microbiome requires a holistic approach that incorporates four pillars of wellness: nutrition, hydration, exercise and mindfulness.

## SUPPORTING HEALTHSPAN THROUGH LIFESTYLE CHOICES

When asked what they would tell their younger selves about healthy lifestyle routines, 61% of our survey respondents said they would tell themselves to be more consistent, 57% would tell themselves to start sooner and 51% said they would emphasize the importance of educating themselves so they could impact their overall health and wellbeing. These insights reveal that knowledge and intent alone are not enough to bridge the gap between desire and action.

Long-term habit formation, proper diet and exercise are crucial to overall health and wellbeing, but building a supportive community of family, friends and like-minded individuals can encourage accountability, knowledge sharing and motivation. We are seeing this first-hand at Amway through our community-building health and wellbeing programs. By working together, we can make a lasting impact on our health and wellness and continue the shift to a more proactive approach to supporting our healthspan.

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