

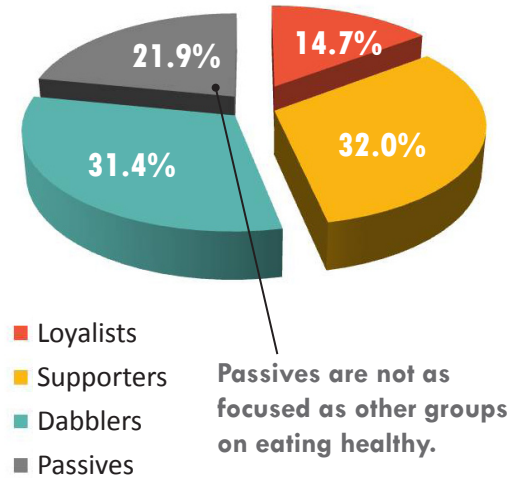
# You are a Passive.

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**Passive** You'll try something natural or organic if it's on sale or offered as sample in store and tastes great but probably don't have motivation to seek out natural products on a regular basis. You may think that some natural products taste like cardboard and green cleaning supplies don't work as well as the tried and true varieties. Sometimes you may be right, but there are plenty of great products out there that are as good or better than their conventional alternatives. Make it a point to try new things when you can. Ask for samples before you buy and get recommendations from foodie friends on their favorite products.

Incorporating more natural products into your life really does make a difference. Every tiny bit helps. Here are some tips to help you move in a more health conscious direction. Try to get as much food as possible from the perimeter of the grocery store. Make the bulk of what you buy and eat foods like produce, meat, nuts, eggs, seafood and dairy, and avoid buying the bulk of your groceries from the middle of the store. Choose whole grains over white, refined carbs. Consider buying prepared foods like roasted chickens and freshly made salads from the grocery store instead of frozen, ready-to-eat meals. While they may not last as long as microwave dinners, they taste better and generally much healthier. Make your own salad dressing instead of buying pre-made varieties.

How focused are you on eating a healthy diet?



## Start The Day with a Good Breakfast.

How often do you use all fresh ingredients for breakfast?

**51.5%**  
of Loyalists eat a breakfast made from all fresh ingredients 3 or more times a week.

**9.3%**  
of Passives eat a breakfast made from all fresh ingredients 3 or more times a week.

One habit of those most focused on healthy eating is eating a breakfast made from all fresh ingredients. The majority of Passives (46.3%) report eating a breakfast of all fresh foods 0 times a week! Consider switching up your morning routine to include a healthy breakfast in order to give yourself good energy and focus to get you through your day. Last night's dinner leftovers make a quick and satisfying breakfast when you're tight on time.

## Healthier options - without visiting the health food store.

### Snacks

Stick with snack bars with ingredients you can pronounce. Kind bars will give you energy to get through your day. <http://www.kindsnacks.com/>



### Drinks

Swap out a soda or sugary drink for a sparkling water. You get flavor and fizz without the calories. <http://www.lacroixwater.com/>



### Cleaning Supplies

Try plain, white, distilled vinegar to clean your mirrors, counter tops and more. <http://www.rd.com/home/150-household-uses-for-vinegar/>



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