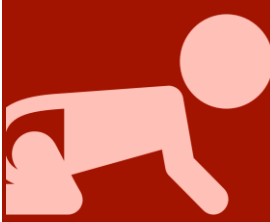
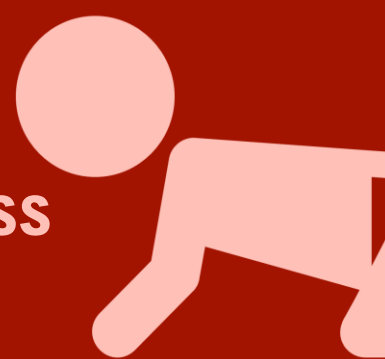


# GEN Z MOMS' HEALTH ATTITUDES AND BEHAVIORS

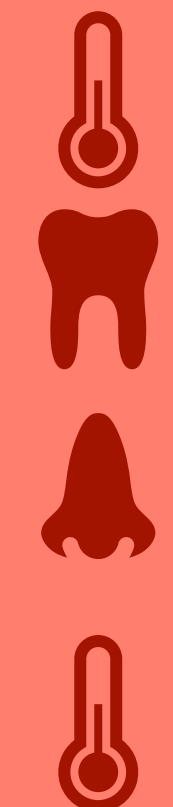


## GEN Z MOMS' TOP PRIORITIES FOR HEALTH AND WELL-BEING

1. Sleeping well
2. My mental and emotional health
3. My children's mental and emotional health
4. Managing anxiety and stress
5. My children meeting developmental milestones



## TOP 5 OCCASIONS WHEN GEN Z MOMS USE INFANT/CHILDREN'S OTC MEDICINES



1. Fever
2. Teething pain
3. Cold or flu
4. Fever from immunizations
5. Pain from immunizations

## TOP 5 FACTORS GEN Z MOMS CONSIDER WHEN DECIDING WHICH PRODUCTS AND BRANDS TO PURCHASE

- Safe
- Made specifically for child's age/stage
- Trusted brand
- Effective symptom relief
- Available in forms my child takes

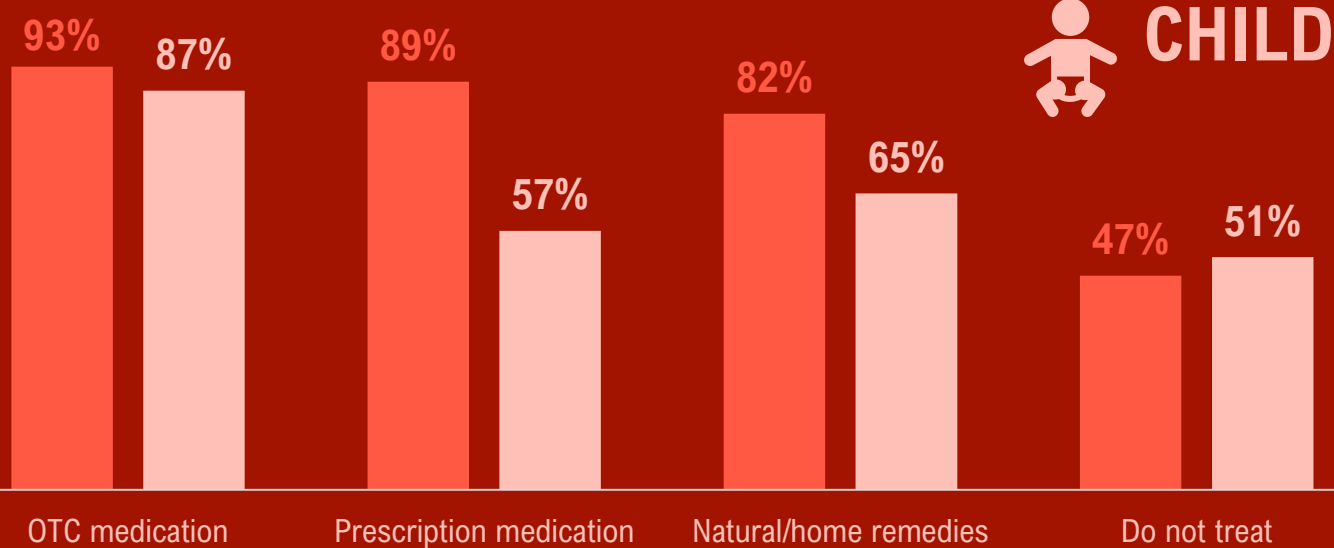


84% of GEN Z MOMS turn to the PEDIATRICIAN for information when they have questions about how to treat their child's illness or condition

2 IN 3 GEN Z MOMS say that prioritizing emotional and mental health makes them a good role model for their children



## HOW MOMS PREFER TO TREAT THEMSELVES VS. THEIR CHILDREN



56% of GEN Z MOMS follow the PEDIATRICIAN's advice more than any other person

