

## Some of the *Biomanists'* values and hot buttons

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A connection with nature that brings out the very best in themselves. A symbiotic relationship that gives them the will to reach into their own potential and maximize it, makes them feel empowered, energized, revitalized

A sense of urgency drives them to re-establish their symbiotic link with nature before it is too late. A strong socio-ethical and ecological commitment

As consumers, they are proactive, enthusiastic, sensitive to innovation as well as added value; however, price remains a key issue

- Much stronger
- Stronger
- Weaker
- Much weaker

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