

Whole Body Vibration

Population	Physical Benefit	Market size	Growth % per year	Needs (Pain) Level	Adoption	Cost per Client
Boomers 1946-1964	Improve Balance Arthritis Cellulite Low Impact Can help with back pain	76 million	stagnant/Aging	m and growing	middle	
Diabetic	Neuropathy Circulation in extremities	20.8 million		14.80% high	early?	
New Moms	Reduce the tummy Rebuild Core	4.0 million	stable	high	early	
Busy Executives	Time savings Stress reduction	25 million		5% High	middle	
Assisted Living	Chair to standing time Balance	.8 million		0 High	late	
Independent elderly (Over 65)	Improve Balance Similar to walking	50 million		High	late	
Obesity	Muscle density Serotonin levels Cortisol levels	3.8 million		13% High	middle/Hard	
Business Travelers	Edema In legs Blood clots Restless legs	42.9 million		8% High	early	
General Population ages 35-80	Strength training Drain Lymphatic system Improves mood	200 million		3% Medium	middle	
Population	Physical Benefit	Market size	Growth % per year	Needs (Pain) Level	Adoption	Cost per Client

Teenagers

Obesity

11 million

11% low-Growing

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