

WHAT DOES IT MEAN TO LIVE FULLY?

- Abbott is asking one million people worldwide. Here's why and how.

ABBOTT PARK, Ill., Sept. 22, 2015 /PRNewswire/ -- What does it look like to *really* live a full life – one that enriches and satisfies, that provides happiness and enables achievement? Abbott is talking to one million people worldwide to find out. And the answers aren't as simple as you would think.

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Does living fully look the same to an accountant in Shanghai as it does to an architect in New Delhi or a street artist in São Paulo? What about a factory worker in Detroit or a new mother in Berlin? In today's hyperconnected world that is pulling us together in so many ways, how do our cultural differences, life experiences and personalities influence what it means to live a full life?

Early in this quest we're seeing preliminary trends, like the role health plays in a full life in Shanghai and the importance of family in New York. We'll have to see if this is confirmed as we go global with our research. The one thing that is becoming apparent is just how personal it gets when we talk to people about life.

This global quest is at the heart of what our company does—finding answers that have helped people live healthier, better lives for more than 125 years.

To find out what it really means to live fully, we're asking people to share their "#fullosophy" -- their own, unique ways of seeing and being that get them to their "fullest." Anyone can participate at www.LifetotheFullest.abbott, sharing what is truly important to them.

As we collect unique stories from people around the world, we will share their thoughts and the trends that we see emerging, providing a resource for people to explore our differences and similarities, our barriers and motivators. And we will work with global experts and thought leaders with wide-ranging expertise, who will offer commentary and advice to inspire others and spark a larger conversation around health, fulfillment, and human potential.

It's all part of what everyone at Abbott does, every day – searching for, and discovering, new ways to improve life for people around the world, with the belief that health is the starting point for everything we can accomplish.

Visit www.LifetotheFullest.abbott to learn more. Connect with us at www.abbott.com, on Facebook at www.facebook.com/Abbott and on Twitter @AbbottNews and @AbbottGlobal.

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