

ST PRICE

THE
BURDEN
of CHOICE

SPECIAL
OFFER

By Laura Vincent



The Burden of Choice

The 'Paradox of Choice' is an observation amongst psychologists that describes how having too many options to choose from, is expected to make people happy and ensure they get what they want, but it can often result in the opposite happening. Instead of a freedom of choice, it can cause stress and turn decision-making into an overwhelming problem.

The "Jar of Life" Theory



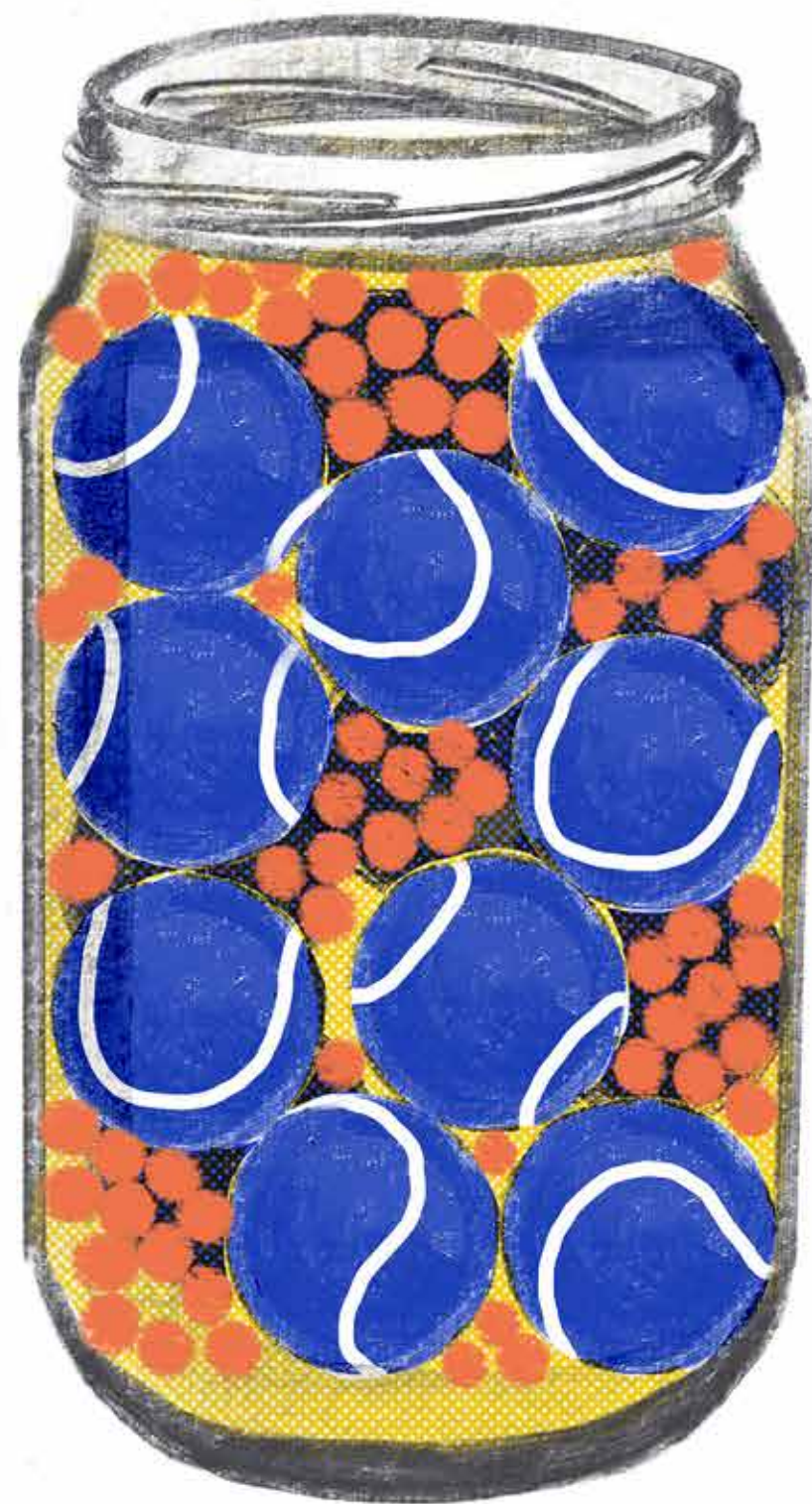
To avoid overwhelm, the theory explains that you should initially fill your jar with **Irreplaceable Necessities**.



Then, put in the **Flexible Necessities** into the jar, allowing them to fall down and fill the spaces in-between.



Finally, if there is any remaining space left in your jar it can be filled with the **Everyday Distractions**.



We REALLY need...

- ☐ FRUIT
- ☐ VEGGIES
- ☐ PROTEIN
- ☐ FIBRE
- ☐ FLUIDS
- ☐ CALCIUM
- ☐ DOG FOOD
- ☐ SWEET DRINKS
- ☐ CARBOHYDRATES











GRAB BAG

GRAB BAG

New
Flavour

SHARP

Cheese &
Onion

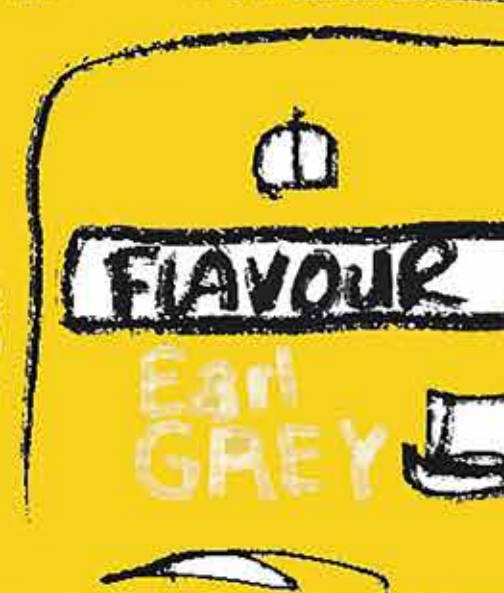
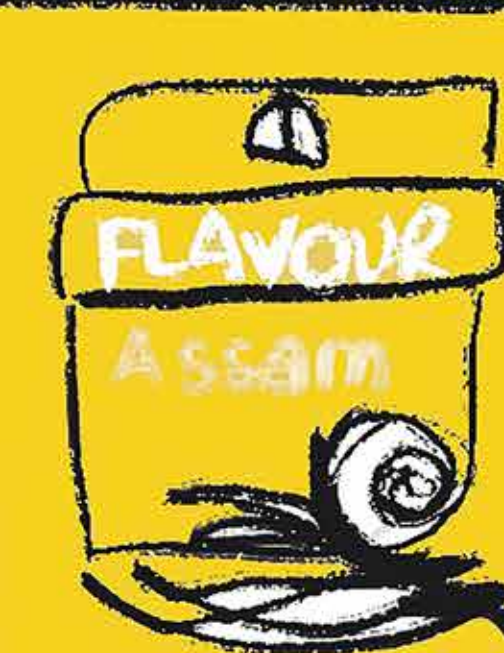
NEW

EXTRA SPICY

WHAT'S
YOUR FLAVOUR?

HOT

FRESH





Freshness

Pets

Poultry

Poultry Beef

Duck Fish

Reduced Salt Senior
Reduced Salt Senior

Rich in Omega
Rich in Omega
VALUE

PUPPY



How are we doing ...

- ☐ FRUIT
- ☐ VEGGIES
- ☐ PROTEIN
- ☐ FIBRE
- ☐ FLUIDS
- ☐ CALCIUM
- ☐ DOG FOOD
- ☐ SWEET DRINKS
- ☐ CARBOHYDRATES







