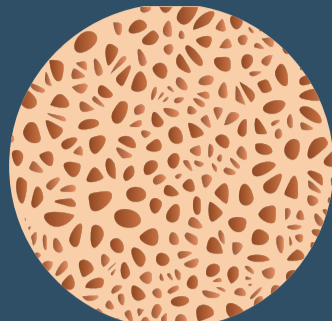


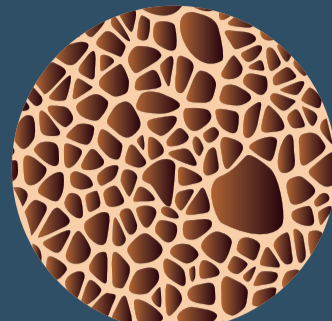
Protect yourself *against*

OSTEOPOROSIS & FRACTURES

WEAK AND FRAGILE BONES THAT BREAK EASILY



Normal bone





Osteoporotic bone





Broken bone

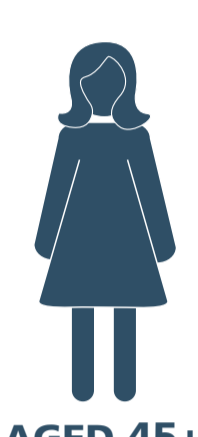
An enormous burden worldwide

 **1/3**
 **1/5**
GLOBALLY OVER 50 WILL SUFFER AN OSTEOPOROTIC FRACTURE

+8.9 million
FRACTURES ANNUALLY
1 fracture every 3 sec

HIP FRACTURE INCREASE
1990 → 2050
 **+310%**
 **+240%**

Disability and loss of independence



AGED 45+

OSTEOPOROSIS ACCOUNTS FOR **MORE DAYS IN HOSPITAL** THAN OTHER DISEASES LIKE **BREAST CANCER MYOCARDIAL INFARCTION DIABETES & OTHERS**



FRACTURE RISK OF **27% HIGHER** THAN PROSTATE CANCER RISK

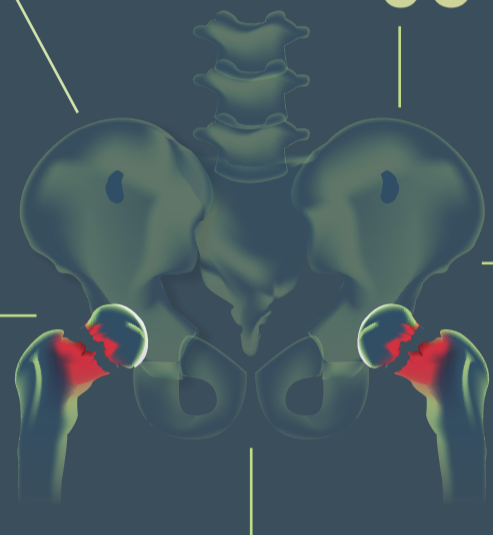
Hip fracture

LOSS OF FUNCTION AND INDEPENDENCE AMONG SURVIVORS

40% UNABLE TO WALK INDEPENDENTLY

60% REQUIRE ASSISTANCE A YEAR LATER

33% DEPENDENT OR IN A NURSING HOME IN THE YEAR FOLLOWING A HIP FRACTURE



Mortality UP TO 20-24% IN THE FIRST YEAR AFTER A HIP FRACTURE


50% OF PEOPLE WITH ONE OSTEOPOROTIC FRACTURE WILL HAVE ANOTHER


Underdiagnosed and undertreated

ONLY 1/3 OF VERTEBRAL FRACTURES COME TO CLINICAL ATTENTION

~80% OF PEOPLE WHO HAVE HAD AT LEAST ONE OSTEOPOROTIC FRACTURE, ARE NEITHER IDENTIFIED NOR TREATED FOR OSTEOPOROSIS


ONLY ~40% OF HIGH RISK CHRONIC ORAL GLUCOCORTICOID USERS HAVE TESTING OR TREATMENT


PEOPLE WITH TYPE 1 DIABETES HAVE LOWER BONE MINERAL DENSITY AND A HIGHER RISK OF OSTEOPOROTIC FRACTURES


INCIDENCE OF FRACTURES IN COELIAC SUFFERERS IS HIGHER COMPARED TO NON-SUFFERERS, WITH INCREASES OF 90% AND ALMOST 80% FOR HIP AND WRIST FRACTURES

At Risk? Get Tested



AGED 50+?



BE ALERT TO YOUR RISK FACTORS
TAKE THE **IOF ONE MINUTE OSTEOPOROSIS RISK TEST**

HAVE RISK FACTORS?

ASK YOUR DOCTOR FOR A BONE HEALTH ASSESSMENT

Protect yourself



up to 70% REDUCTION IN RISK OF FRACTURE THROUGH EFFECTIVE TREATMENT OPTIONS



PREVENT FALLS CA. 10-15% OF FALLS IN SENIORS RESULT IN FRACTURE



BONE-HEALTHY LIFESTYLE
NUTRITIOUS DIET RICH IN CALCIUM, PROTEIN, VITAMIN D & EXERCISE SUPPORT TREATMENT