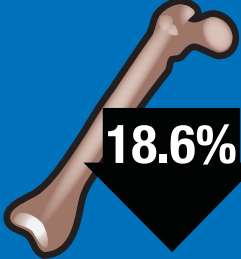


Calcium & Vitamin D Dietary Supplements and Osteoporosis

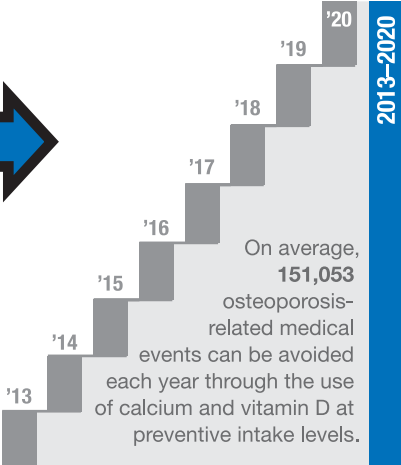
A new economic report shows that taking specific dietary supplements can provide significant individual and societal healthcare savings, by reducing the number of hospitalizations and other costly medical events associated with chronic diseases. This infographic demonstrates the cost savings that can be realized through the utilization of calcium and vitamin D supplements among all U.S. women over the age of 55 with osteoporosis.



Relative risk reduction

18.6%

Taking calcium and vitamin D supplements at preventive intake levels can reduce the risk of having an osteoporosis-related event.




1,208,000 Events avoided

between 2013 and 2020 among the target population of U.S. women over 55 with osteoporosis.

On average, 151,053 osteoporosis-related medical events can be avoided each year through the use of calcium and vitamin D at preventive intake levels.

How calcium and vitamin D work Calcium is essential to bone health, and vitamin D promotes calcium absorption and is needed for bone growth. As we age, we naturally experience some bone loss; however, supplementing with calcium and vitamin D can prevent this and increase bone mass to decrease risk of fracture.



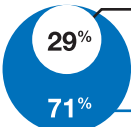
Potential savings

Between 2013 and 2020, medical event costs related to osteoporosis will average nearly \$17 billion annually. The use of calcium and vitamin D supplements at preventive intake levels by the targeted population of U.S. women 55+ who have osteoporosis can reduce those costs.

	AVERAGE ANNUAL (2013–2020)	CUMULATIVE (2013–2020)
Avoided expenditures with supplementation	\$1.9 billion	\$15.0 billion
Net savings after cost of supplements	\$1.5 billion	\$12.2 billion
Savings yet to be realized if targeted population takes calcium and vitamin D at preventive intake levels	\$1.1 billion	\$8.6 billion

The opportunity

Calcium and vitamin D supplements are used by 29% of U.S. women 55+ which means that 71% of U.S. women 55+ are not taking calcium and vitamin D supplements. There are still cost savings yet to be realized through the increased usage among the target population.



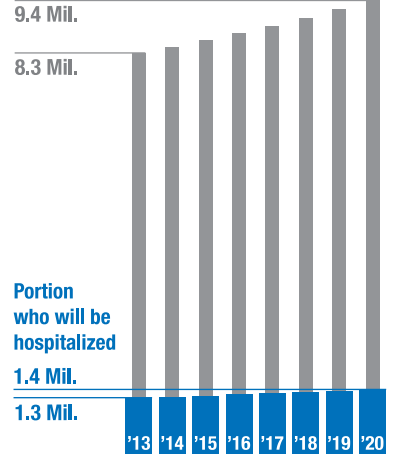
Take calcium and vitamin D supplements

Yet to benefit

Osteoporosis human toll

The number of U.S. women over 55 with osteoporosis is expected to rise 13% between 2013 and 2020.

Women over 55 with Osteoporosis



Portion who will be hospitalized

1.4 Mil.


1.3 Mil.



16¢

Daily cost

Median cost at preventive intake levels, 2013



15%

Event rate

% of targeted population that will experience a medical event

Preventive Intake Level

Frost & Sullivan identified a preventive level based on their meta-analysis of scientific studies included in this economic report.

Consumers who are interested in the findings of this economic report should talk about smart prevention with their health care practitioners to determine which dietary supplements at which intake levels may be appropriate for them.

Calcium & Vitamin D

1,000 mg.

800 IU

Preventive intake level for women 55 and over

Notes: Numbers have been rounded. Exact numbers can be found in the full report.
Sources: Smart Prevention—Health Care Cost Savings Resulting from the Targeted Use of Dietary Supplements—Frost & Sullivan, www.frost.com; Event rate data from the Centers for Disease Control and Prevention, www.cdc.gov.