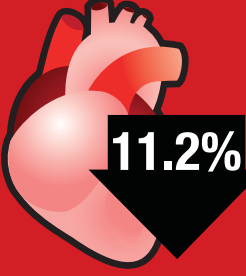


# Phytosterol Dietary Supplements and Coronary Heart Disease (CHD)

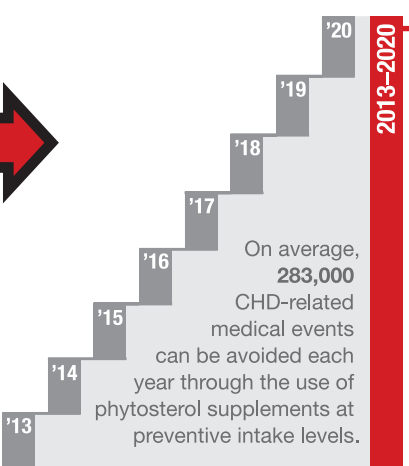
A new economic report shows that taking specific dietary supplements can provide significant individual and societal healthcare savings, by reducing the number of hospitalizations and other costly medical events associated with chronic diseases. This infographic demonstrates the cost savings that can be realized through the utilization of phytosterol supplements among all U.S. adults over the age of 55 with Coronary Heart Disease (CHD).



**Relative risk reduction**

**11.2%**

Taking phytosterols at preventive intake levels can reduce the risk of having a CHD-related medical event.



**2,267,000 Events avoided**

between 2013 and 2020 among the target population of U.S. adults over 55 with CHD.

On average, **283,000** CHD-related medical events can be avoided each year through the use of phytosterol supplements at preventive intake levels.

**How phytosterols works** Phytosterols are compounds found in plants that can lower cholesterol levels. Phytosterols have a chemical structure similar to cholesterol and inhibit absorption of cholesterol in the intestine. Daily consumption of phytosterols can prevent buildup of cholesterol in the body. Elevated cholesterol is a risk factor for heart disease.



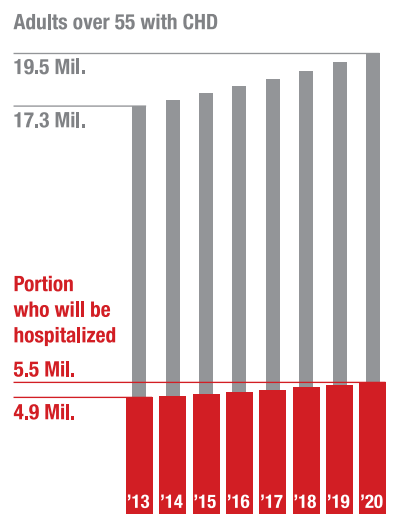
**Potential savings**

Between 2013 and 2020, CHD-related medical event costs will average nearly \$78 billion annually. The use of phytosterol dietary supplements at preventive intake levels by the targeted population of U.S. adults 55+ who have CHD can reduce those costs.

	AVERAGE ANNUAL (2013–2020)	CUMULATIVE (2013–2020)
<b>Avoided expenditures</b> with supplementation	<b>\$4.2 billion</b>	<b>\$34.0 billion</b>
<b>Net savings</b> after cost of supplements	<b>\$3.3 billion</b>	<b>\$26.6 billion</b>
<b>Savings yet to be realized</b> if targeted population takes phytosterols at preventive intake levels	<b>\$3.3 billion*</b>	<b>\$26.5 billion*</b>

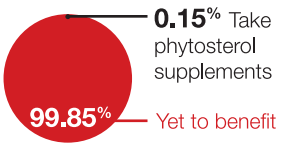
**CHD's human toll**

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



**The opportunity**

Though phytosterol supplements are used by 0.15% of U.S. adults 55+, 99.85% of U.S. adults 55+ are not taking phytosterol supplements. There are still cost savings yet to be realized through the increased usage of phytosterol supplements\* among the target population.



**15¢ Daily cost**

Median cost at preventive intake levels, 2013

**16% 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.

**Phytosterols**

**2 g.**

Preventive intake level for adults 55 and over

**Notes:** \*With 0.15% currently using this supplement, nearly all of the net savings has yet to be realized. 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 CDC, www.cdc.gov.