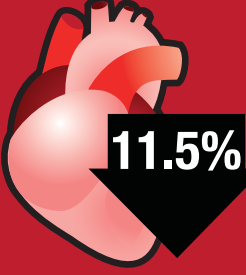


Psyllium Dietary Fiber Supplements and Coronary Heart Disease (CHD)

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 psyllium dietary fiber supplements among all U.S. adults over the age of 55 with Coronary Heart Disease.




Relative risk reduction

11.5%

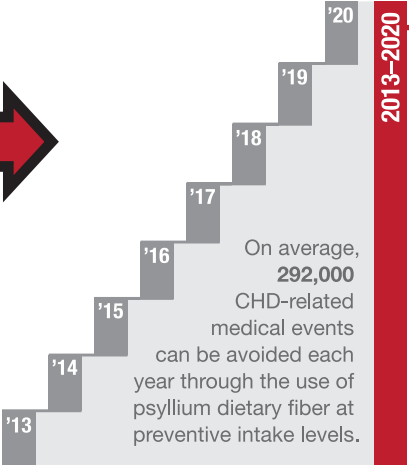
Taking psyllium dietary fiber supplements at preventive intake levels can reduce the risk of having a CHD-related medical event.

2,337,000 Events avoided


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



On average, **292,000** CHD-related medical events can be avoided each year through the use of psyllium dietary fiber at preventive intake levels.



How psyllium dietary fiber works Psyllium dietary fiber has been found to help lower cholesterol by stopping “bad” cholesterol absorption in the intestine. High cholesterol is a risk factor for heart disease which is why maintaining healthy levels is important.



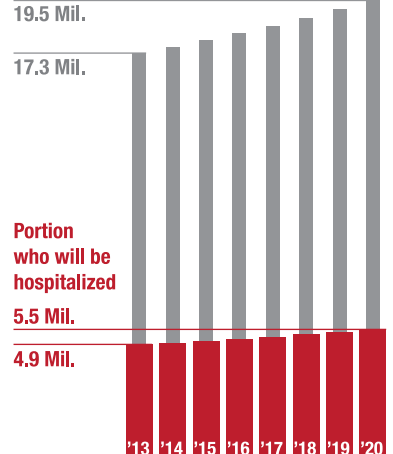
Potential savings

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

CHD's human toll

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

Adults over 55 with CHD

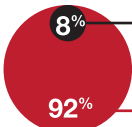


	AVERAGE ANNUAL (2013–2020)	CUMULATIVE (2013–2020)
Avoided expenditures with supplementation	\$4.4 billion	\$35.1 billion
Net savings after cost of supplements	\$2.5 billion	\$19.9 billion
Savings yet to be realized if targeted population takes psyllium dietary fiber at preventive intake levels	\$2.3 billion	\$18.3 billion

The opportunity

Though psyllium dietary fiber supplements used by 8% of U.S. adults 55+, 92% of U.S. adults 55+ are not taking psyllium dietary fiber supplements. There are still significant cost savings yet to be realized through the increased usage of psyllium dietary fiber among the target population.


8%



Take psyllium dietary fiber supplements


92%

Yet to benefit



30¢
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.

Psyllium Dietary Fiber

10 g.

Preventive intake level for adults 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.