

VITAMIN D – ESSENTIAL FOR LIFE

BUT ARE YOU GETTING ENOUGH OF THE SUNSHINE VITAMIN?



88%²

of the world's population has sub-optimal vitamin D levels (<75 nmol/L)^{3,4}



WHEN YOUR SHADOW IS LONGER THAN YOUR HEIGHT, YOUR BODY IS NO LONGER PRODUCING SUFFICIENT VITAMIN D¹

€187
BILLION

Total annual public health care cost savings in the EU if vitamin D deficiency were eliminated⁵



Finland succeeded in eradicating vitamin D deficiency through mandatory food fortification⁶



OPTIMAL VITAMIN D STATUS MAY REDUCE THE RISK OF VARIOUS HEALTH CONCERNS⁷

-20%
Bone fractures

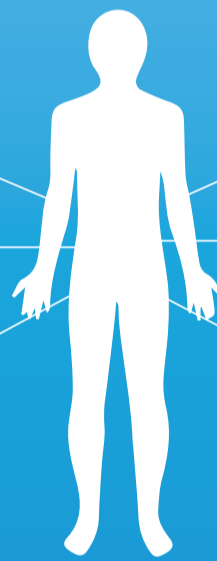
-20%
Cardiovascular Disease

-50%
Multiple sclerosis

-25%
Diabetes

-25%
Cancer & others

-34%
Falling in elderly



HOW CAN YOU ACHIEVE AN OPTIMAL LEVEL OF AT LEAST 75 nmol/L OF VITAMIN D THROUGHOUT LIFE?

01.

TAKE DIETARY SUPPLEMENTS – THEY ARE AN EFFECTIVE, LOW COST AND SAFE WAY TO FILL NUTRITIONAL GAPS



02.

ENRICH DIET WITH FORTIFIED FOODS



03.

CONSUME VITAMIN D RICH FOODS



04.



EXCITE-D? GET IN TOUCH **Quali-D** www.dsm.com/human-nutrition **WorldOsteoporosisDay** **LOVE YOUR BONES** NUTRITION SUPPORTER

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For DSM, quality is a way of life. Quality for Life™ symbolizes quality, reliability, traceability and sustainability. This means that our customers are getting the best ingredients, knowing the source on which they depend. As a consumer facing trademark, the Quali-D brand is available to you. It is successfully licensed out to customers worldwide helping to increase visibility of the care given to the ingredients inside consumer products.

HEALTH • NUTRITION • MATERIALS



¹ Vitamin D Council
² Vitamin D deficiency map, developed the International Osteoporosis Foundation and DSM
³ Bischoff-Ferrari H.A. et al. Estimation of optimal serum concentrations of 25-hydroxyvitamin D for multiple health outcomes. Am J Clin Nutr. 2006 Jul;84(1):18-28
⁴ Zittermann A. et al. Vitamin D deficiency and mortality risk in the general population: a meta-analysis of prospective cohort studies. Am J Clin Nutr. 2012 Jan;95(1):91-100. doi: 10.3945/ajcn.111.014779. Epub 2011 Dec 14
⁵ Grant et al. Estimated benefit of increased vitamin D status in reducing the economic burden of disease in western Europe. Prog Biophys Mol Biol. 2009 Feb-Apr;99(2-3):104-13. doi: 10.1016/j.pbiomolbio.2009.02.003. Epub 2009 Mar 4
⁶ Juonala M. et al. Childhood 25-OH vitamin D levels and carotid intima-media thickness in adulthood: the cardiovascular risk in young Finns study. J Clin Endocrinol Metab. 2015 Apr;100(4):1469-76. doi: 10.1210/jc.2014-3944. Epub 2015 Feb 10
⁷ Grant et al. Estimated benefit of increased vitamin D status in reducing the economic burden of disease in western Europe. Prog Biophys Mol Biol. 2009 Feb-Apr;99(2-3):104-13. doi: 10.1016/j.pbiomolbio.2009.02.003. Epub 2009 Mar 4