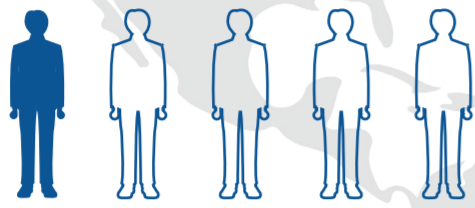


- DON'T LET OSTEOPOROSIS - FRACTURE YOUR FUTURE

AGED +50



1/3
WOMEN



1/5
MEN



WILL SUFFER AN OSTEOPOROTIC
FRACTURE **WORLDWIDE**

FRACTURES

PAIN

DISABILITY

LOSS OF QUALITY OF LIFE & INDEPENDENCE



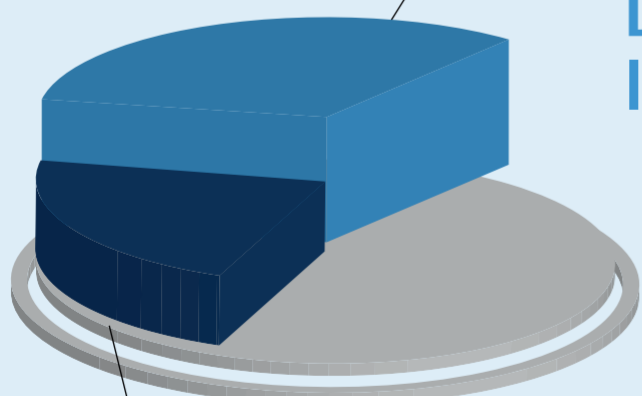
AGED 45+

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



FRACTURE RISK UP TO **27% HIGHER** THAN PROSTATE **CANCER RISK**

IN THE FIRST YEAR
FOLLOWING HIP FRACTURES



33 %

DEPENDENT OR
IN NURSING HOME

UP TO **20-24 %**
MORTALITY

VERTEBRAL (SPINE) FRACTURES



WOMEN WITH A
SPINE
FRACTURE

20%



WILL HAVE A NEW
FRACTURE
WITHIN **1 YEAR**



PROTECT YOUR FUTURE



IF YOU'RE AT RISK, ASK FOR A BONE HEALTH ASSESSMENT