

Naturally Informed: Active Aging: Mastering the Market

Mobility: The Bone & Joint Health Category

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Aging of America



- America is getting older¹
 - The middle-aged currently outnumber children
 - In 2034, people over 65 years will outnumber children
- Two top health concerns of aging adults²:
 1. "Continue with normal activities as I age"
 2. "Retaining mental sharpness as I age"
- Focus on mobility: bone & joint health supplement category
 - Osteoporosis and osteoarthritis

1. <https://www.census.gov/>
2. HealthFocus, 2012 HealthFocus 2012 U.S. consumer survey, HealthFocus, St. Petersburg, FL, www.healthfocus.com



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Statistics for Osteoporosis & Osteoarthritis

- Osteoporosis¹
 - 19.6% in women
 - 4.4% in men
 - 12.6% of adults 50+
- Low bone mass (precursor to OP)¹
 - 51.5% in women
 - 33.5% in men
 - 43.1% of adults 50+
- Projected increased fractures due to OP (2018-2040)²
 - 1.9 to 3.2 million (68%)
- Osteoarthritis³
 - 1 in 4 (54.4 million) adults have some form of arthritis
 - Projected to reach 78 million by 2040*
 - Osteoarthritis (OA) most common
 - Affecting 32.5 million adults*



1. Sarafrazi N, et al. Osteoporosis or low bone mass in older adults: United States, 2017-2018. NCHS Data Brief, no 405. Hyattsville, MD: National Center for Health Statistics. 2021.
2. Lewiecki EM, et al. JBMR Plus. 2019 May 13;3(9):e10102.
3. Barbour KE, et al. NMMR North-Mental Weekly Rep. 2017;66(9):246-253.
4. United States Bone and Joint Initiative. The Burden of Musculoskeletal Diseases in the United States (BMUS). In: In. Fourth ed. Rosemont, IL. 2018



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Many other evidence-based nutraceuticals

- Bone health
 - Calcium
 - Vitamin D
 - Magnesium
 - Manganese, Copper, Zinc
 - Silicon
 - DHEA
 - Ipriflavone
 - Boron
 - And more
- Joint health
 - Glucosamine/chondroitin
 - Turmeric extract
 - Boswellia extract
 - Ginger extract
 - Eggshell membrane
 - SAmE
 - Collagen peptides
 - MSM
 - And more



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Practical advise

- Avoid “fairy dusted” products
- Focus on products using clinically relevant dosing of nutraceuticals with demonstrated efficacy
- Survey data indicate¹:
 - 59% of global consumers want to see scientific evidence supporting supplement efficacy
 - Clinically demonstrated benefits are important to 73% of global dietary supplement users
- Better ethics, more satisfied customers = better business

1. DuBow V. Forward-looking consumer insights drive what's next for dietary supplements. Natural Products Insider. Jun 23, 2022



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