

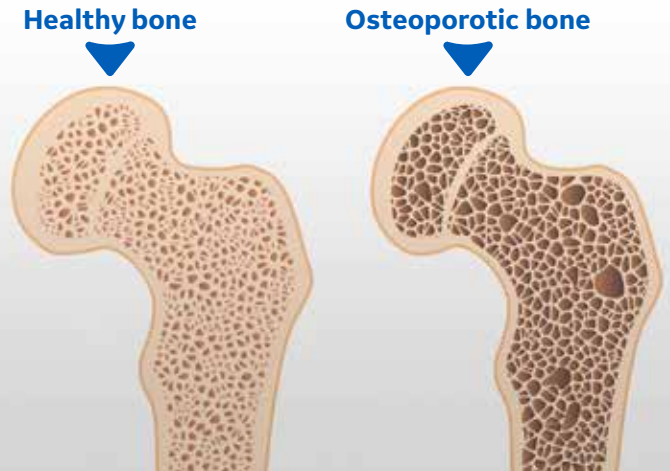


Better Bone Health.

Protect Your Independence and Vitality.

What is Osteoporosis?

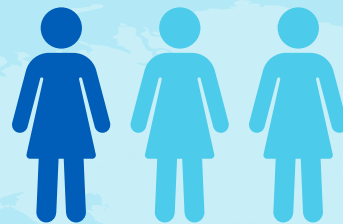
Osteoporosis literally means porous bone, is a disease in which the density and quality of bone are reduced. As bones become more porous and fragile, the risk of fracture is greatly increased. The loss of bone occurs silently and progressively. Osteoporosis is often called a silent disease because bone loss occurs without symptoms unless one has fractured.



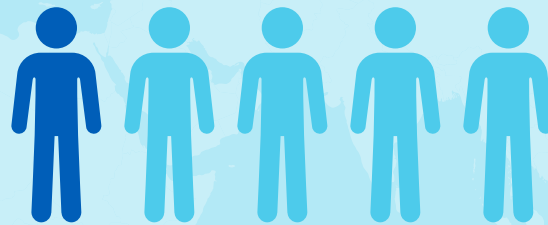
Osteoporosis affects both Men and Women

Worldwide,

1 in 3 women over age 50 will experience osteoporotic fractures, as will



1 in 5 men aged over 50^{1,2,3}



Osteoporosis is estimated to affect 200 million women worldwide – approximately

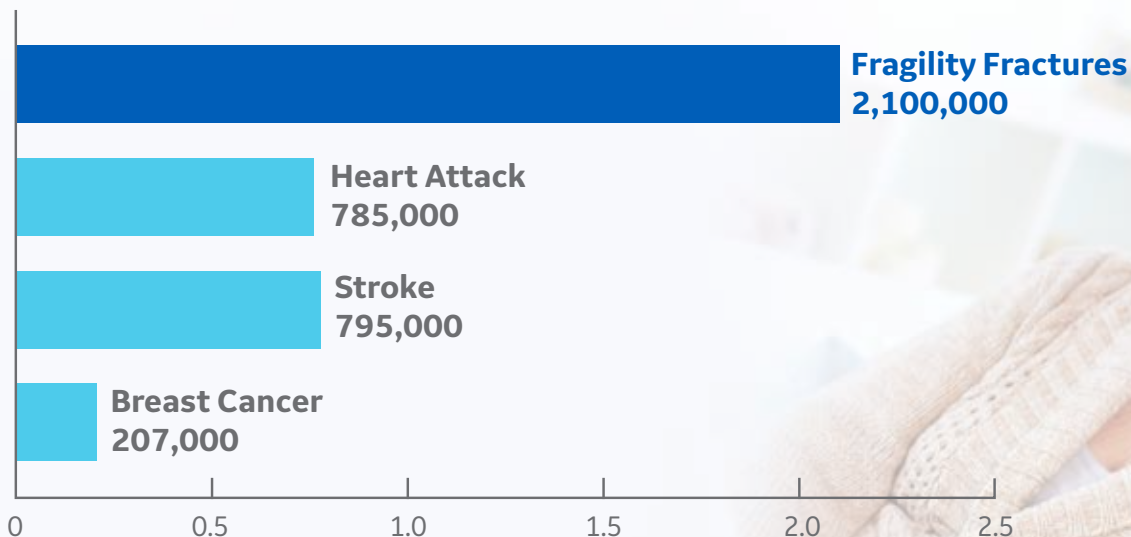
1/10
of women
aged 60

1/5
of women
aged 70

2/5
of women
aged 80

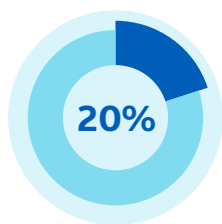
2/3
of women
aged 90⁴

Fractures from Osteoporosis is more common than heart attack, stroke and breast cancer combined⁵



In women over 45 years of age, osteoporosis accounts for more days spent in hospital than many other diseases, including diabetes, myocardial infarction and breast cancer.⁶

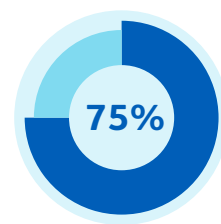
Osteoporosis may have Serious Implications for the Patient



Up to **20%** of patients die in the first year following hip fractures, mostly due to pre-existing medical conditions. **Less than half** those who survive the hip fracture regain their previous level of function⁷



Women who develop a **vertebral fracture** are at substantial risk for additional fracture within the next **1-2 years**^{8,9}



Nearly **75%** of hip, spine and distal forearm fractures occur among patients **65 years old or over**¹⁰

Poor Patient Compliance is a major problem in the fight against Osteoporosis

There is a range of drug treatment available for postmenopausal osteoporosis. Different studies have consistently shown that, depending on the drug and the patient population, treatment reduces the risk of vertebral fracture by between **30-70%**, nonvertebral fractures by between **15-20%**, and hip fractures up to **40%**.^{11,12}

Poor compliance is one of the most important treatment problems. Studies show that only **40%** of patients take treatment for more than one year. At two years, only **20%** of patients are still taking their medication.^{13,14}

What can you do for fight against Osteoporosis

Dual energy X-ray absorptiometry (DXA) scans to measure bone mineral density (BMD) have an important role in the evaluation of individuals at risk of osteoporosis, and in helping clinicians advise patients about the appropriate use of antifracture treatment. BMD results can be interpreted using the World Health Organization T-score definition of osteoporosis, a proven ability to predict fracture risk, proven effectiveness at targeting antifracture therapies, and the ability to monitor response to treatment.¹⁵



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