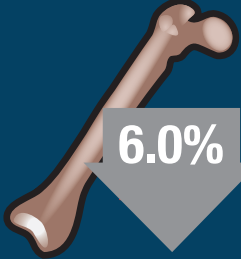


Magnesium Dietary Supplements and Osteoporosis

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 magnesium supplements among all U.S. women over the age of 55 with osteoporosis.

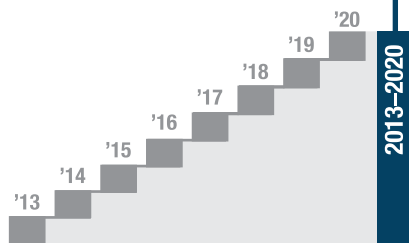


Relative risk reduction


6.0%

Taking magnesium supplements at preventive intake levels can reduce the risk of having an osteoporosis-related event.


On average, **68,536** osteoporosis-related medical events can be avoided each year through the use of magnesium supplements at preventive intake levels.



548,000 Events avoided between 2013 and 2020 among the target population of U.S. women over 55 with osteoporosis.



How magnesium works Our body contains about 25 grams of magnesium and over half is found in the bones. As we age, our bones naturally lose essential minerals, such as magnesium, and this causes bones to become weaker and increases risk of fractures. Supplementing with magnesium can stop bone loss or increase bone mineral density.



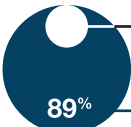
Potential savings

Between 2013 and 2020, medical event costs related to osteoporosis will average nearly \$17 billion annually. The use of magnesium dietary supplements at preventive intake levels by the targeted population of U.S. women 55+ who have osteoporosis can reduce those costs.

	AVERAGE ANNUAL (2013–2020)	CUMULATIVE (2013–2020)
Avoided expenditures with supplementation	\$851 million	\$6.8 billion
Net savings after cost of supplements	\$595 million	\$4.8 billion
Savings yet to be realized if targeted population takes magnesium at preventive intake levels	\$530 million	\$4.2 billion

The opportunity

Magnesium supplements are used by 11% of U.S. women 55+, which means that 89% of U.S. women 55+ are not taking magnesium supplements. There are still cost savings yet to be realized through the increased usage of magnesium among the target population.



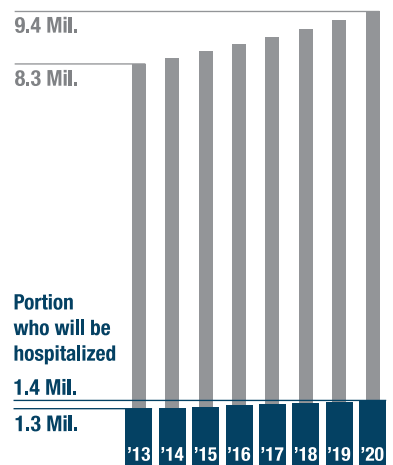
11% take magnesium supplements

89% Yet to benefit

Osteoporosis human toll

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

Women over 55 with Osteoporosis



Year	Number of Women
'13	8.3 Mil.
'14	8.4 Mil.
'15	8.5 Mil.
'16	8.6 Mil.
'17	8.7 Mil.
'18	8.8 Mil.
'19	8.9 Mil.
'20	9.4 Mil.


Portion who will be hospitalized

Year	Number of Hospitalizations
'13	1.3 Mil.
'14	1.35 Mil.
'15	1.4 Mil.
'16	1.45 Mil.
'17	1.5 Mil.
'18	1.55 Mil.
'19	1.6 Mil.
'20	1.4 Mil.



9¢ Daily cost

Median cost at preventive intake levels, 2013



15% 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.

Magnesium

100 mg.

Preventive intake level for women 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.