

REAL MEN

BUILD THEIR STRENGTH FROM WITHIN



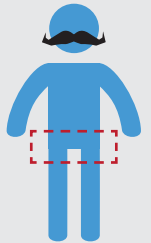
Ouch!

 **1 IN 5 MEN OVER 50 WILL BREAK A BONE DUE TO OSTEOPOROSIS.**

3.5 million
estimated fragility fractures worldwide in 2000

1 **3** of all hip fractures worldwide occur in **MEN**
2 times more likely to **die** after a hip fracture than women

Risk of fracture is up to **27% higher** than that of developing prostate cancer



Quality of life

compromised due to under-diagnosis and under-treatment: in USA men are **50% less likely** to receive treatment than women



Loss of independence

After a hip fracture, approximately **10-20% will require long-term nursing care**

€ 11.6 billion

Huge economic burden

In Europe alone, the annual cost of fractures is more than **€11.6 billion**

1950 → 2000 → 2014 → 2050
90 million

900 million

10-fold increase in number of men in at-risk age group (60 years plus)

"Women have a much healthier relationship with their bodies. They see it as a question of maintenance, whereas men see it as a question of repair. **Men treat their bodies a bit like a car: once it's burnt out they'll fix it, but until then they power on.**"

-Men's Health Magazine

Men are 20-25% **less likely** than women to visit a doctor

