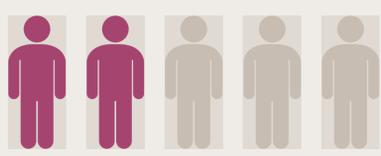


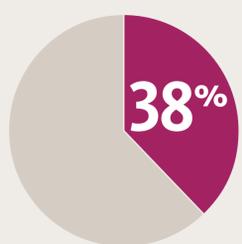
# The Reality of **Bone Health** and Why You Should Take Steps Now

Survey reveals that many are underestimating the importance of bone health<sup>1</sup>

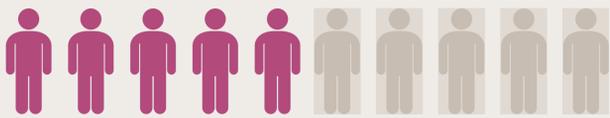
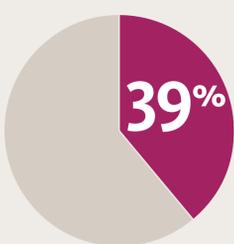
## PERCEPTION<sup>1</sup>



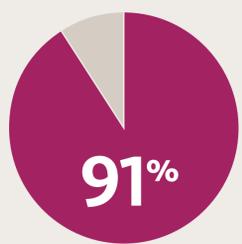
**2** in **5** Americans are concerned about bone health.



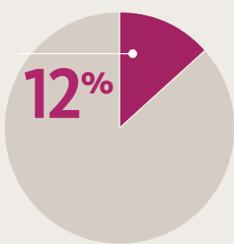
of **Millennials** & of **Gen X** are familiar with osteoporosis.



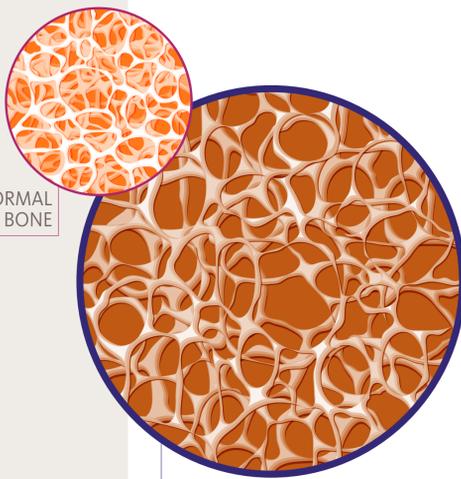
Only **5** in **10** Americans are currently taking any steps to **prevent bone loss**.



associate the nutrient **Calcium** with bone health.



consider themselves **knowledgeable** on how diet, exercise and other factors affect bone health.



NORMAL BONE

OSTEOPOROSIS

## REALITY<sup>2</sup>



Osteoporosis accounts for more days in the hospital than other diseases like breast cancer, heart attack, diabetes and others.



of people who have had at least one osteoporotic fracture are neither identified nor treated for osteoporosis.

**99%** of the **calcium** in the human body resides in bones, but **potassium**, **magnesium** and **vitamin K** also play a key role in bone health.



Approximately half of our bone mass is accumulated during **adolescence**.

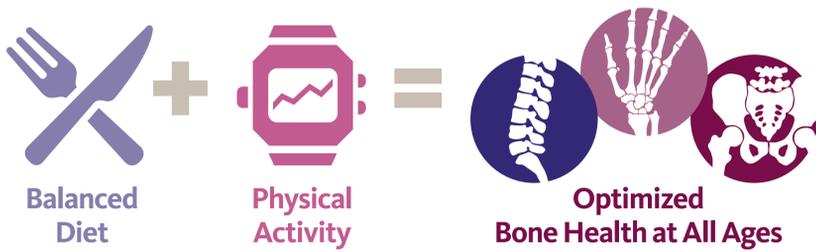


Bone tissue loss generally begins around the **age of 40**.

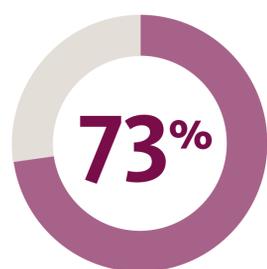


Without action, mobility and independence may decrease as a **senior**.

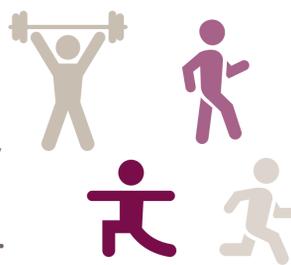
## Taking Steps for the Future



Bones need the right nutrients to stay strong and healthy. That starts as children and adolescents when you are building peak bone mass.



of Americans exercise and participate in physical activity to prevent against bone loss.



Get moving for **30 minutes** on physical activities that are weight-bearing or muscle-strengthening, such as **running, walking, yoga** or **weight lifting**.<sup>3</sup>



It is believed that a **10% increase** in peak bone mineral density (BMD) — one measure of bone strength — could **delay the development of osteoporosis by 13 years!**<sup>3</sup>

Research suggests that eating just **5 – 6 prunes each day** may help to prevent bone loss.<sup>4</sup> Prunes also contain a variety of nutrients that play a role in bone building, structure, maintenance and breakdown—like vitamin K, phosphorus, boron and potassium.

### Bone-Strengthening TRIOS



For more information, visit: [www.sunsweet.com](http://www.sunsweet.com) and [www.sunsweetworldosteoporosisday.com](http://www.sunsweetworldosteoporosisday.com)

<sup>1</sup> 2017 study conducted by SunSweet of 1001 Americans.

<sup>2</sup> [http://share.iofbonehealth.org/WOD/2015/patient-brochure/WOD15-patient\\_brochure.pdf](http://share.iofbonehealth.org/WOD/2015/patient-brochure/WOD15-patient_brochure.pdf)

<sup>3</sup> <http://share.iofbonehealth.org/WOD/2017/Toolkit/WOD17-Toolkit.pdf>

<sup>4</sup> Hooshmand S, et al. The effect of two doses of dried plum on bone density and bone biomarkers in osteoporosis postmenopausal women: a randomized, controlled trial. Osteoporosis International. 2016; 27(7): 2271-2279

