

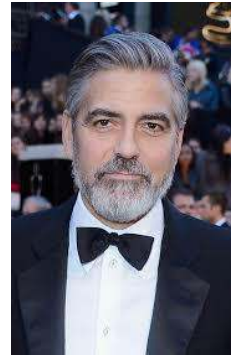
# Silver is the new Gold

## Modern Ageing

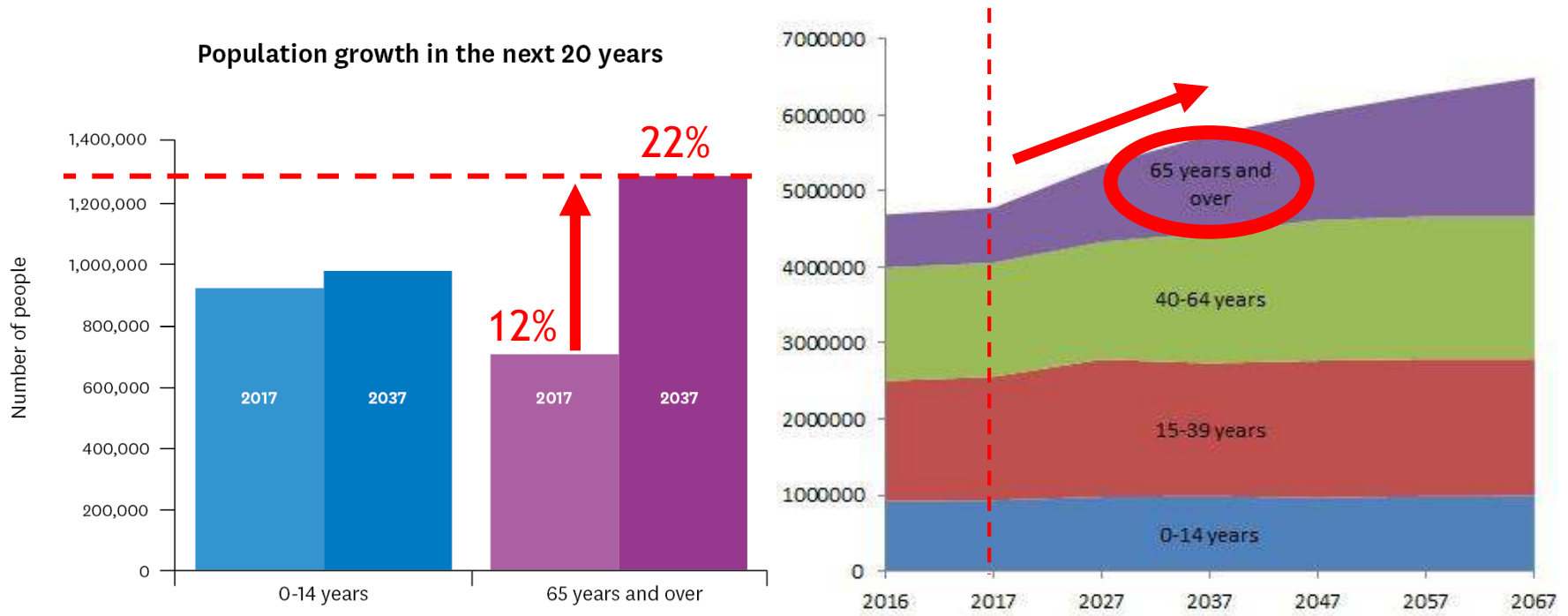
Femke Hannes, PhD  
Nutrition science and advocacy lead, DSM APAC

**“AGEING IS NOT LOST YOUTH BUT A  
NEW STAGE OF OPPORTUNITY AND  
STRENGTH.”** BETTY FRIEDAN (1921-2006)

# Trend in ageing OR ageing is trendy

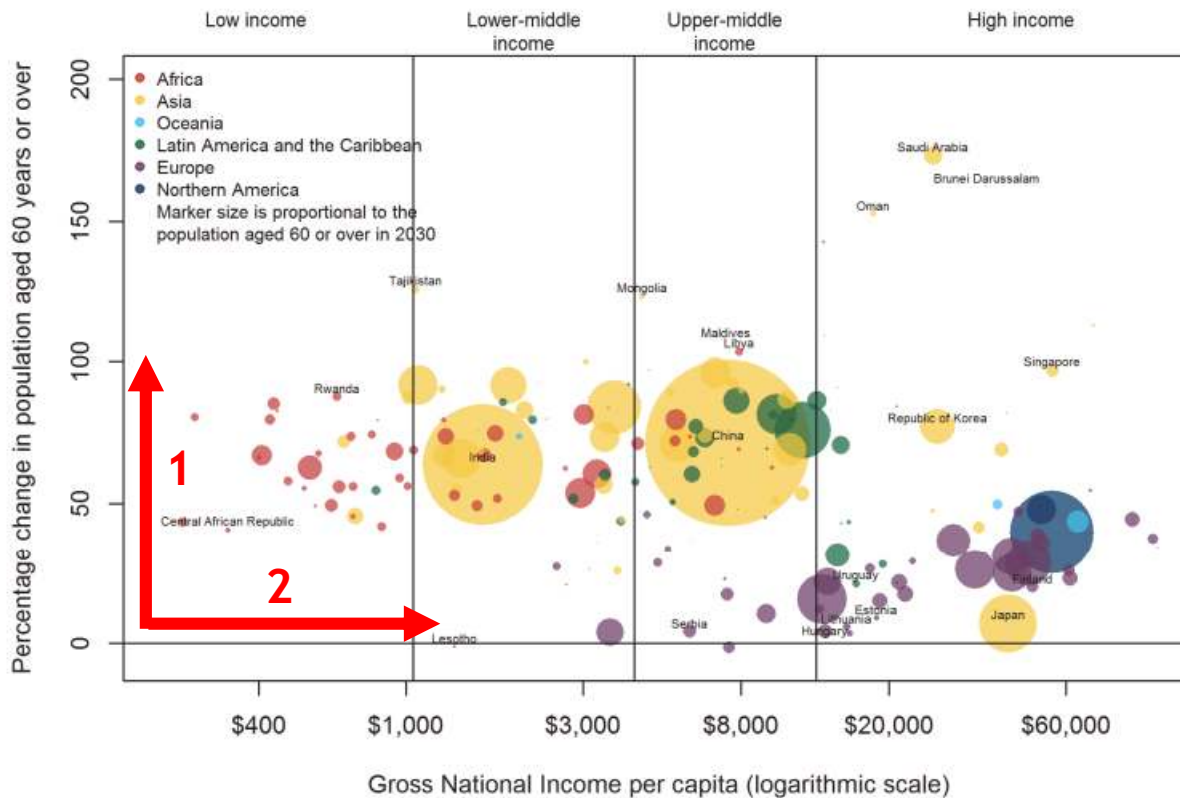


New Zealand



# A silver tsunami is heading for China

*Projected relative change in the population aged 60 years or over between 2015 and 2030*



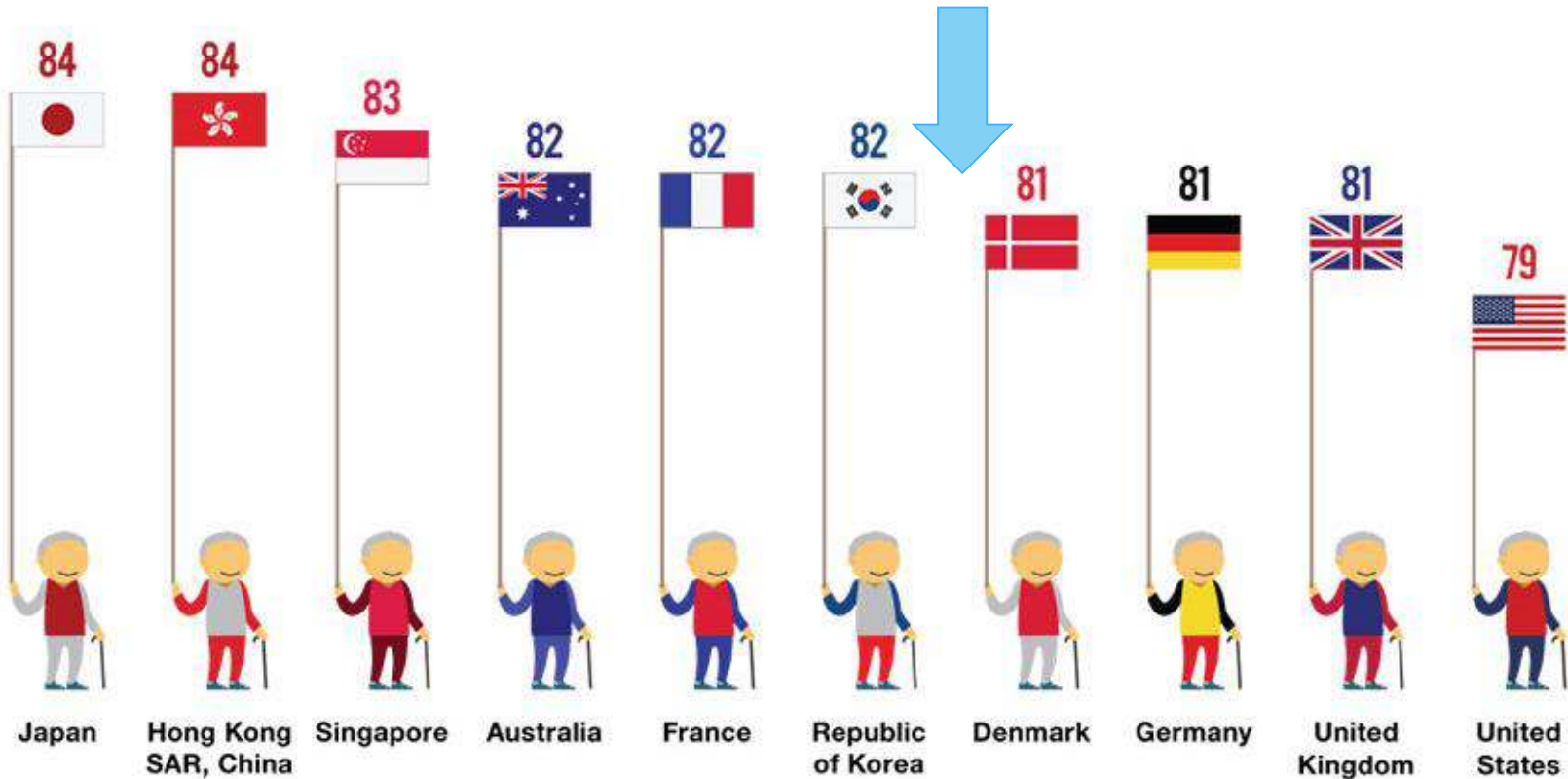
*Expectations are growth*

- 1) *across all regions*
- 2) *across all income groups*

In China, the number of older persons is projected to grow by 71% from 2015-2030 and have the financial capacity

# Life-expectancy

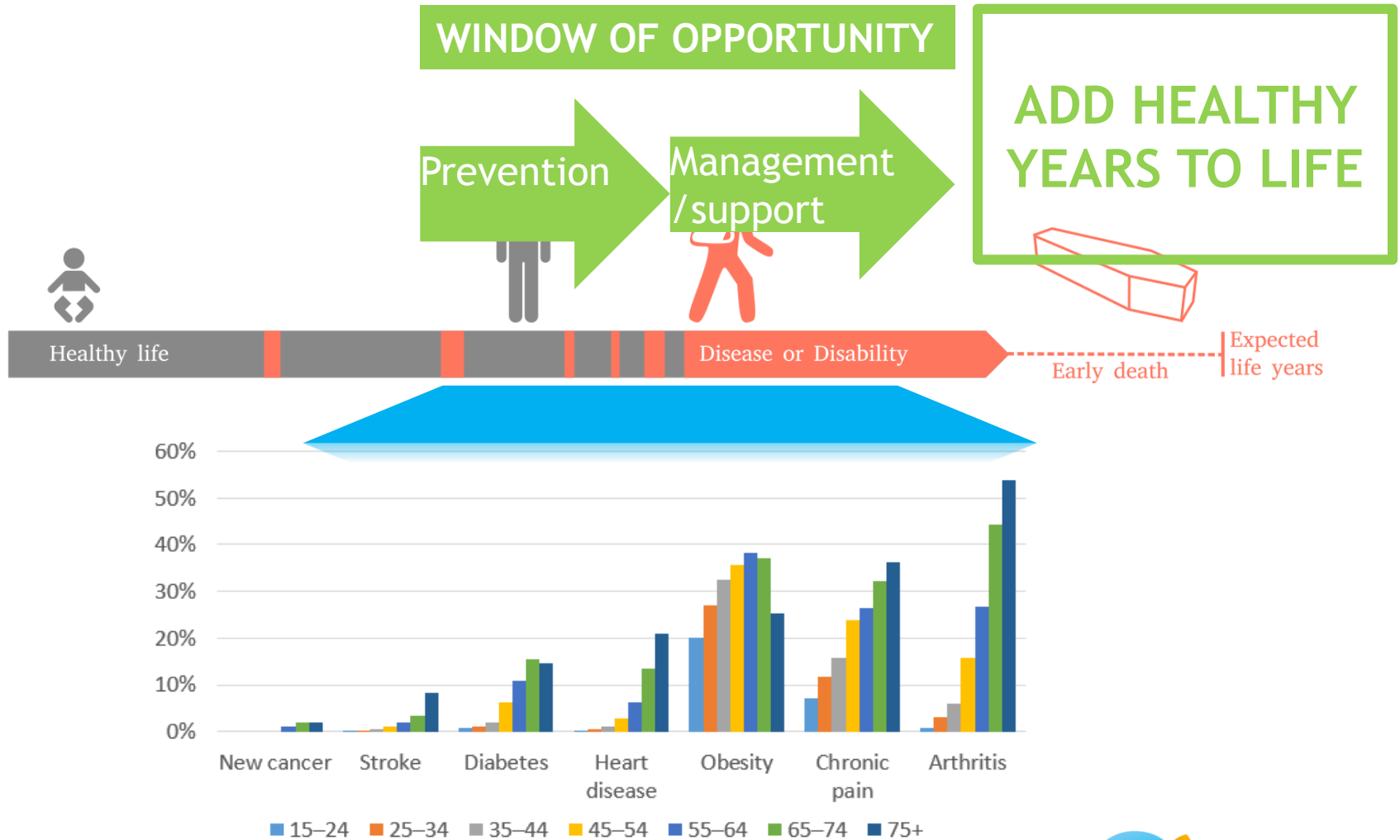
New Zealand **average** life-expectancy ; 81,3 years



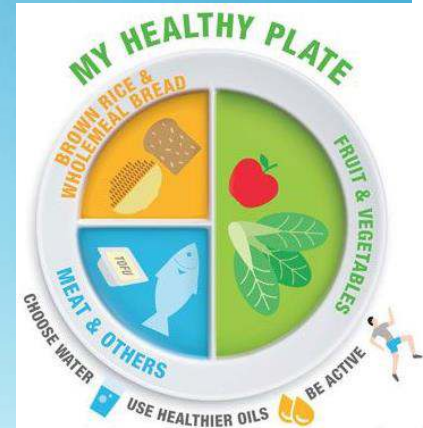
Source: The World Bank

<http://data.worldbank.org/indicator/SP.DYN.LE00.IN>

# We grow older, but not in a healthy way!



# What is the recipe to stay healthy?

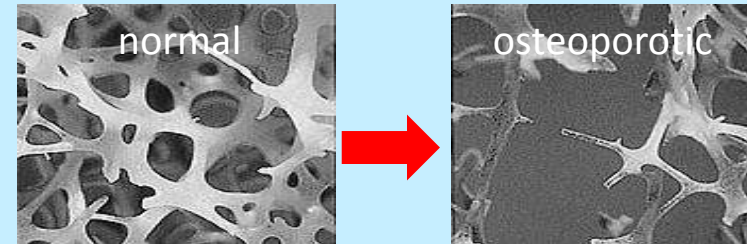


Source: He

# Active Ageing

## Age-related changes in bone

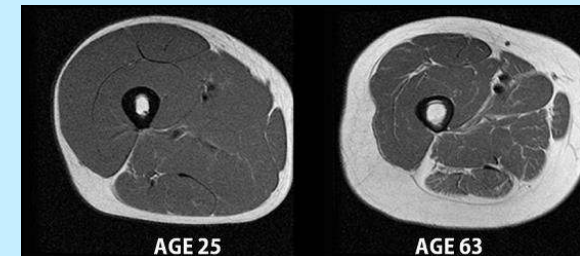
After the age of 40, bone loses % per decade  
 Women who are vitamin D deficient can lose as much as 3% to 4% of their skeletal mass per year



## Age-related changes in muscle

After the age of 30 years, muscle loss 3-8% per decade

- Muscle fibers reduce in number and shrink in size.
- Muscle tissue is replaced with a tough, fibrous tissue.



## Age-related changes in joints

As you age, joint movement becomes stiffer and less flexible

- cartilage becomes thinner
- Ligaments also tend to shorten and lose some flexibility

44% Risk reduction for developing rheumatoid arthritis in women with higher Vit D status

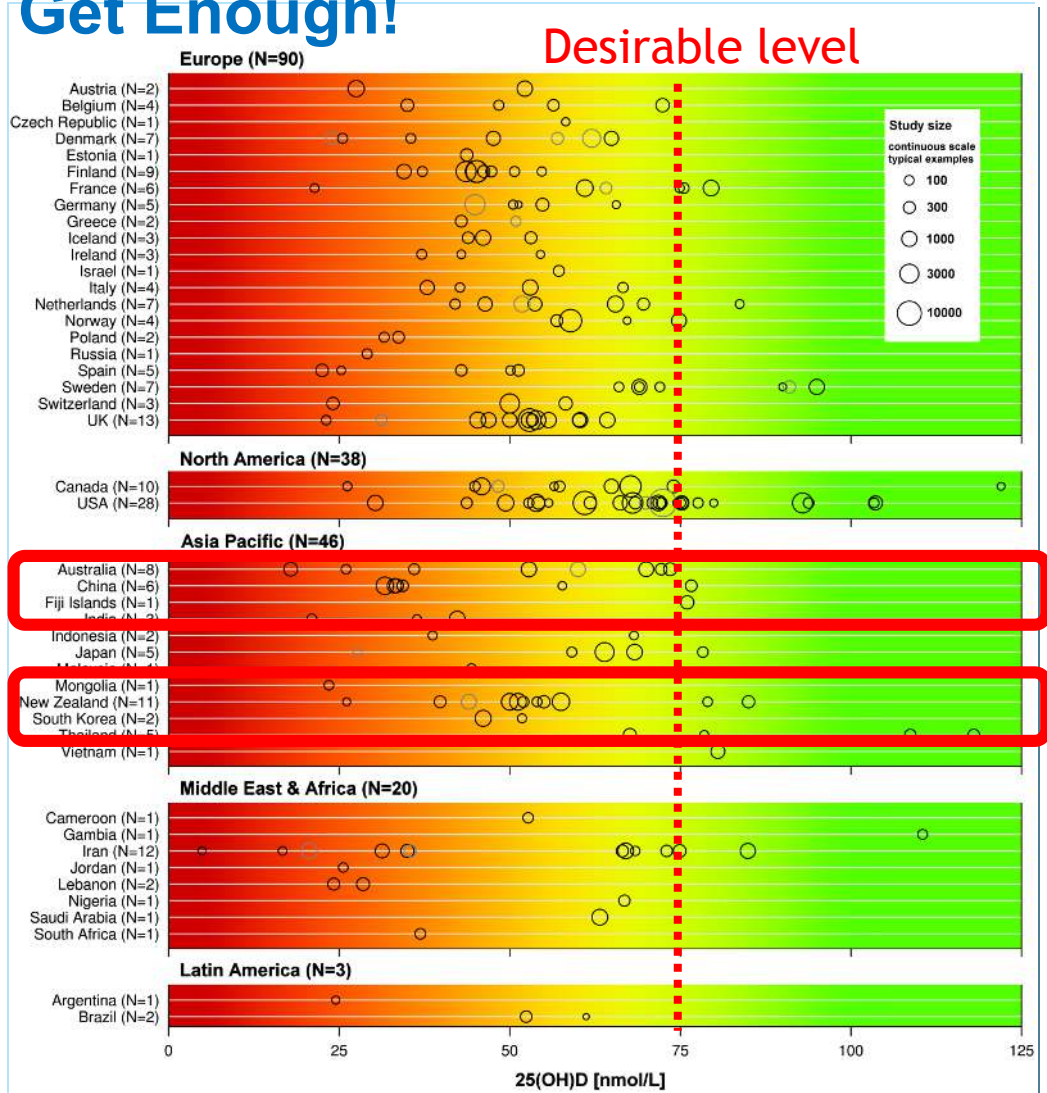


# Vitamin D is Essential for bone and muscle health But Most of us Don't Get Enough!

A systematic review of  
vitamin D status in  
populations  
worldwide

## Mean 25(OH)D levels:

- 6.7% below 25 nmol/l
- 37.3% below 50 nmol/l
- 88.1% below 75 nmol/l

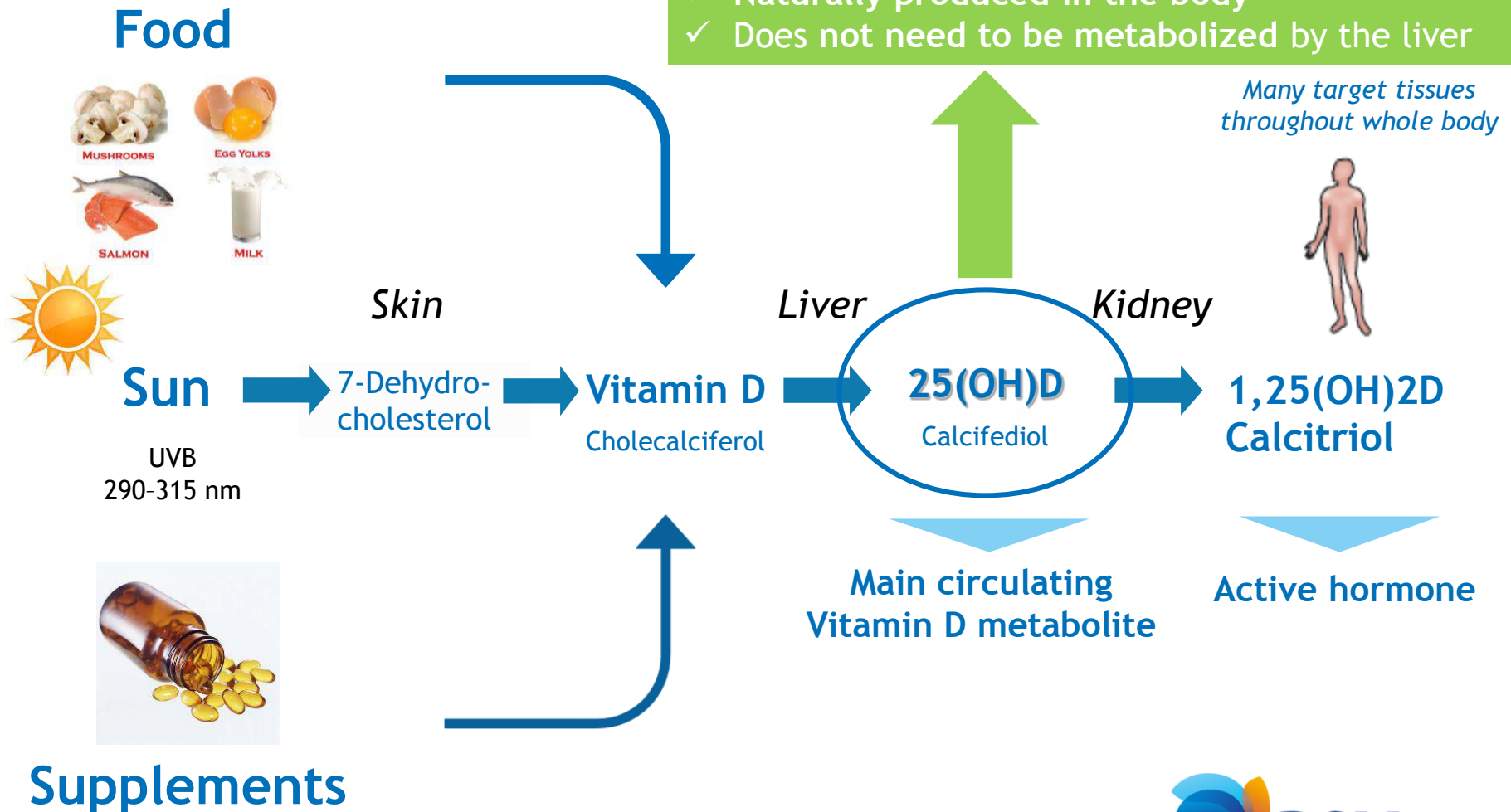


Reference:  
Hilger J et al 2013 BJN

# The Natural, Active Form of Vitamin D!



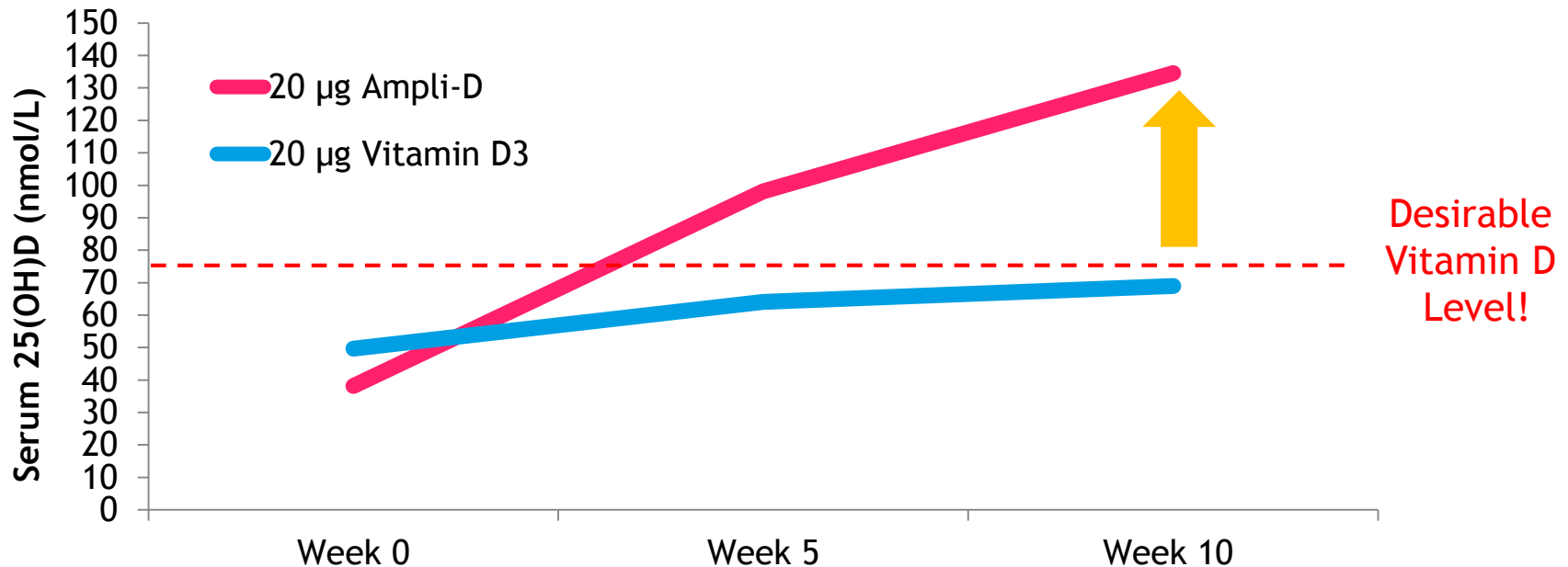
- ✓ Most bioavailable form of vitamin D
- ✓ Naturally produced in the body
- ✓ Does not need to be metabolized by the liver



# ampli-D™ 10-Week Bioequivalence Study

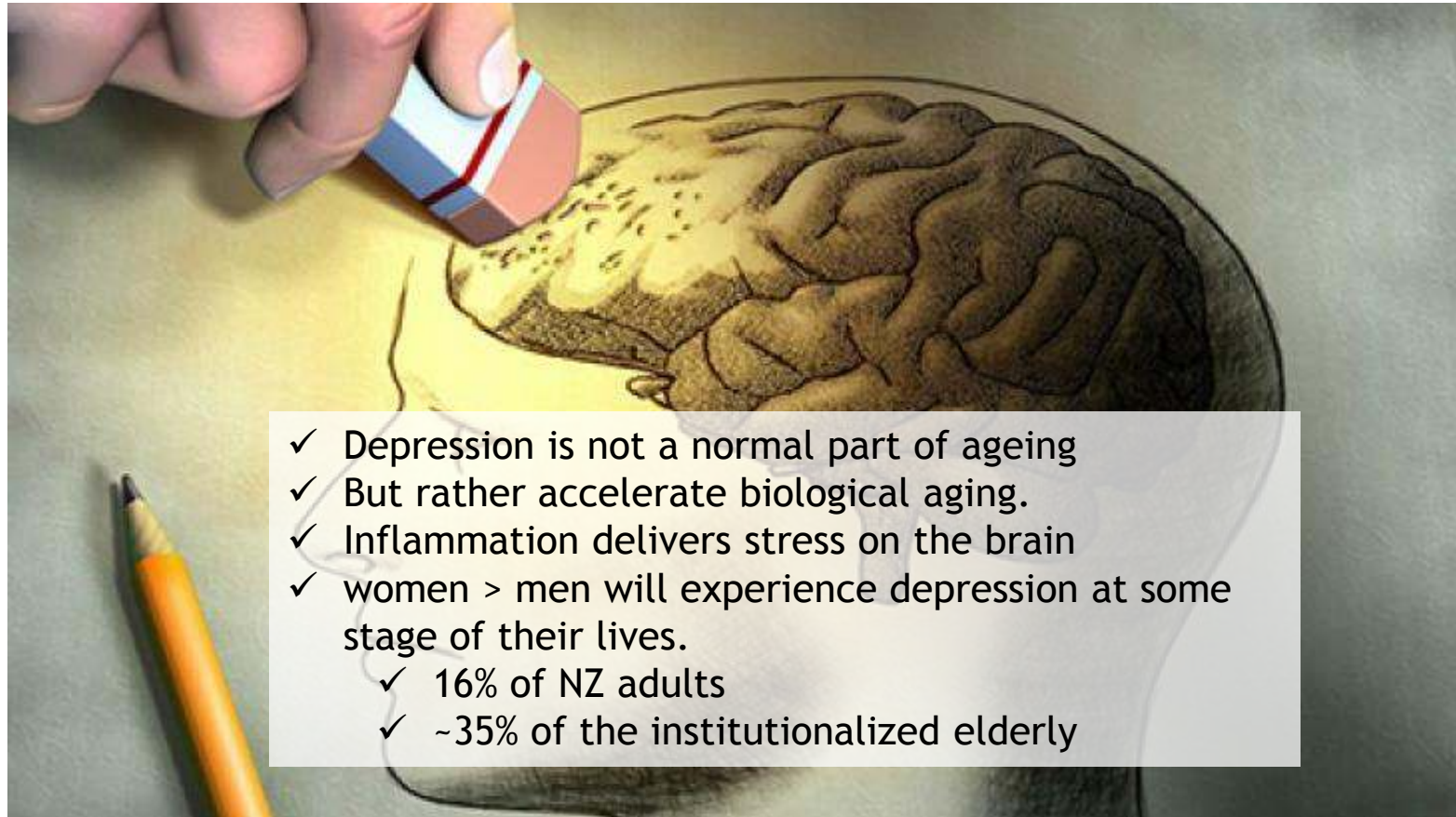
Randomized, Double-Blind, Placebo-Controlled Trial

Note : AI NZ = 400IU (>50y) and 600IU (70y)



- ampli-D™ is much faster at raising Vitamin D levels than Vitamin D!
- The Vitamin D3 group never reach the desirable Vitamin D blood level, even with 20mcg over 10 weeks
- The Ampli-D group easily reach the desired levels in about 3 weeks!

# The ageing brain

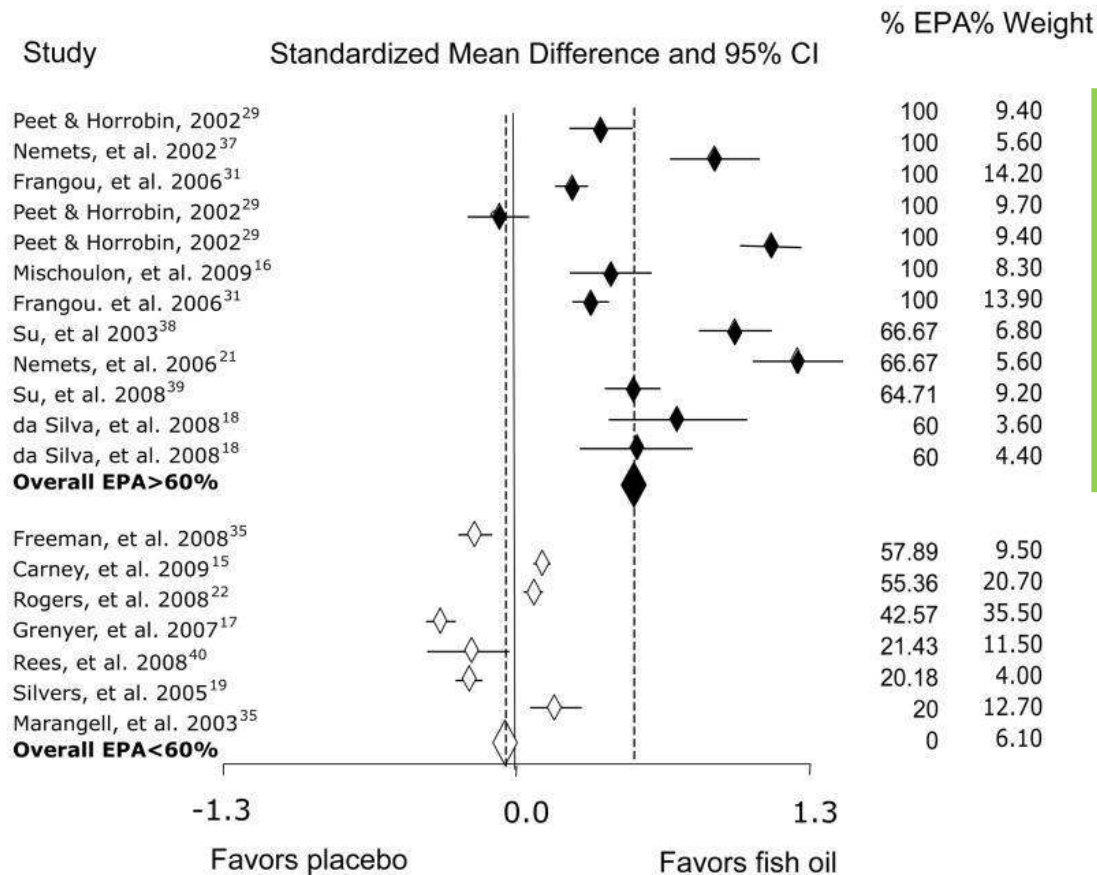


- ✓ Depression is not a normal part of ageing
- ✓ But rather accelerate biological aging.
- ✓ Inflammation delivers stress on the brain
- ✓ women > men will experience depression at some stage of their lives.
  - ✓ 16% of NZ adults
  - ✓ ~35% of the institutionalized elderly

# Therapeutic effect of Omega 3 Fatty acids in mood disorders such as depression

>60% EPA

<60% EPA

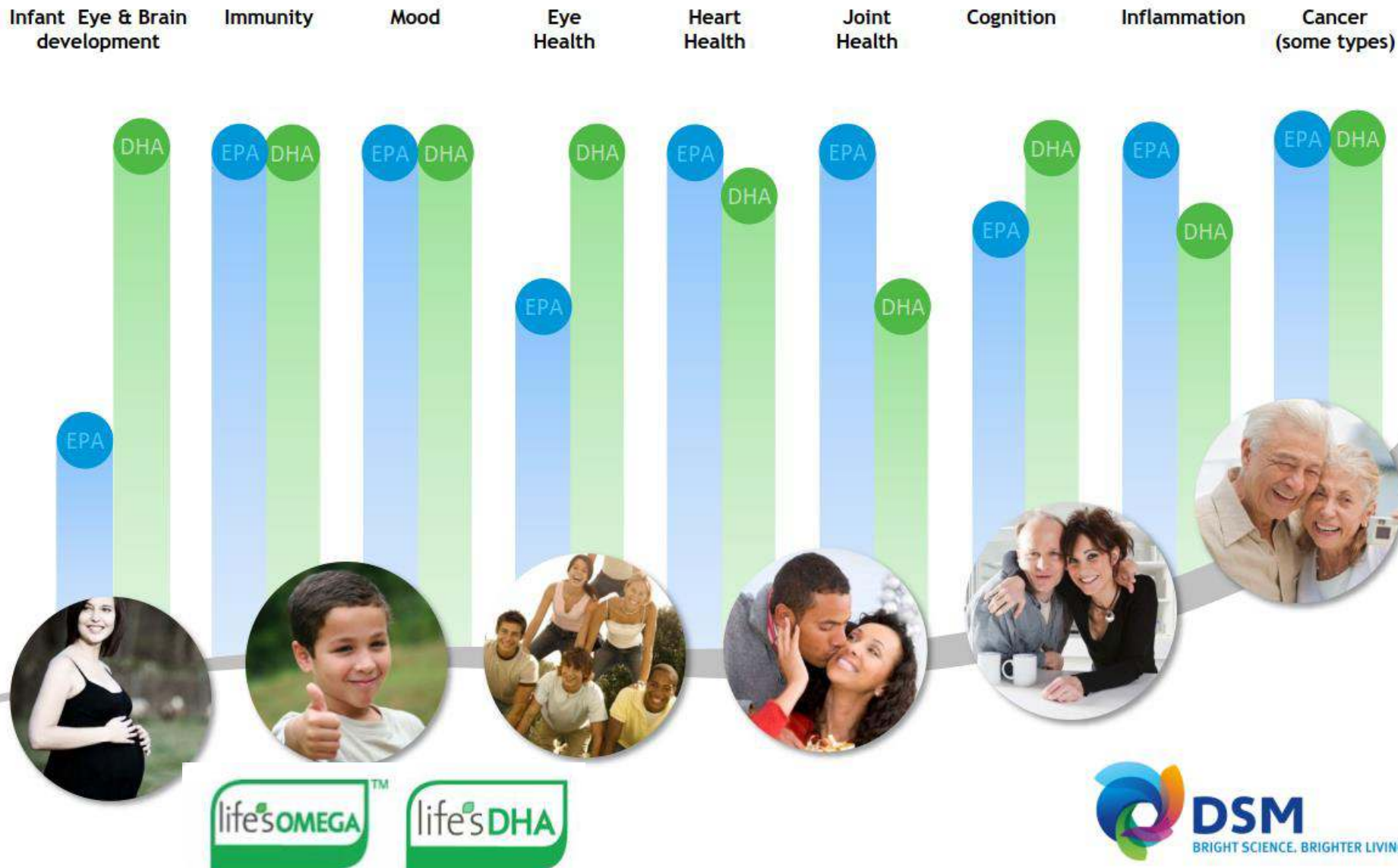


Dose dependent  
<2.2mg EPA/day

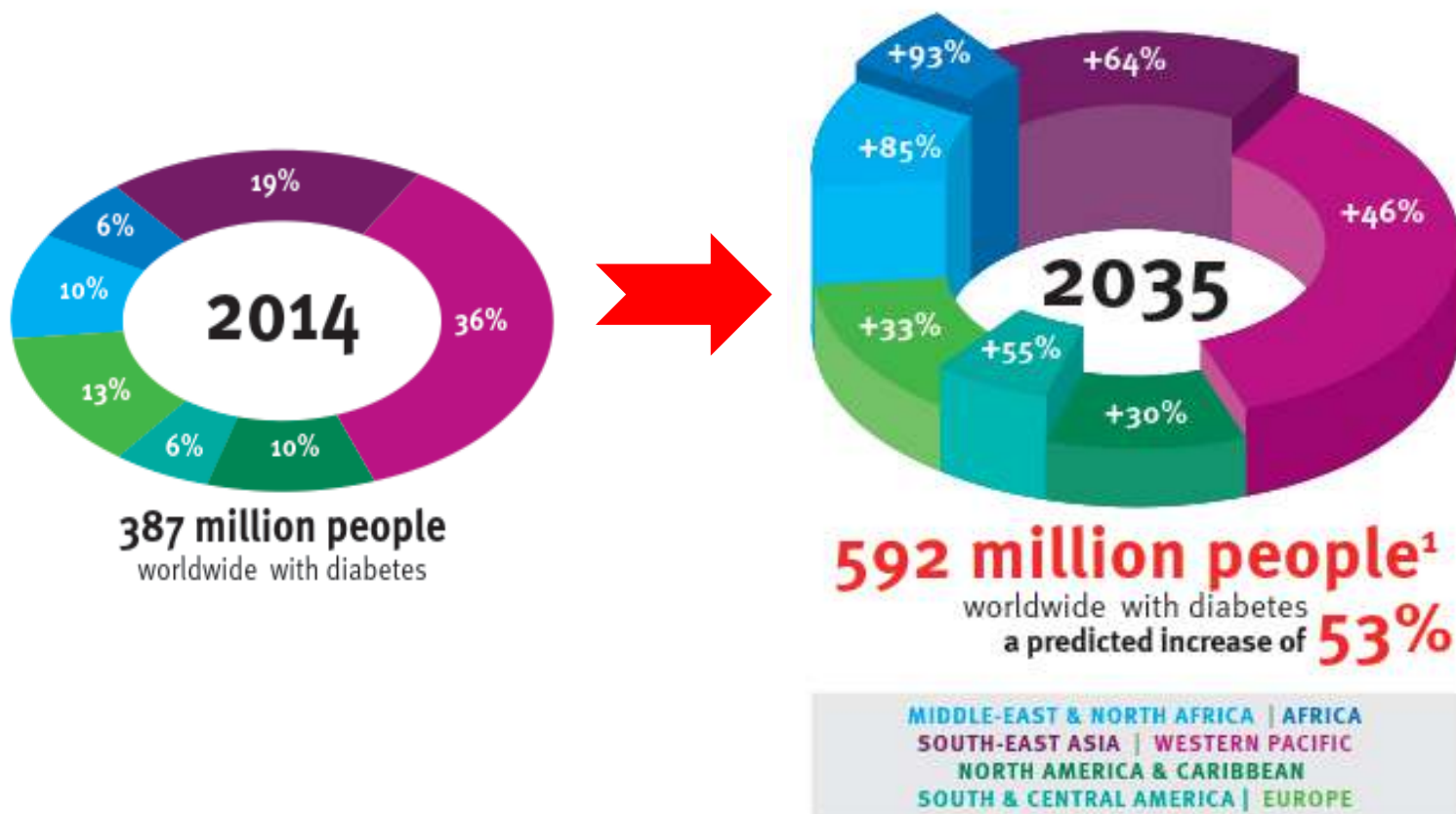
EPA/DHA ratio seems to be key in the treatment of mental conditions

# OMEGA-3: A LIFETIME OF BENEFITS

*Ongoing Research*

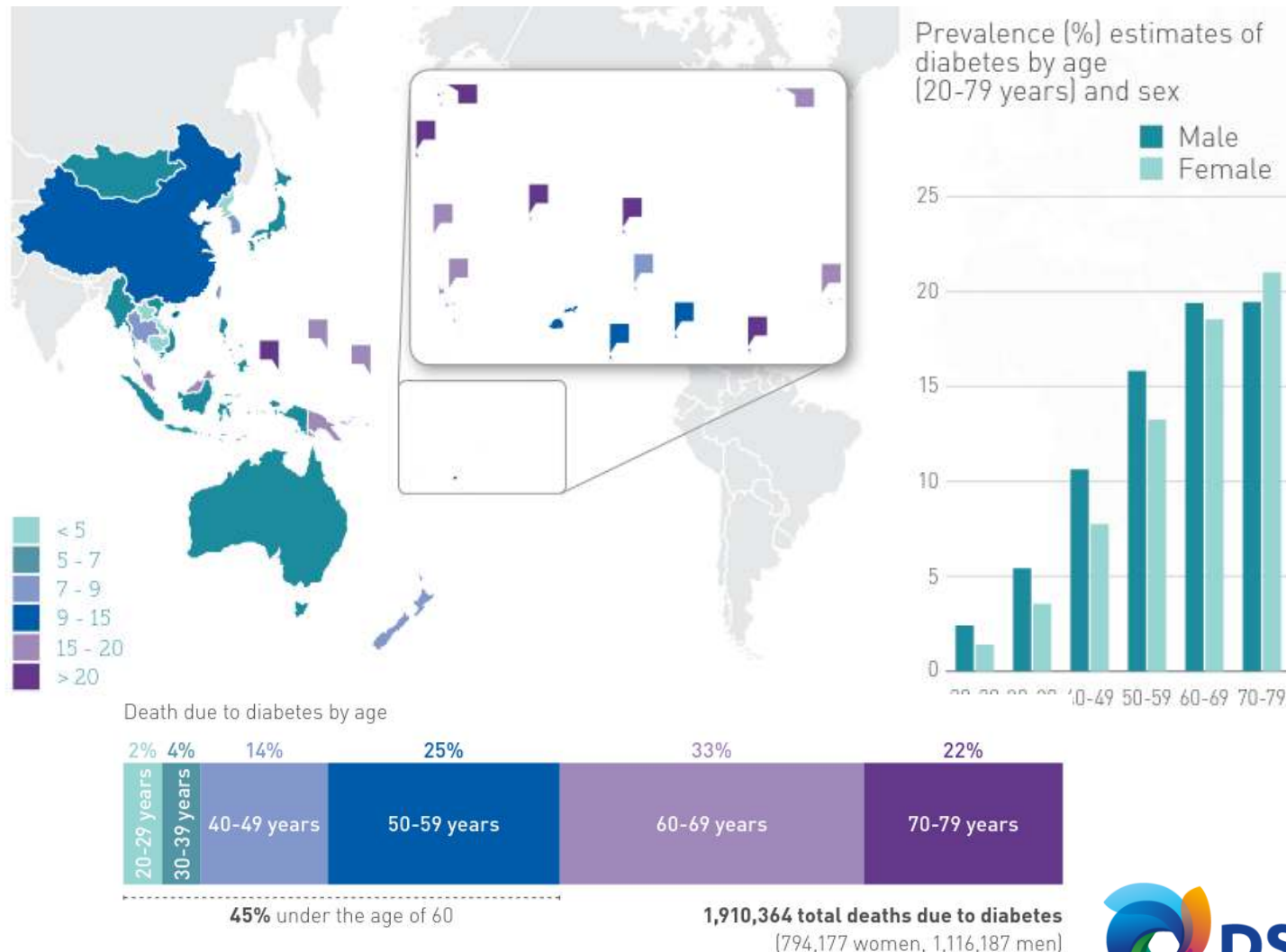


# Diabetes statistics highlight a pandemic

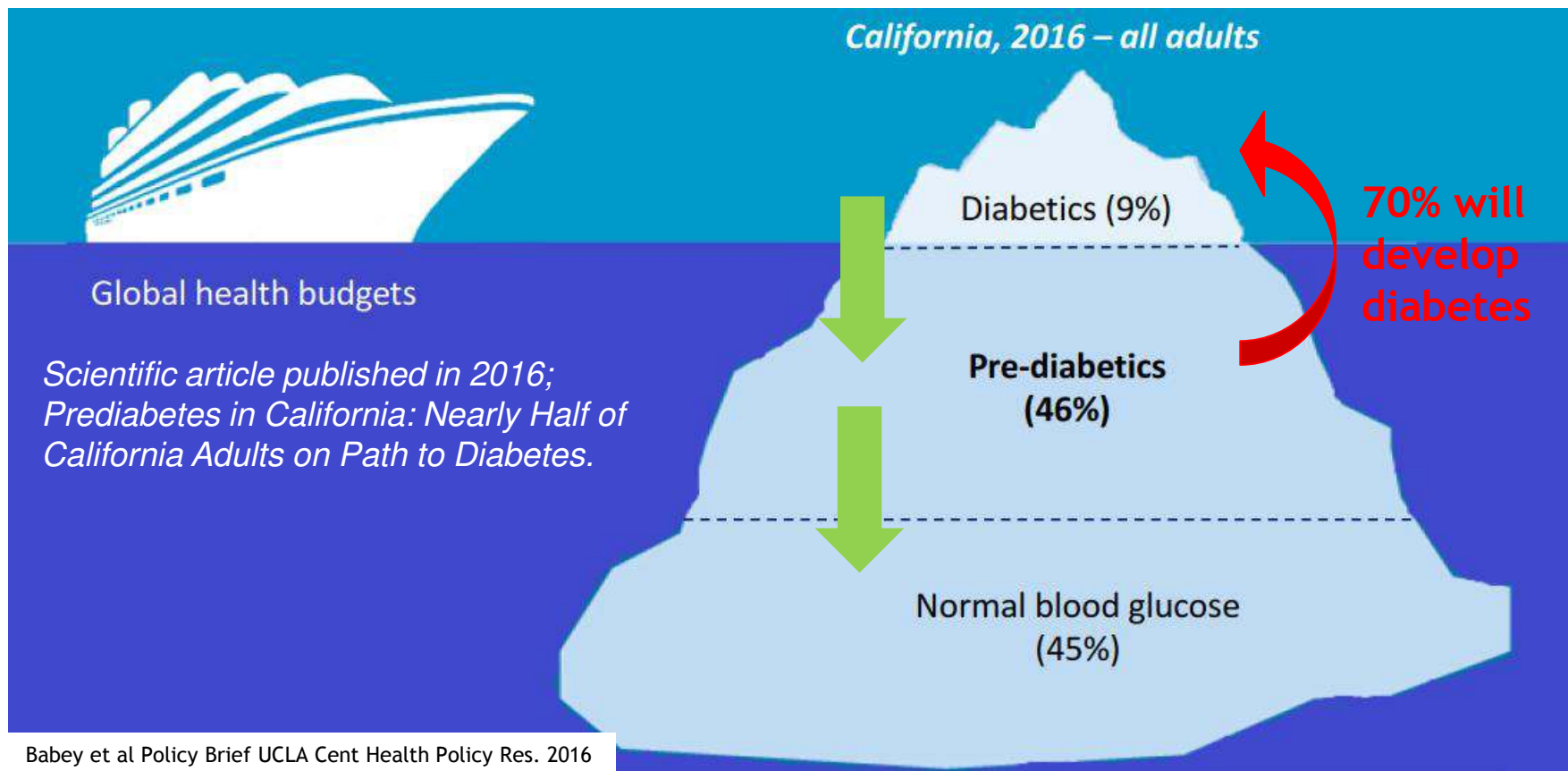


# Diabetes type 2 in the western pacific region : True burden of disease underestimated

*Global prevalence 8.8%*



# Prediabetes, a call-to-action!

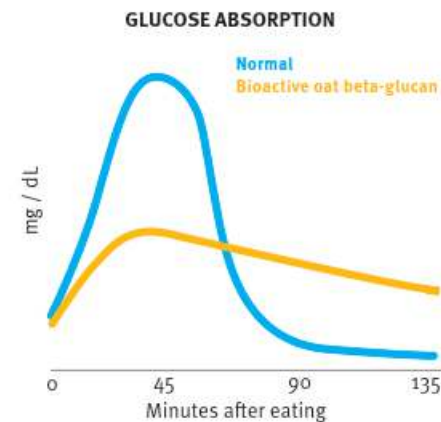
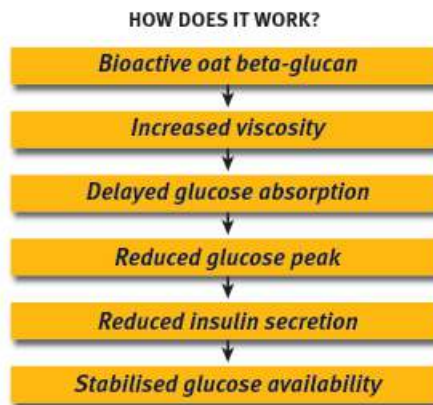
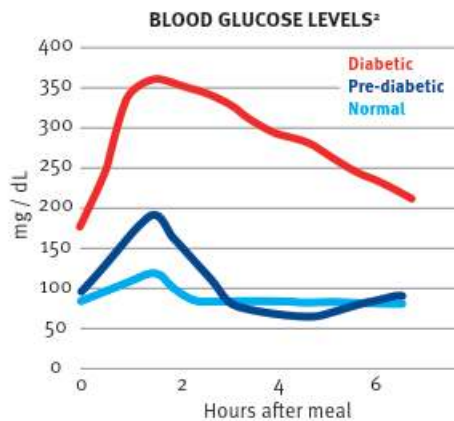


Focus on PREVENTION and less about INTERVENTION

# Joining the fight against diabetes with nutritional solutions (1)



OatWell® oat bran is a high-quality, fully natural source of bioactive oat beta-glucan.



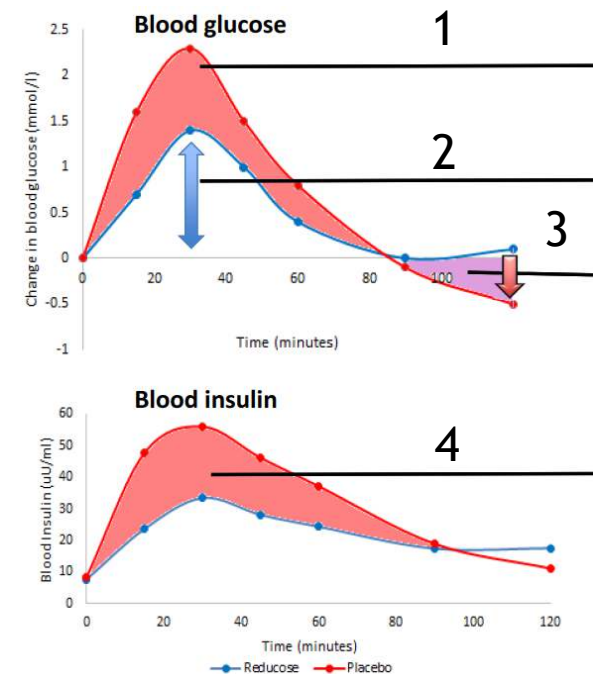
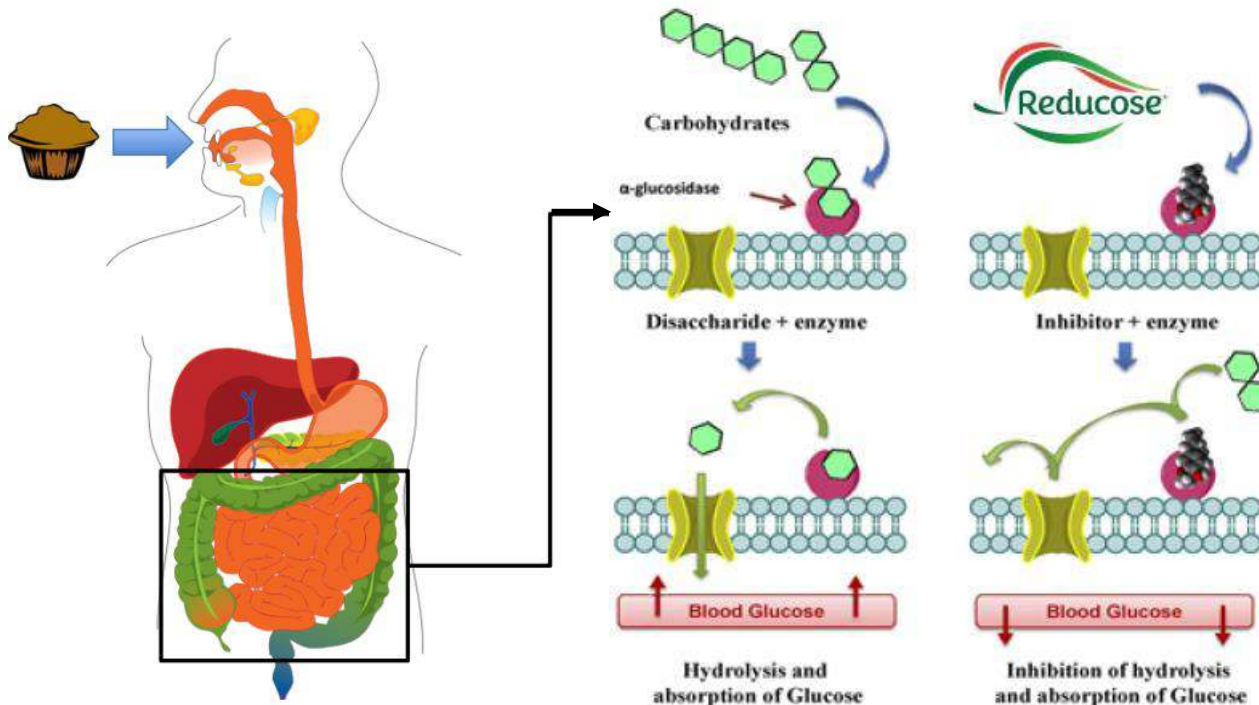
## The benefits



# Joining the fight against diabetes with nutritional solutions (2)



Reducose™ is a natural functional food ingredient, a water extract of mulberry leaves, that blocks the absorption of sugar and carbohydrate and increases insulin sensitivity



1. Reduces the total amount of sugar uptake in blood
2. Lower GI
3. Promotes sustained energy
4. May promote weight loss

# Age-related macular degeneration (AMD)

## 3th leading cause of blindness



Normal Vision



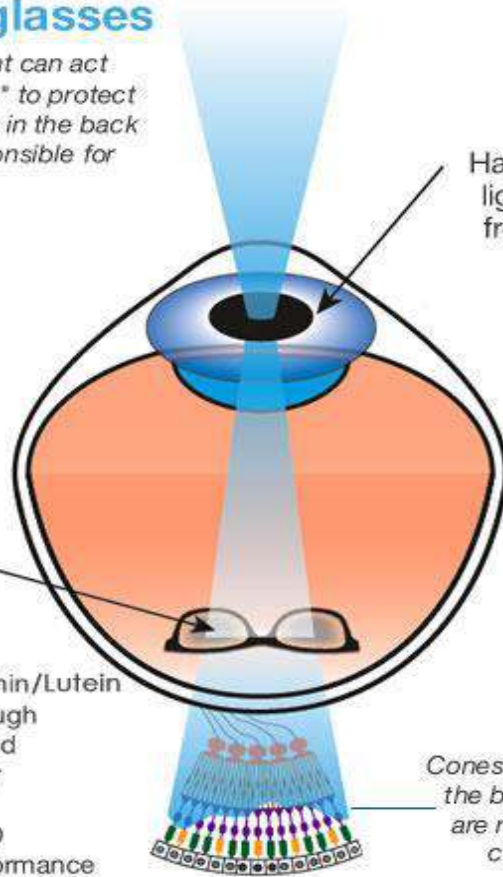
Age-related Macular Degeneration

### Internal Sunglasses

Healthy macular pigment can act like "internal sunglasses" to protect the cones in the macula in the back of the eye that are responsible for central vision.

#### Weak Internal Sunglasses:

- Low levels of Zeaxanthin/Lutein
- Blue light passes through
- Damages cones behind the eye responsible for central vision
- Increases risk for AMD
- Decreases visual performance



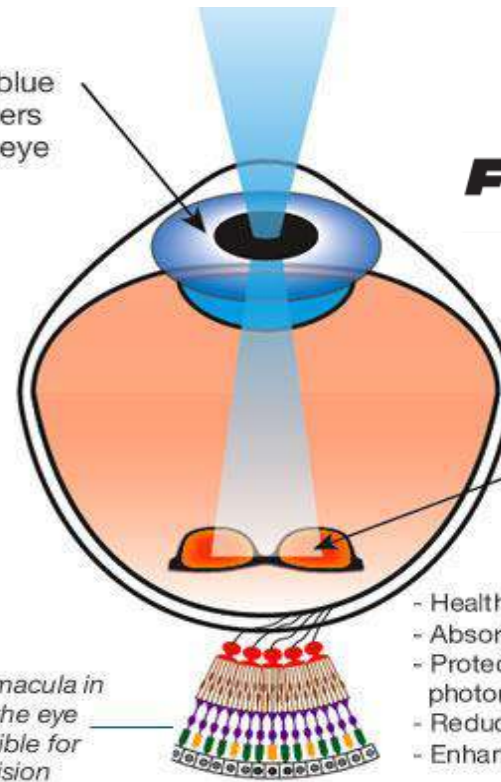
Harmful blue light enters front of eye

Cones in the macula in the back of the eye are responsible for central vision

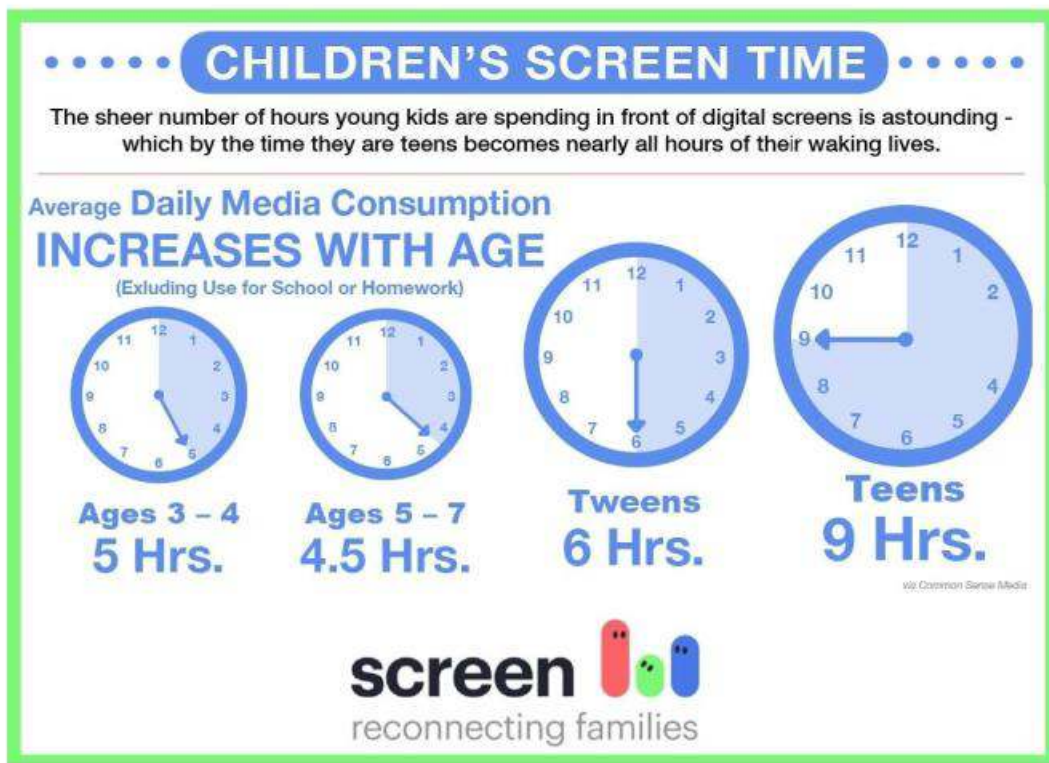


#### Strong Internal Sunglasses:

- Healthy levels of Zeaxanthin/Lutein
- Absorbs harmful blue light
- Protects cones and photoreceptors
- Reduces key AMD risk factor
- Enhances visual performance

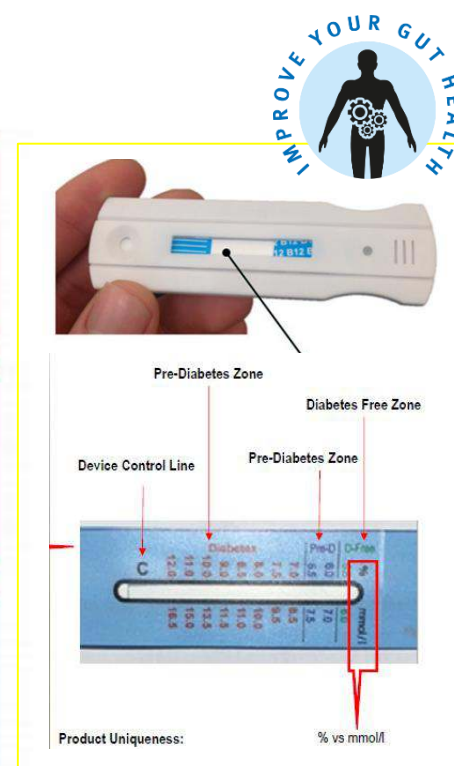
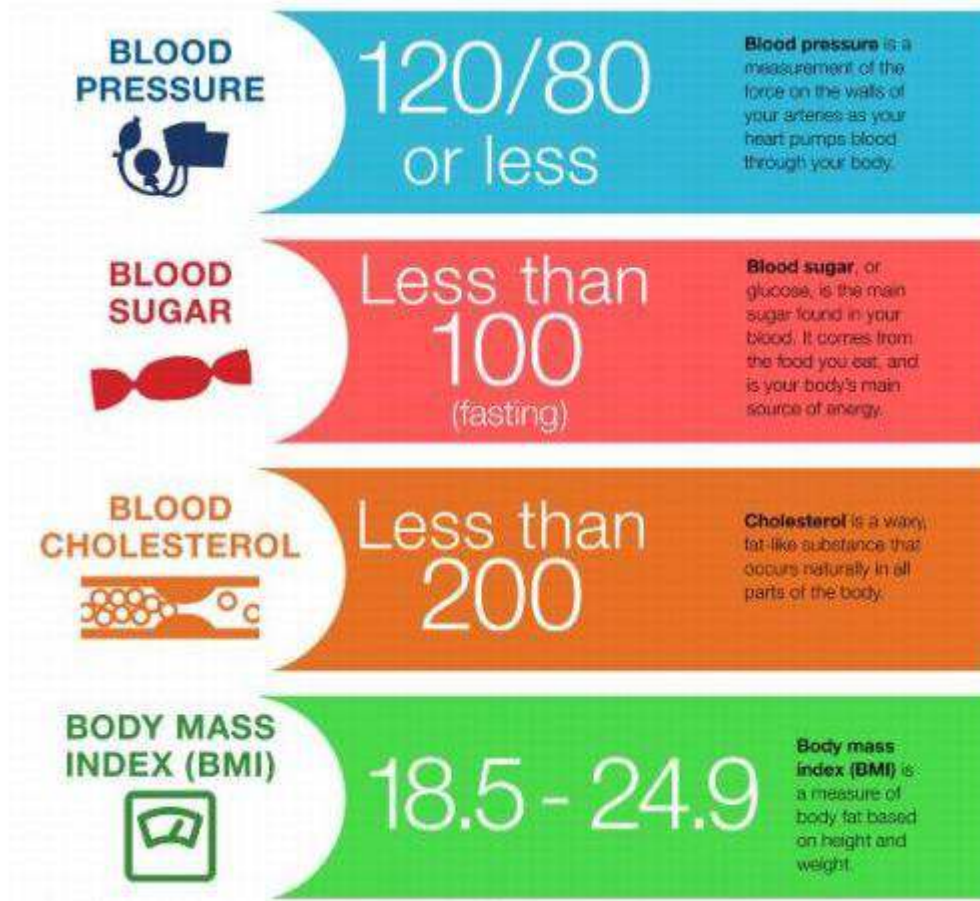


# Exposure to blue light is harmful for children's eyes



# KNOW YOUR NUMBER

## Control your own health status



**OMEGA QUANT®**  
...because knowing matters



# PREVENTiON





**BRIGHT SCIENCE. BRIGHTER LIVING.™**