

# VITAMIN D – ESSENTIAL FOR LIFE

BUT ARE YOU GETTING ENOUGH OF THE SUNSHINE VITAMIN?



**88%**<sup>2</sup>  
of the world's population has sub-optimal vitamin D levels (<75 nmol/L)<sup>3,4</sup>



**€187 BILLION**

Total annual public health care cost savings in the EU if vitamin D deficiency were eliminated<sup>5</sup>



Finland succeeded in eradicating vitamin D deficiency through mandatory food fortification<sup>6</sup>



OPTIMAL VITAMIN D STATUS MAY REDUCE THE RISK OF VARIOUS HEALTH CONCERNS<sup>7</sup>



HOW CAN YOU ACHIEVE AN OPTIMAL LEVEL OF AT LEAST 75 nmol/L OF VITAMIN D THROUGHOUT LIFE?

**01.**

TAKE DIETARY SUPPLEMENTS – THEY ARE AN EFFECTIVE, LOW COST AND SAFE WAY TO FILL NUTRITIONAL GAPS



**02.**

ENRICH DIET WITH FORTIFIED FOODS



**03.**

CONSUME VITAMIN D RICH FOODS



**04.**



EXCITE-D? GET IN TOUCH



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For DSM, quality is a way of life. Quality for Life™ symbolizes quality, reliability, traceability and sustainability. This means that our customers are getting the best ingredients, knowing the source on which they depend. As a consumer facing trademark, the Quali®-D brand is available to you. It is successfully licensed out to customers worldwide helping to increase visibility of the care given to the ingredients inside consumer products.



HEALTH • NUTRITION • MATERIALS

<sup>1</sup> Vitamin D Council  
<sup>2</sup> Vitamin D deficiency map, developed the International Osteoporosis Foundation and DSM  
<sup>3</sup> Blischoff-Ferrari H.A. et al. Estimation of optimal serum concentrations of 25-hydroxyvitamin D for multiple health outcomes. Am J Clin Nutr. 2006 Jul;84(1):18-28  
<sup>4</sup> Zittermann A. et al. Vitamin D deficiency and mortality risk in the general population: a meta-analysis of prospective cohort studies. Am J Clin Nutr. 2012 Feb-Apr;95(3):104-13. doi: 10.1016/j.ajcn.2011.01.1779. Epub 2011 Dec 14  
<sup>5</sup> Grant et al. Estimated benefit of increased vitamin D status in reducing the economic burden of disease in western Europe. Prog Biophys Mol Biol. 2009 Feb-Apr;99(2-3):104-13. doi: 10.1016/j.pbiomolbio.2009.02.003. Epub 2009 Mar 4  
<sup>6</sup> Juonala M. et al. Childhood 25-OH vitamin D levels and carotid intima-media thickness in adulthood: the cardiovascular risk in young Finns study. J Clin Endocrinol Metab. 2015 Apr;100(4):1469-76. doi: 10.1210/clinem.2014.3944. Epub 2015 Feb 10  
<sup>7</sup> Grant et al. Estimated benefit of increased vitamin D status in reducing the economic burden of disease in western Europe. Prog Biophys Mol Biol. 2009 Feb-Apr;99(2-3):104-13. doi: 10.1016/j.pbiomolbio.2009.02.003. Epub 2009 Mar 4

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