



UCB marks World Osteoporosis Day by supporting awareness of this growing global disease¹

Slough, UK – 20 October 2016: It is estimated that around 3 million people in the UK have osteoporosis. This can lead to bones becoming fragile and breaking easily, resulting in pain and disability.² One in 2 women and 1 in 5 men over the age of 50 worldwide will break a bone as a result of osteoporosis.³

In childhood, the osteoblasts responsible for building bone work faster, enabling the skeleton to increase in size, density and strength. During this period of rapid bone growth it takes the skeleton just two years to completely renew itself. In adults, this process takes seven to ten years. Bones stop growing in length between the ages of 16 and 18 years but the total amount of bone tissue you have (the thickness of the cortical shell and the trabecular bone inside) continues to increase slowly until your late twenties.⁴

After the age of about 35 years, the difference between the amount of bone that is removed and the amount of bone that is laid down starts to get slightly out of balance as part of the ageing process. As a result, the total amount of bone tissue starts to decrease.⁴ Other diseases, genetics, some medicines and lifestyle choices such as not taking enough exercise or excessive alcohol intake are also implicated in bone fragility.

Much can be done to treat osteoporosis and prevent fractures and the annual health awareness event, World Osteoporosis Day, taking place today is launching a year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and metabolic bone disease.¹

Organised by the [International Osteoporosis Foundation](#) (IOF) annually, World Osteoporosis Day involve campaigns by national osteoporosis patient societies from around the world with activities in over 90 countries.¹



Love Your Bones is the global symbol for bone health that unites people in the fight against osteoporosis. The idea behind the **Love Your Bones** symbol is to empower people to take charge of their bone health. When you engage with **Love Your Bones**, you are making

noise to let the world know that you are joining the global bone health movement and are committed to spreading the message on the prevention and control of osteoporosis; a silent disease that results in fractures which can cause serious disability and lead to loss of independence or even early death.

Osteoporosis is a major public health problem through associated fragility fractures.⁵ The most common sites of fracture are the hip, spine and wrist, and these have an enormous health and economic impact. All fractures result in some degree of morbidity, but fractures at the hip are associated with the worst outcomes. The worldwide direct and indirect annual costs of hip fracture in 1990 were estimated at US\$34.8 billion, and are expected to increase substantially over the next 50 years. Fracture incidence varies between populations, and is set to increase over coming decades as the global population becomes more elderly. This effect will be particularly marked in the developing world, which is additionally assuming more-westernised lifestyles that predispose to increased fracture risk. Strategies to target those at high risk of fracture have been developed, but preventative measures at the public health level are also urgently needed to reduce the burden of this devastating disease.

For further information

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About UCB

UCB, Brussels, Belgium (www.ucb.com) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 7,700 people in approximately 40 countries, the company generated revenue of € 3.9 billion in 2015. UCB is listed on Euronext Brussels (symbol: UCB).

Forward looking statements - UCB

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Moreover, sales may be impacted by international and domestic trends toward managed care and health care cost containment and the reimbursement policies imposed by third-party payers as well as legislation affecting biopharmaceutical pricing and reimbursement.

References:

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