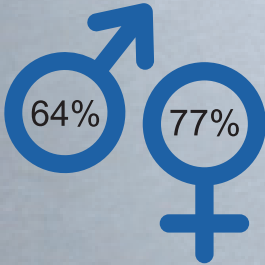


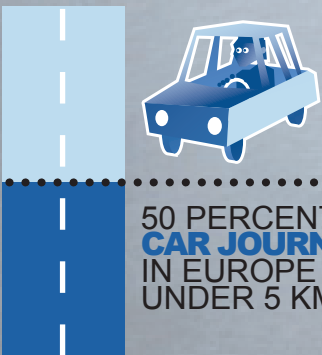
AVERAGE AMOUNT OF CALORIES
PER PERSON INCREASED FROM 2250 KCAL IN 1960 TO 2800 KCAL IN 2005.
MOST OF THESE EXTRA CALORIES COME FROM CARBOHYDRATE (SUGAR) RATHER THAN FAT.

200 Litres of Softdrinks

ARE CONSUMED BY EACH US CITIZENS PER YEAR

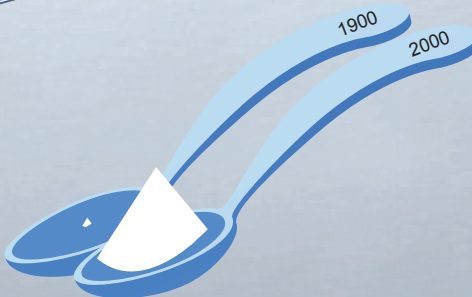


DIABETES
CASES DUE TO OBESITY



50 PERCENT OF **CAR JOURNEYS** IN EUROPE ARE UNDER 5 KM

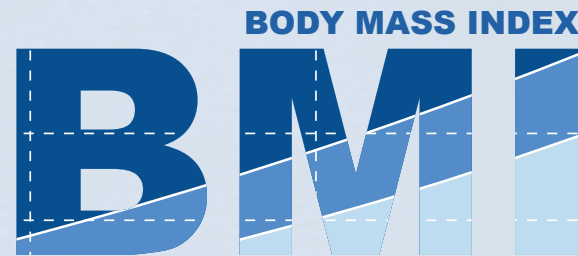
6% OF **EUROPEAN HEALTH COSTS** ARE DUE TO OBESITY
ANNUAL HEALTH COSTS FOR AN OBESE PERSON ARE 36% HIGHER COMPARED TO A NON-OBESE



ANNUAL AMOUNT OF SUGAR
5 KILOGRAMMS IN 1900
60 KILOGRAMMS IN 2000



ON AVERAGE, 50% OF **EUROPEANS** ARE OVERWEIGHT AND ABOUT 20% ARE OBESE. ABOUT 20% OF CHILDREN ARE OVERWEIGHT, A THIRD OF WHICH ARE OBESE.
MEDITERRANEAN COUNTRIES ARE ON TOP OF THIS CHART, INHABITED BY UP TO 40% OF OBESE CHILDREN.

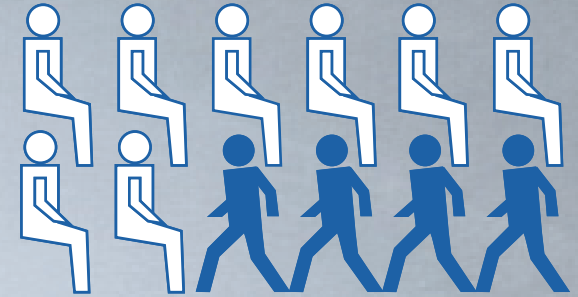


BODY MASS INDEX
>25: OVERWEIGHT
>30: OBESE
>40: SEVERE OBESE

1 MILLION

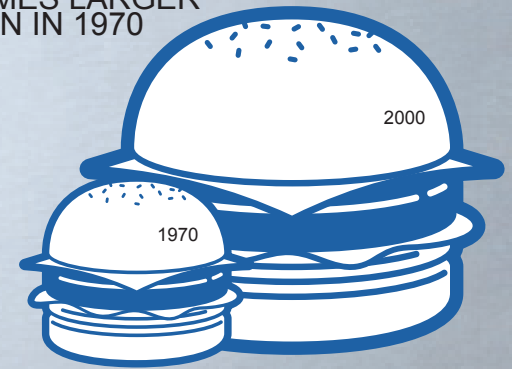
PER YEAR IN THE EU

PREVENTABLE DEATHS



SEDENTARY LIFESTYLE
OVER 60% OF POPULATION TAKE INSUFFICIENT EXERCISE

SERVING SIZE
OF FAST FOOD
3 TIMES LARGER THAN IN 1970



REDUCED LIFE EXPECTANCY

6 YEAR REDUCTION FOR OBESE PATIENTS, 10 YEARS FOR SEVERE OBESE.
DUE TO OBESITY, LIFE EXPECTANCY FOR MALES WILL DECREASE BY 5 YEARS UNTIL 2050