

Healthy Ageing Is the Business Case Obvious??

Sparc Workshop
Colworth, November, 2005

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How over 50's feel

“It’s not that advertisers and marketing people want to insult us; they live in a world where no one lives beyond 49.

Even when they want to reach us their biggest blunder is thinking that old people are old.”

US Male Silent Radical

Consumer segmentation

- **Rebel Boomers**

- Are in denial about ageing

- **Silent Radicals**

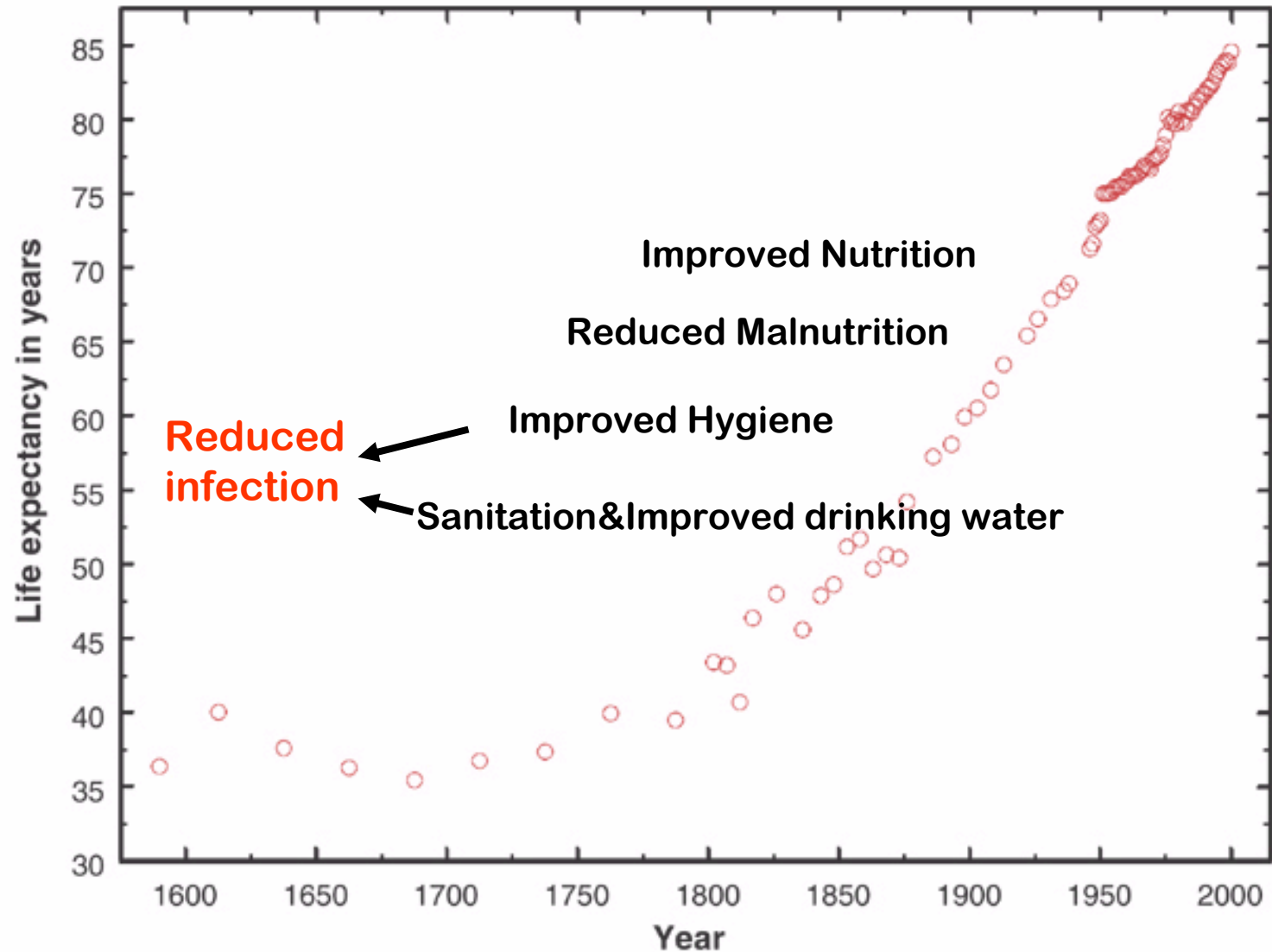
- making the most of it as long as it lasts

- **Stoic Seniors**

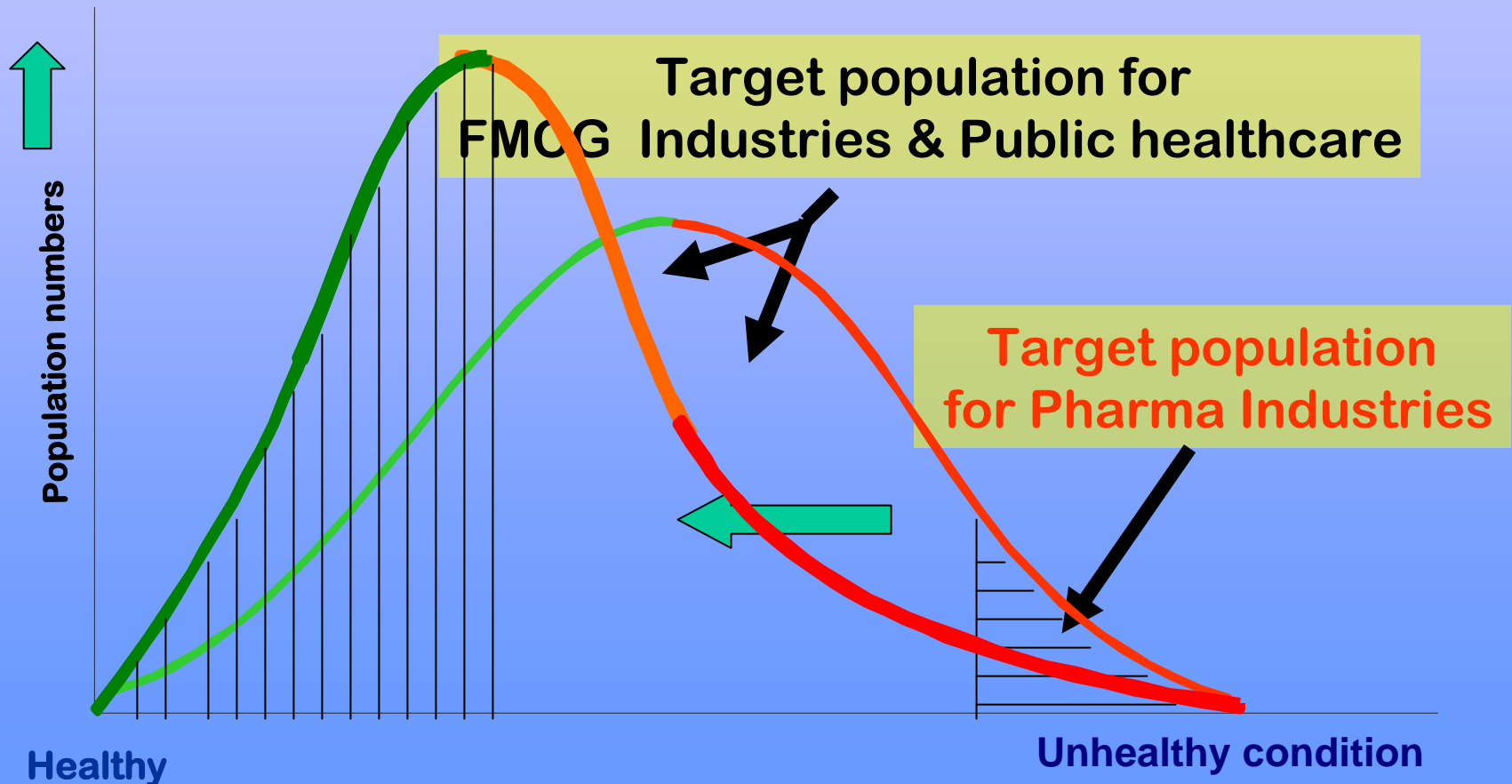
- feeling the effects of an ageing body



Female Life Expectancy 1600-2000



Partners for improving Ageing trajectories



Business Rationale for Healthy Ageing

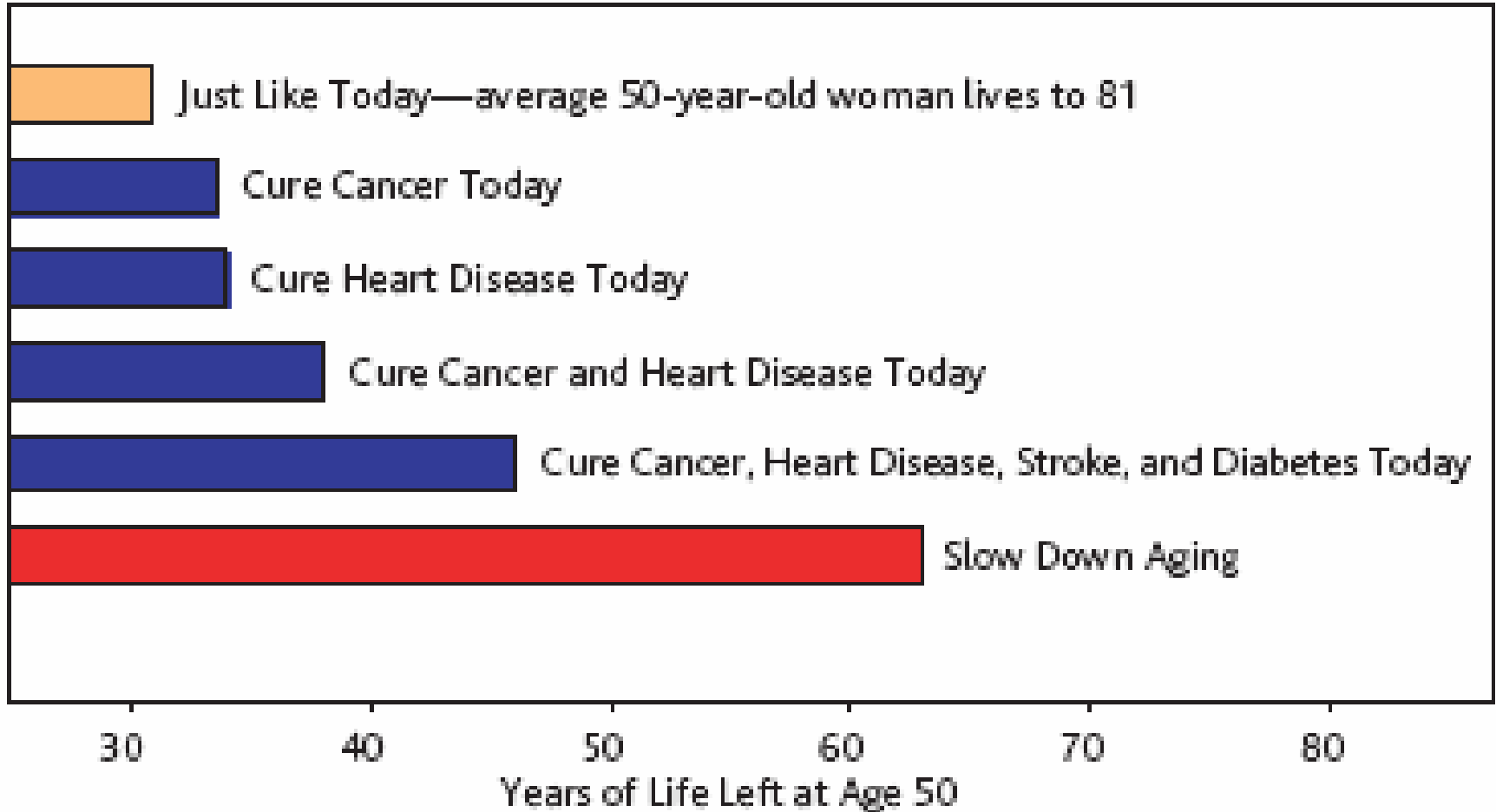
- **Change in population demographics**
- **Changes in Life span**
- **‘Empty-Nesters’ have a high degree of interest in body health&Appearance**
- **Strategic fit with Unilever Vitality Mission**
- **Changes in the Body’s Biology require specialised products**



Examples of Value generated by Prevention

- **Dental Disease** (Brown et al)
 - Estimated savings on Dental expenditure in the US 1979-1989 is US\$ 39Bn
 - This is contrast to increases of other health care sectors over the same period
- **Value of Health and longevity** (Murphy&Topel)
 - Value of cumulative gains in life expectancy US\$ 1.2M per person
 - Increased longevity added US\$ 3.2 Tn/yr to national wealth
 - Reduced mortality from CVD has increased the value of life by US\$ 1.5 Tn/year since 1970
- **Preventable cost of Obesity (US) US\$ 50bn/yr**

Research on Aging: Biggest Bang for the Buck?



Role of Behavioural change

- **Smoking Cessation**
- **Taking Care of yourself**
 - grooming
 - hygiene
- **Stress control**
- **Sufficient Physical Activity**

Healthy Ageing Options

- **Compression of Morbidity**
 - Increase ave life exectancy but not max life span
- **Decelerated Ageing**
 - True increases in max Life span
- **Arrested Ageing**
 - Reversal of Ageing process

Unilever's Healthy Ageing Programme Rationale

Ageing Consumer Needs

Consumer/Biology Understanding

Monitoring Individual progress

Holistic Solutions



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We know the 'big picture'

Biological Ageing



'Wrong lifestyle'

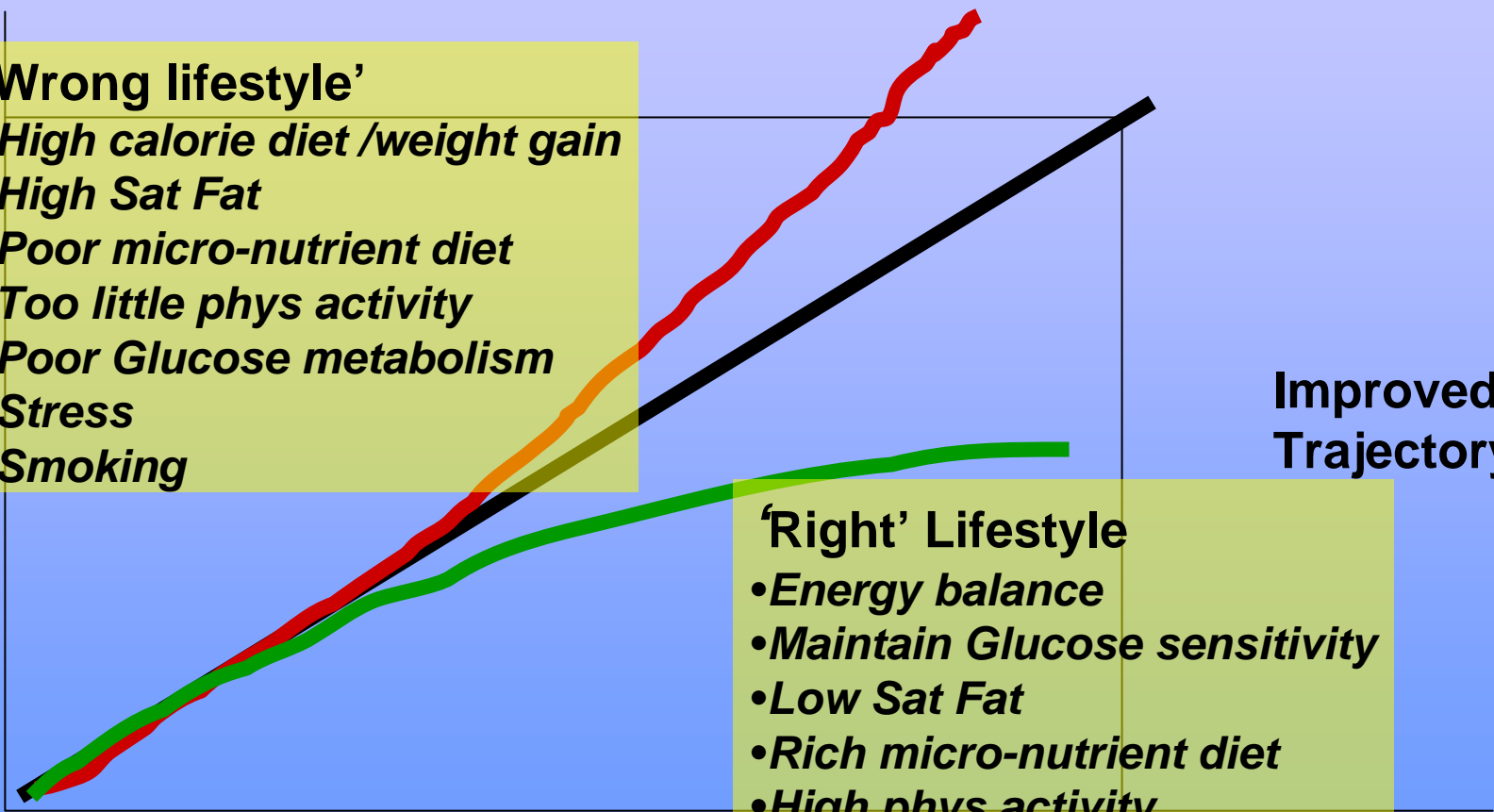
- *High calorie diet /weight gain*
- *High Sat Fat*
- *Poor micro-nutrient diet*
- *Too little phys activity*
- *Poor Glucose metabolism*
- *Stress*
- *Smoking*

'Right' Lifestyle

- *Energy balance*
- *Maintain Glucose sensitivity*
- *Low Sat Fat*
- *Rich micro-nutrient diet*
- *High phys activity*
- *low stress*

Improved Trajectory

→ Chronological Ageing



UK National Diet and Nutrition Survey:

Actual Micronutrient levels in people aged 65 years and over

<i>($\mu\text{mol/l}$)</i>	<i>Dentate</i>		<i>Edentate</i>	
	Mean	Median	Mean	Median
<i>Plasma ascorbate</i>	49.1	48.7	21.2	11.4
<i>Plasma retinol</i>	2.30	2.21	2.09	1.97
<i>Plasma α-tocopherol</i>	38.6	36.9	32.2	32.7
	Independent	Institutionalised	Independent	Institutionalised

Seneca Study

Trade off's between Lifestyle&Diet

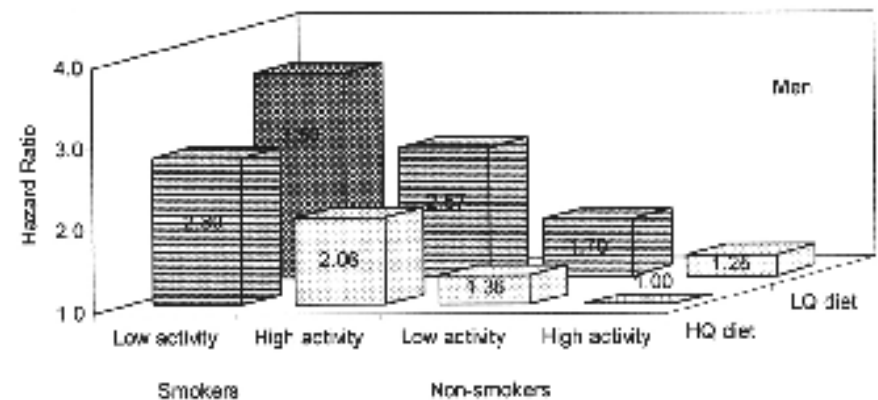
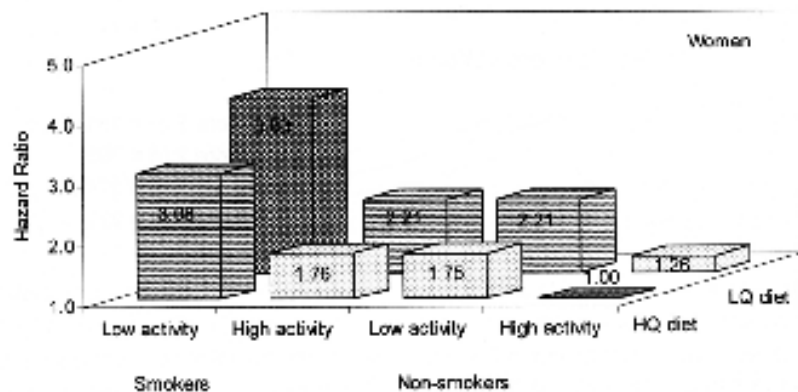


Figure 2. Hazard Ratios¹ of main and combined effects of the lifestyle factors diet, smoking and physical activity in European men and women, born between 1913 and 1918

¹ Adjustments were made for age at baseline, region, and number of chronic diseases. HQ diet = high-quality diet; LQ diet = low-quality diet.

■ 3 unhealthy lifestyle behaviours; ▨ 2 unhealthy lifestyle behaviours; □ 1 unhealthy lifestyle behaviour

Conclusions-1

- Longevity has improved phenomenally
 - This is largely due to changes in daily living
- The 50+ consumer group feels deserted
 - Product differentiation on the basis of age may not be the answer
- Excellent control of (Lipid and CHO) metabolism is likely key to Healthy Ageing
 - Holistic solutions of diet and physical activity can equal or better drug effects



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Conclusions-2

- The overall societal & business case of Healthy Ageing is obvious
 - Need to maintain people's functionality
 - Consumer communication needs sophistication
 - A holistic approach is required
- The consumer industry can help with early prevention and improvements in Quality of Life
 - Small multiple step approach
 - Needs Industry NGO, Academic partnerships to succeed
- Need a Framework for keeping people economically involved in society



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Delivery of Healthy Ageing two Perspectives

- Individual perspective
 - ‘Classical’ Medicine
 - Cosmetic Surgery
 - Stem cell therapy
 - Bio-engineered organ transplants
 - Life-Coaching
- Population perspective
 - Infection control
 - Diet
 - Physical Activity
 - Healthy Behaviours
 - Self assessment

