Healthy Ageing

Is the Business Case Obvious??

Sparc Workshop
Colworth, November, 2005

F van der Ouderaa
Unilever Corporate Research
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

Unilever confidential
Consumer segmentation

- Rebel Boomers
  - Are in denial about ageing
- Silent Radicals
  - making the most it as long as it lasts
- Stoic Seniors
  - feeling the effects of an ageing body
Female Life Expectancy 1600-2000

Oeppen & Vaupel, 2002

- Improved Nutrition
- Reduced Malnutrition
- Improved Hygiene
- Sanitation & Improved drinking water
- Reduced infection
Partners for improving Ageing trajectories

Population numbers

Healthy

Unhealthy condition

Target population for FMCG Industries & Public healthcare

Target population for Pharma Industries

Green MR and van der Ouderra F, Nature Pharmacogenomics - 2003
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?

- Just Like Today—average 50-year-old woman lives to 81
- Cure Cancer Today
- Cure Heart Disease Today
- Cure Cancer and Heart Disease Today
- Cure Cancer, Heart Disease, Stroke, and Diabetes Today
- Slow Down Aging

Years of Life Left at Age 50

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 expectancy 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
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

Chronological Ageing

Improved Trajectory
**UK National Diet and Nutrition Survey:**
Actual Micronutrient levels in people aged 65 years and over

<table>
<thead>
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Seneca Study
Trade off’s between Lifestyle & Diet

Figure 2. Hazard Ratios\(^1\) 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
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
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