

OBESITY FACTS: What is Obesity?ⁱ

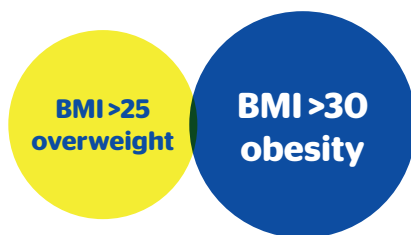
Overweight and obesity are defined as abnormal or excessive fat accumulation that may impair health when localised in the intra-visceral and abdominal area.ⁱⁱ

WAYS TO DEFINE OBESITY

Body Mass Index

A simple index of weight-for-height that is commonly used to classify overweight and obesity in adults. It is defined as a person's weight in kilograms divided by the square of person's height in meters (kg/m²).^v

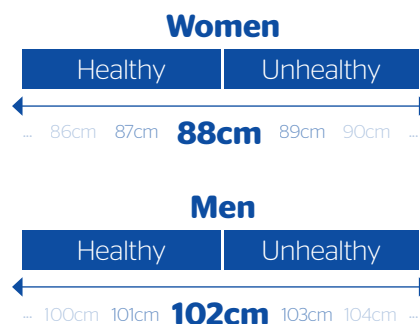
Body Mass Index Definitions^v:



Waist Circumference

A measurement of your waist to assess abdominal fat tissue and an indicator of health risk associated with excess fat around waist.ⁱⁱⁱ

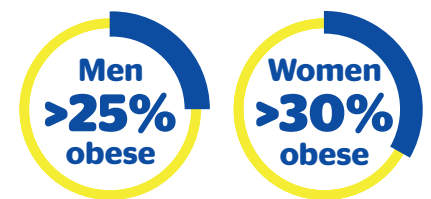
Healthy Waist Circumference^{vi}:



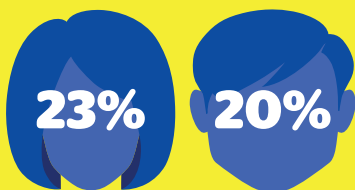
Bio-Impedancemetry

A more accurate way to analyse body composition. Bioelectrical impedance analysis (BIA) determines the electrical impedance and allows to measure the fat mass and fat free mass of the body.^{iv}

Body Fat Percentage Definitions^{vii}:



OBESITY IN EUROPE



In Europe it is estimated that **23% of women** and **20% of men** currently have obesity^{viii}

337,000 premature deaths

caused by obesity each year in Europe^x



By 2030, it is estimated that **MORE THAN 50%** of European population will have obesity^{ix}



Overweight & obesity are responsible for up to **80% of cases of type 2 diabetes**^{xii}



In some European countries the number of people overweight or having obesity may be as high as **90% of the population**^{ix}

€70 billion per year

The exceeded cost of obesity in Europe already in healthcare costs and lost productivity^{xii}

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