OBESITY FACTS: What is Obesity?
Overweight and obesity are defined as abnormal or excessive fat accumulation that may impair health when localised in the intra-visceral and abdominal area.

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).

Body Mass Index Definitions:
- BMI >25 overweight
- BMI >30 obesity

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

Healthy Waist Circumference:
- Women: 88 cm
- Men: 102 cm

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.

Body Fat Percentage Definitions:
- Men >25% obese
- Women >30% obese

OBESITY IN EUROPE

In Europe it is estimated that 23% of women and 20% of men currently have obesity. By 2030, it is estimated that more than 50% of European population will have obesity.

337,000 premature deaths caused by obesity each year in Europe

Overweight & obesity are responsible for up to 80% of cases of type 2 diabetes.

€70 billion per year
The exceeded cost of obesity in Europe already in healthcare costs and lost productivity.

REFERENCES
5. WHO Europe. http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/a-healthy-lifestyle/body-mass-index#