



# What Can Industry Do to Promote and Ensure Healthy Aging?

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NUTRITION ACROSS THE LIFESPAN FOR HEALTHY AGING  
FOOD FORUM WORKSHOP

# Agenda

- ▶ Nutrient Gaps Across the Lifespan
- ▶ Role of Supplementation in a Healthy Diet
- ▶ Industry Efforts to Promote Healthy Aging
- ▶ Managing Consumer Expectations
- ▶ Summary



# Nutrient Gaps Across the Lifespan



# 2015 DGAC Report

## 11 Shortfall Nutrients

Consumed in amounts below the  
Estimated Average Requirement (EAR) or Adequate Intake (AI) levels

- ▶ Vitamin A
- ▶ Vitamin D
- ▶ Vitamin E
- ▶ Vitamin C
- ▶ Folate
- ▶ Choline
- ▶ Calcium
- ▶ Magnesium
- ▶ Fiber
- ▶ Potassium
- ▶ Iron (premenopausal females)

# 2015 DGAC Report

## Nutrients of Public Health Concern

- ▶ Calcium
  - ▶ Vitamin D
  - ▶ Fiber
  - ▶ Potassium
  - ▶ Iron\*
- ▶ Among the 11 shortfall nutrients, **under-consumption** of five has been **linked** to **adverse health outcomes**

\*young children, adolescent females and premenopausal adult females (2015 DGAC Report)



# 2015 DGAC Report

## Shortfall Nutrients in Older Adults ( $\geq 71$ y/o)

### ▶ Calcium

- ▶ 71% of men and 81% of women below the EAR

### ▶ Fiber

- ▶ 96% of men and 87% of women below the AI

### ▶ Vitamin D

- ▶ 93% of men and 97% of women below the EAR

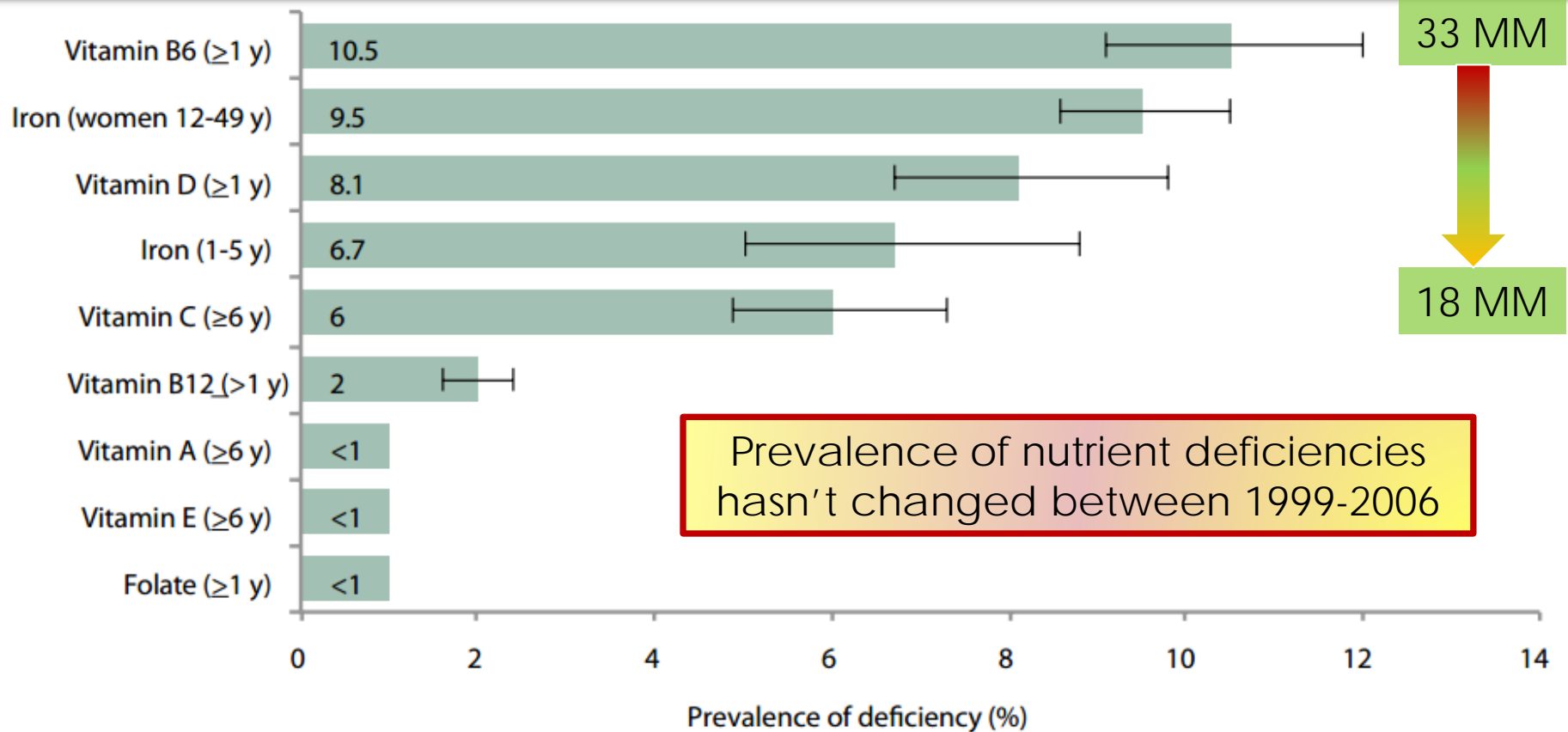
### ▶ Potassium

- ▶ 97% percent of both groups below the AI

- 2015 DGAC Scientific Report
- Intake from food alone

# Prevalence of Deficiency by Biomarkers

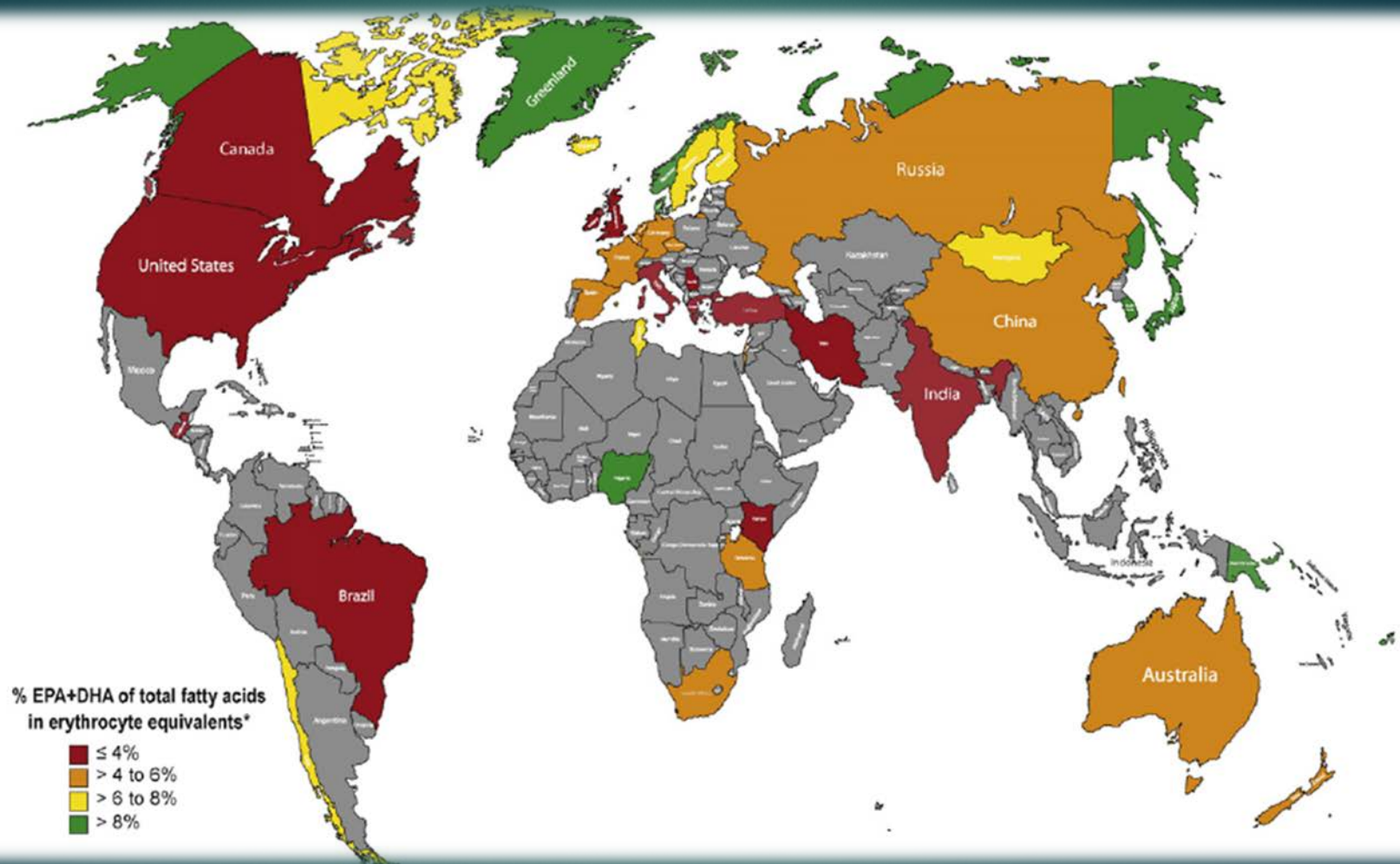
NHANES 2003-2006



Source: CDC Second Nutrition Report

# Global EPA+DHA Status

(% EPA+DHA of total fatty acids)



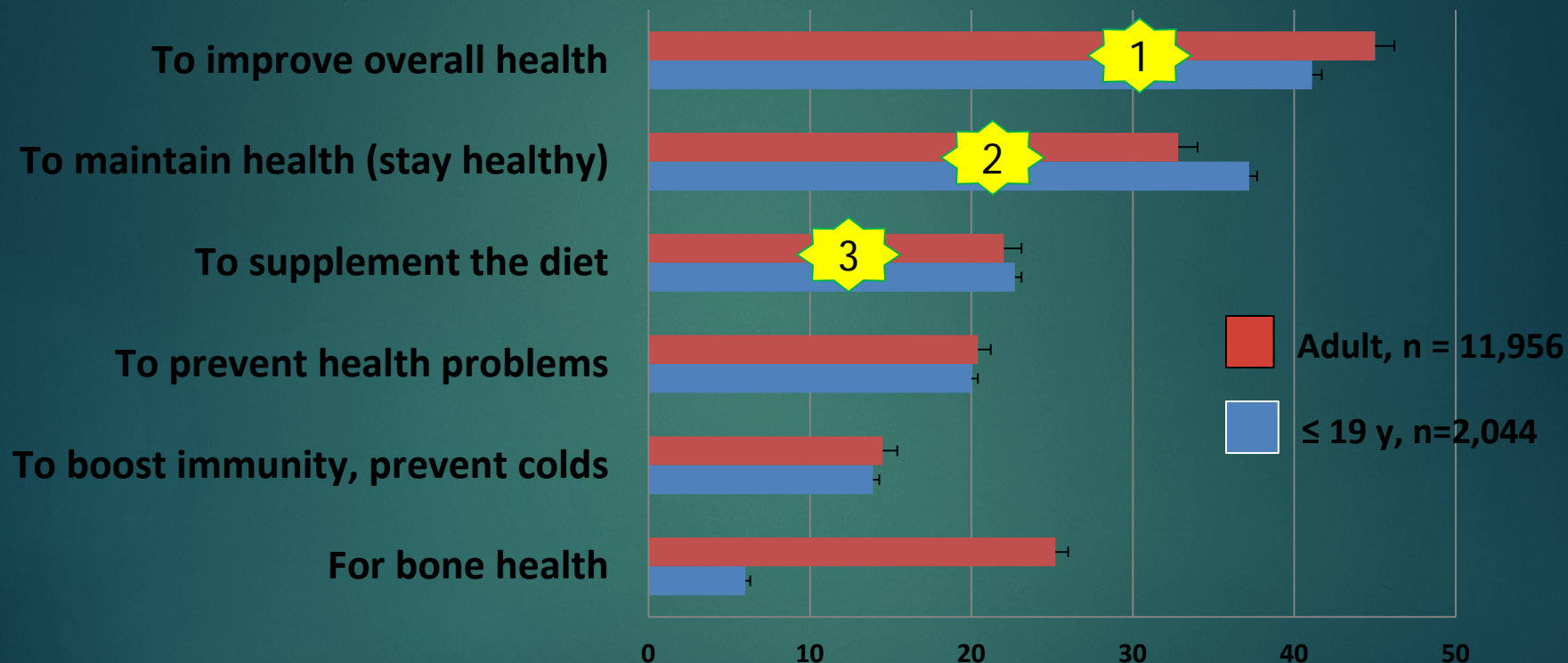




# Role of Supplemental Nutrients in a Healthy Diet

# Why use Dietary Supplements?

NHANES 2007-2010

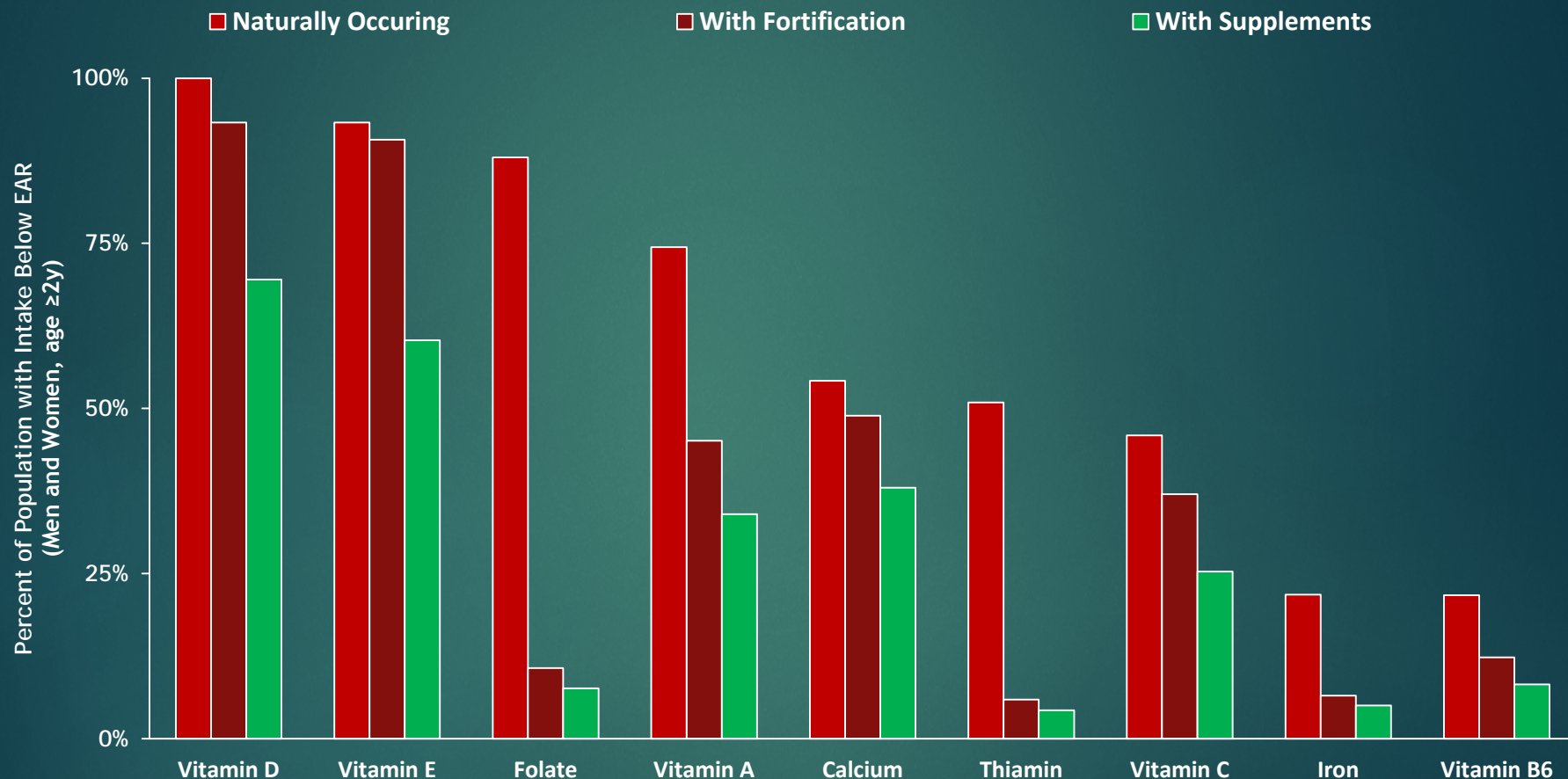


Adult Source: Bailey et al. 2013 *JAMA* 173:355

Child Source: Bailey et al. 2013 *Ped Res* 74: 737

# Supplementation & Nutrient Adequacy

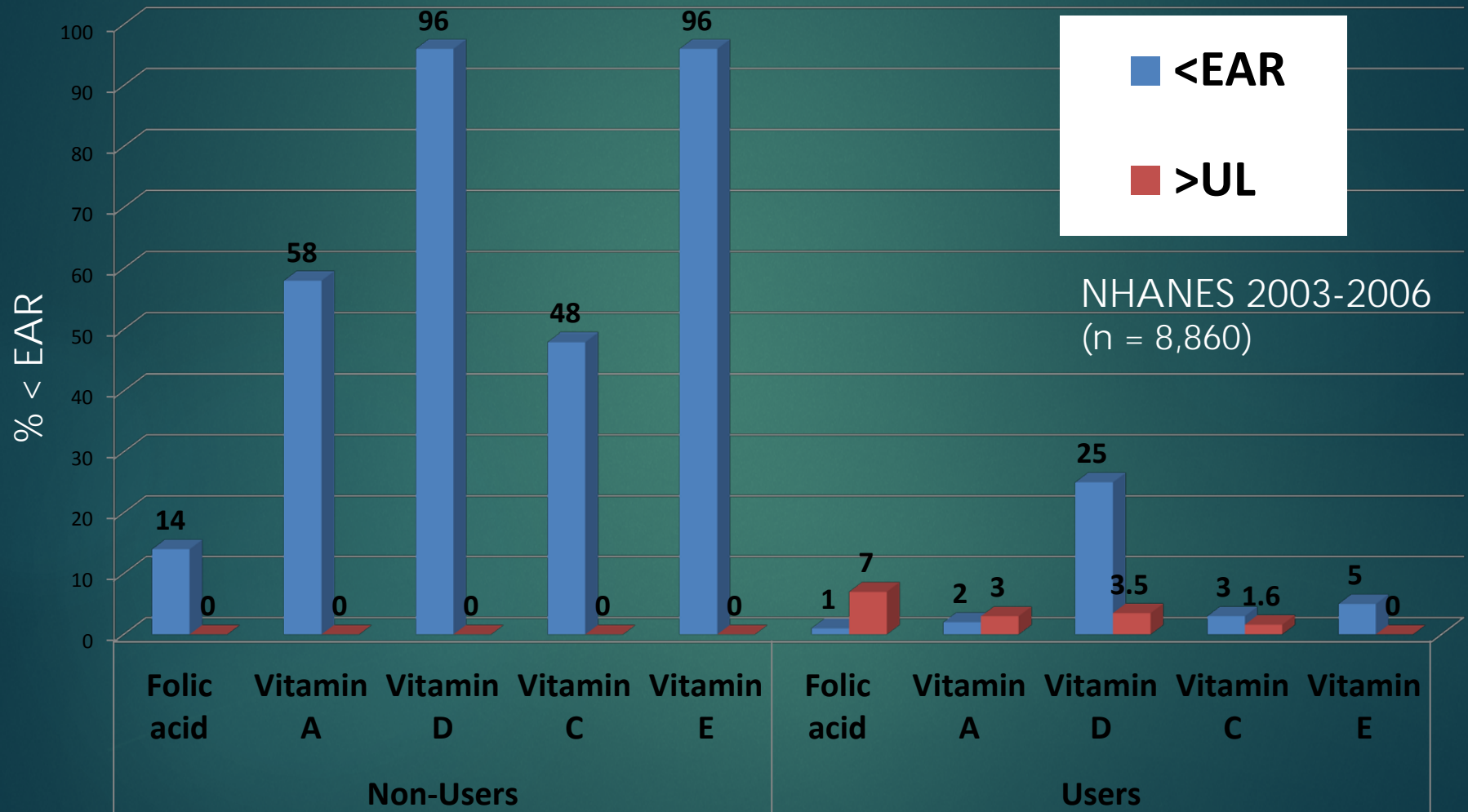
## NHANES 2003-2006



Fulgoni et al. 2011 J Nutr 141:1847



# Supplementation & Adult Nutrient Intakes



Source: Bailey et al. 2012 JADA 112:657

# Prenatal Multivitamins

## ▶ Iron

- ▶ Nutrients of Public Health  
Concern for women capable of becoming pregnant

## ▶ Folic Acid

- ▶ Women capable of becoming pregnant should consume 400 mcg of synthetic folic acid daily from fortified foods and/or supplements

## ▶ Iodine

- ▶ American Thyroid Association, Endocrine Society, Teratology Society, American Association of Clinical Endocrinologists, and the International Council for the Control of Iodine Deficiency Disorders Global Network
- ▶ Recommend that all pregnant US women take a prenatal vitamin that contains 150 mcg iodine daily in the form of potassium iodide

\*2015 DGAC Report



# Other Nutrients to Consider Older Adults

## Protein

- ▶ Not a shortfall nutrient for older adults
    - ▶ 6% of men older than 80 years and 11% of women protein intakes below the EAR
  - ▶ Potential metabolic and health benefits of consuming protein > current recommendations
    - ▶ RDA: 64 g/day
- Suggested Optimal Intake:
- ▶ 80 – 120 g/day

## Vitamin B12

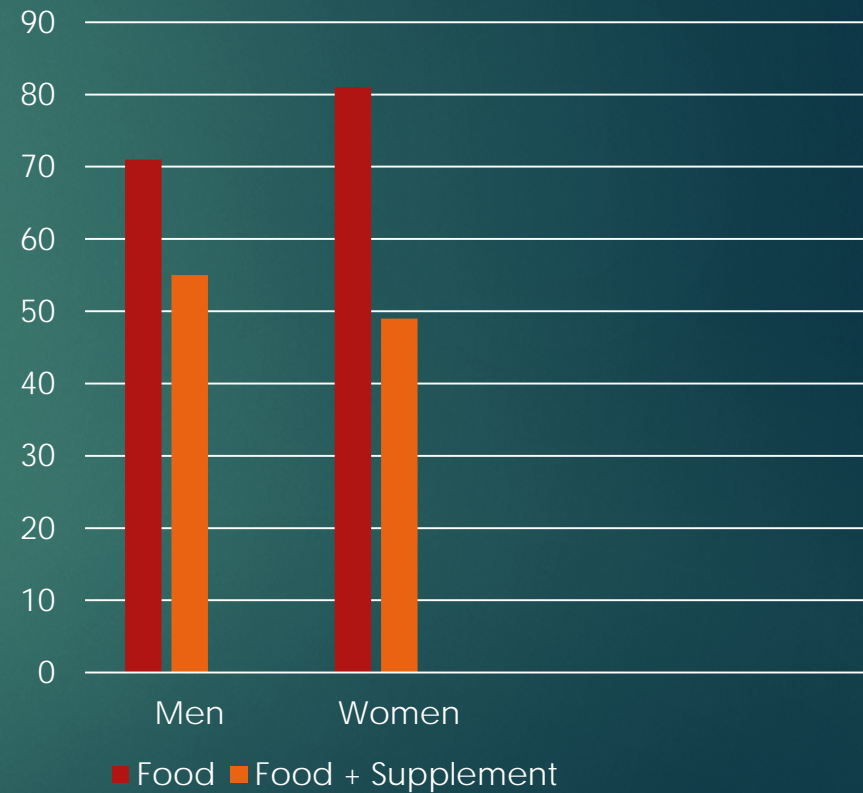
- ▶ Older adults consume adequate vitamin B12
  - ▶ A substantial proportion of these individuals have reduced ability to absorb dietary vitamin B12
- ▶ Crystalline form of the vitamin is well absorbed
  - ▶ ages > 50 years are encouraged to include foods fortified with B12 or take dietary supplements (2010 DGAC)



# Supplements Support Nutrient Adequacy Older Adults ( $\geq 71$ y/o)

- ▶ Calcium intake from food alone did not meet the EAR
  - ▶ 71% of men and 81% of females below the EAR
- ▶ Intakes improved with dietary supplements
  - ▶ 55% for men and 49% for women

Calcium Intakes from food vs.  
food + supplements



\*Scientific Report of the 2015 DGAC

# Supplements Support Nutrient Adequacy Older Adults ( $\geq 71$ y/o)

- ▶ Vitamin D intake from food alone did not meet the EAR
  - ▶ 93% of males and 97% of females below the EAR
- ▶ Intakes improved with dietary supplements
  - ▶ The proportions below the EAR dropped to 52 % for both males and females



\*Scientific Report of the 2015 DG



# Promoting Healthy Aging

## Role of Dietary Supplement Industry

- ▶ Significant proportions of population have inadequate nutrient intakes
- ▶ Nutrient supplementation is a safe, practical means to improve nutrient intake
- ▶ The role of industry in supporting healthy aging is to promote responsible use of dietary supplements, in combination with, a healthy diet as a way to ensure nutrient adequacy
  - ▶ Population
  - ▶ Individual



# Industry Efforts to Promote Healthy Aging



# Filling Nutrient Gaps

## Population Approach

- ▶ Health Care Cost Savings Analysis
- ▶ SNAP: Supplemental Nutrition Assistance Program
- ▶ WIC: Special Supplemental Nutrition Program for Women, Infants, and Children
- ▶ Iodine in Prenatal MVM's - CRN Guidelines
- ▶ Health Claims/QHC
  - ▶ Magnesium; Omega-3 fatty acids
- ▶ Global Humanitarian Nutrition
  - ▶ Vitamin Angels
  - ▶ Sight and Life



# Filling Nutrient Gaps Meeting Individual Recommendations

## Dietary Supplements Formulated for Specific Populations

- ▶ Life Stage/Gender
  - ▶ prenatal, children, male/female – adult, senior
- ▶ Complementing diets
  - ▶ vegan, vegetarian, lactose-free, etc.
- ▶ Alternate delivery forms
  - ▶ powder, liquid, tablet, capsule, gel-cap, gummy
- ▶ Nutrition as prevention for at risk individuals
  - ▶ AREDs, bone health, fiber, etc.





# Managing Consumer Expectations

# Managing Consumers Expectations

## Physical Health

- ▶ Pain Relief
- ▶ Metabolic Health
  - ▶ Diabetes, CVD, etc.
- ▶ Skin/Beauty

## Mental Health

- ▶ Attention/Focus
- ▶ Memory
- ▶ Cognitive Decline
- ▶ Dementia

**Consumer Education/Responsible Messaging:**  
“No miracle pill” & “Talk to Your Doctor”



# Supplement Advertising Review Program

- ▶ Support to efforts of federal regulators
- ▶ Protects consumer confidence
- ▶ Prioritize egregious ads that target vulnerable populations, including aging adults



**THERE'S A NEW  
SHERIFF IN TOWN.  
YOU.**

Tired of having the  
supplement industry referred  
to as "the Wild West"?

Now you can  
do something about it.

**YOU**

If you see a supplement ad that's  
misleading, untruthful, or includes  
claims that can't be substantiated, file  
a competitive challenge with NAD.

**WE'RE AIMING TO CLEAN UP OUR INDUSTRY**

For more information on  
the CRN/NAD initiative, visit  
[www.crnusa.org/NAD](http://www.crnusa.org/NAD)

To file a competitive  
challenge with NAD, visit  
[www.nadreview.org/AboutNAD.asp](http://www.nadreview.org/AboutNAD.asp)

 This ad is paid for by the Council for Responsible Nutrition (CRN), a trade association representing the dietary supplement industry. The National Advertising Division (NAD) of the Council of Better Business Bureaus (CBBB) review of dietary supplement advertising is supported in part through a series of unrestricted grants from CRN. CRN exerts no influence over the NAD's decisions of which advertising to investigate or the outcomes of these examinations. CRN's members' advertising is not exempt from review by the NAD.

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# Summary

- ▶ Evidence demonstrates inadequate nutrient intakes in the general population and in sensitive sub-populations
- ▶ Dietary supplements, in combination with a healthy diet, are a safe and prudent way to fill nutrient gaps
  - ▶ A lifetime of nutrient adequacy supports healthy aging
- ▶ Industry Supports Healthy Aging
  - ▶ Advocate for supplemental nutrients to be included in Federal nutrition programs and policies
  - ▶ Set science-based industry guidelines
  - ▶ Make products to help individuals achieve nutrient adequacy





# Thank You

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