Anti Aging and Longevity Market Facts

Anti-Aging and Aesthetic Medicine

While the global population is aging at an unprecedented rate, Anti-Aging and Aesthetic Medicine has been developed as a healthcare concept offering solutions to extend the healthy lifespan of individuals. The science of Anti-Aging and Aesthetic Medicine is multidisciplinary with advances in the fields of biochemistry, biology, and physiology.

Anti-Aging Industry Statistics

- Americans 50 years of age and older control 77% of the country's financial assets
- Over the next 10 years, population growth will be driven by a decrease in mortality not an increase in birth rate.
- Ninety million adult Americans use alternative medicine.
- Botox was the number one cosmetic procedure performed with 2.8 million procedures, up 157% from 2002.
- The consumer public has voted with their wallets overwhelmingly in favor of the anti-aging healthcare model. The anti-aging marketplace is one that is demographics-driven: people around the world are getting older.

About the Anti-Aging Market

The opportunities in the Anti-Aging market are vast, with the global market estimated to be worth $292 billion by 2015. Furthermore, the proportion of the world's population aged 60 or over currently stands at 10%, but this figure is expected to more than double to 22% by 2050.

One of the World Health Organization's "ten global health targets for the 21st century" is "to achieve an increase in life expectancy and in the quality of life for all." It is predicted that, by the year 2029, advancements in stem cell research, therapeutic cloning, and nanotechnology will be harnessed into applications that improve and extend the human life span. In this manner, Anti-Aging Medicine is anticipated to have a profound and permanent impact on the future of preventative health care.

Fast Facts on the Anti-Aging Marketplace

- The market with the highest projected AAGR is hormone replacement therapy, at 16.5%.
Global Nutraceuticals Market to Cross US $243 Billion By 2015
In the US, the nutraceuticals market stands at $17.1 billion.
Sixty percent (60%) of Americans age 65+ are pursuing anti-aging interventions - including hormone replacement therapies and dietary supplementation.
Dietary supplement sales were $25 billion in 2010
Thirty-three percent (33%) of adults take supplements on the specific advice of their doctor.

Lucrative Spinoff Industries Created by the Anti-Aging Marketplace

- Prescription Drugs: $70 billion annually spent by the public on medicines prescribed for aging-related diseases.
- Fifty-Plus Fitness and Spa: $400 billion and growing by 15% each year.
- Cosmetic Procedures: $20 billion in plastic surgery and non-surgery skin treatments spent by men and women ages 35-50 last year.
- Pain Management: $7 billion ($16 billion if including painkiller drugs) a year, this market is aimed at relieving Boomer-generation chronic pain.

Boomers Will Be Pumping Billions Into Anti-Aging Industry By DAVID CRARY 08/20/11 11:55 AM ET

NEW YORK -- Baby boomers heading into what used to be called retirement age are providing a 70 million-member strong market for legions of companies, entrepreneurs and cosmetic surgeons eager to capitalize on their "forever young" mindset, whether it's through wrinkle creams, face-lifts or workout regimens.

It adds up to potential bonanza. The market research firm Global Industry Analysts projects that a boomer-fueled consumer base, "seeking to keep the dreaded signs of aging at bay," will push the U.S. market for anti-aging products from about $80 billion now to more than $114 billion by 2015.

The boomers, who grew up in a culture glamorizing youth, face an array of choices as to whether and how to be a part of that market.

The Anti-Aging Market

Thousands of the 75 million Baby Boomers born between 1946 and 1964 celebrate their 50th birthday each day. In the wake of their celebration, even before the smoke from the candles clear, a new set of concerns surface. For many, these concerns include job security, financial stability and retirement. For an even larger percentage of this demographic population, the concerns are to look younger, feel younger, retain their youth and maintain their health.

The Boomers are commanding attention with their voices and their wallets as they will be the primary contributors to the projected $12 billion increase in money spent on anti-aging products and supplements in the next year and a half alone. This momentum is gaining worldwide media
attention. Leaf through a magazine, turn on the television, surf the Internet and you're sure to come face-to-face with the latest articles and solutions. Much like the advertisements and stories that bombard you, growing older is a reality that cannot be escaped. It's a condition that does not discriminate, and will ultimately affect each one of us.

**Consider the following:**

1. There are 77 million Baby Boomers in the U.S., 53 million between the ages of 40 and 50.
2. There are 11,000 Baby Boomers turning 50 everyday and this trend will continue for the next 10 years.
3. By 2012, 50 percent of the population will be over age 50.
4. People over 50 years of age control 70 percent of the financial assets in the USA and 50 percent of all discretionary income.

These statistics point to the biggest market opportunity in the U.S. today. It's a very simple formula: Boomers don't want to get old, they have lots of money, and Waiora has what they want — products that help them rediscover the look, feel and health of their youth.

Your opportunity, the anti-aging market, is presently a $30 billion market. In the next three years, it is expect to grow to $70 billion. This is the fastest growing market in the U.S. and it's yours to take advantage of.

**Healthy Living and Aging Facts**

1. Americans 50 years of age and older control 77% of the country's financial assets
2. Each day in the United States, 10,000 Baby Boomers turn 50 years of age
3. The over 50 population in the U.S. will increase from one quarter to more than one third by 2012
4. The over 50 demographic accounts for 54% of total consumer demand.
5. The over 50 demographic accounts for 45% of all health care spending.
6. The over 50 demographic accounts for 74% of all prescription drug purchases.
7. Baby Boomers spend more than any other age group on travel, recreation and personal care products.
8. Over the next 10 years, population growth will be driven by a decrease in mortality not an increase in birth rate.
9. Eighty percent of Baby Boomers expect to work after retirement age.
10. In the next 25 years, there will be over one million centenarians in the U.S.
11. It is now accepted that the maximum life span may be closer to 120 years.
12. Three of every five consumers take supplements on a regular basis.
13. One hundred million adults have the need to reduce cholesterol.
14. Over 75% of consumers stated that they are concerned about reducing heart disease and cholesterol and 90% would prefer a natural approach using foods and a dietary supplements versus prescription drugs.
15. Six in 10 Americans take supplements on a regular basis, 46% take multiple vitamins on a daily basis and 35% take single vitamins like vitamin C.
16. 72% of Americans who take supplements take them to feel better.
17. 67% of Americans who take supplements take them to prevent getting sick.
18. 51% of Americans who take supplements take them to help them get better when they are sick.
19. 50% of Americans who take supplements take them to live longer.
20. 37% of Americans who take supplements take them to build strength and muscle.
21. 12% of Americans who take supplements take them for weight management.
22. 12% of Americans who take supplements take them for weight management.
23. Eighty-three percent of all U.S. households purchase some form of nutritional supplements.
24. Ninety million adult Americans use alternative medicine.
25. In 2003, 8.7 million procedures were performed by plastic surgeons on people who wanted to manage the signs of aging.
26. Botox was the number one cosmetic procedure performed with 2.8 million procedures, up 157% from 2002.
27. Women make up 86% of all cosmetic procedures.
28. 45% of all cosmetic procedures were performed for people 35 - 50 years old.
29. It is recommended to consume 30 grams of fiber on a daily basis but the average American consumes less than 10 grams.
30. Joint pain arising from inflammation affects 80 million Americans.
31. Cardiovascular disease (CVD) and cancer are the number one and two causes of death for men and women in the United States.
32. More than 64 million Americans struggle with some form of CVD - 39 million are under the age of 65.
33. The estimated cost of CVD and stroke in the U.S. for 2004 is just over $368 billion.