

Royal
Osteoporosis
Society

Better bone health for everybody

**BONE
HEALTH™**

A P P R O V E D

Royal
Osteoporosis
Society

Bone Health
ACCREDITATION

Scheme

ABOUT

Royal Osteoporosis Society

The Royal Osteoporosis Society is the UK's the only national charity dedicated to bone health and osteoporosis.

We work to improve the bone health of the nation and support everyone with osteoporosis to live well through our support services and advice.

We influence and shape policy and practice at every level through our work with healthcare professionals and policy-makers. We're also driving research and the development of new treatments, working towards a future without osteoporosis.

For over 30 years we've been making a real difference. Find out more about our work by visiting theros.org.uk



BONE health in the UK

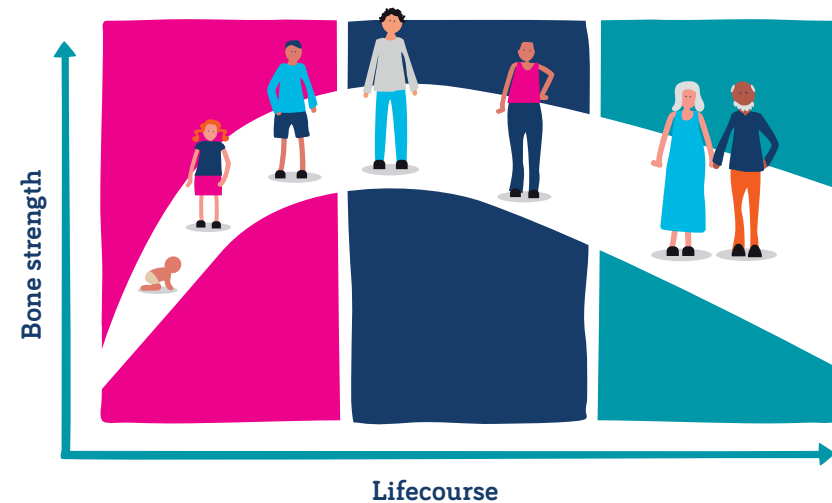
Bone tissue is alive and constantly changes throughout our life. By adopting a healthy lifestyle, exercising regularly, eating a balanced diet with adequate calcium, and ensuring you're getting enough vitamin D, everyone can support their bones.

When we are in our childhood and teenage years, our bones grow rapidly and it takes the skeleton just two years to completely renew itself. We reach our peak bone health at around the age of 30 and after this it begins to decline naturally as we get older, especially for women around the menopause.

Osteoporosis causes 500,000 broken bones in the UK every year, costing over £4.5 billion. Broken bones caused by the condition can be painful, impact on daily life, reduce independence, and sometimes lead to life-changing disability.

There are currently 3.5 million people living with osteoporosis in the UK. Half of women and 20% of men over 50 will break a bone because of it. Despite this, just 25% of adults are aware of what the condition means. This is why we are turning up the volume on bone health and working towards a future without osteoporosis.

Your bone health throughout life



Life-long
healthy bones



Adopting a healthy lifestyle
with a balanced diet is key
for good bone health

About the Bone Health ACCREDITATION

Scheme

The Royal Osteoporosis Society is working to improve the bone health of the nation and a vital part of that is our Bone Health Accreditation Scheme.

We want to enable consumers to make good choices for their bone health. Where the *Bone Health Approved* logo appears, consumers can have confidence that the product they are buying does what it claims to do for bone health – when taken together with a balanced diet and active lifestyle.

The Scheme offers organisations the opportunity to apply to use our *Bone Health Approved* logo. This will mean that the bone health claims will be assessed by our bone health experts.

A wide range of products and services, including food and drinks, supplements and living aids can apply. And once approval has been given, the logo can be used on product packaging and marketing material to show that the product or service is good for bones.

Approval will only be given to products or services that can demonstrate benefits to bone health according to strict nutritional and scientific criteria set out by established EU regulations.



BENEFITS of bone health accreditation

Confidence for consumers

The key benefit of the Bone Health Accreditation Scheme is that consumers can be confident that the bone health claims made by products and services have been assessed by a trusted, independent charity. This will help consumers buy with confidence and enable them to make positive choices about their diet and lifestyle for good bone health.

Recognition of products and services

For products that have gained approval, this will build consumer trust in the product or service, and your wider brand, because it offers an independent acknowledgement of the benefits on offer. Ultimately, the hope is that this will drive an increase in sales as more consumers have confidence in your product and brand.

Working with the Royal Osteoporosis Society, a highly respected national charity, can also help you to work towards your corporate social responsibility goals and strengthen your reputation.

To find out more about the Bone Health Accreditation Scheme, please visit theros.org.uk/accreditation

Once approved, organisations will receive:

- The ability to use pre-approved promotional phrases on product packaging and in marketing communications.
- A listing on the Royal Osteoporosis Society's website.
- Announcement of accreditation approval on the Royal Osteoporosis Society's communications channels, such as website news, social media, owned magazines and newsletters, and through media outreach.
- 10% discount on advertising in members' magazine.
- Opportunities to be included in a variety of marketing and networking events, where available and applicable.



HOW to achieve accreditation

Application

Anyone interested in undertaking the accreditation process will be asked to complete and return an application form. This will capture information including the company's profile and net turnover band, the product/s intended for accreditation, a full list of their ingredients and quantities, and proof of any EU approved health or nutritional claims.

All applications will be assessed through the Royal Osteoporosis Society's Approvals Board. An application fee will cover the cost of application – regardless of the outcome.

The accreditation will need to be renewed annually unless a multi-year contract is taken.

Please note that should any ingredients change or additional claims be added, a new application for accreditation will be required and charged accordingly.

Approval

The Approvals Board will review each application, any health or nutritional claims made and the evidence submitted, calling on its expert clinical advisors for opinion. If the product is approved, a license agreement will be issued giving permission to use the *Bone Health Approved* logo on the specified product/s or service/s.

Licence

The fee for the accreditation licence is calculated based on the company's and product net sales turnover and number of products seeking accreditation. If the product is also sold outside of the UK, this will be taken into account when calculating the fee.

PRINCIPLES of the scheme

- We will only approve products or services that can demonstrate benefits to bone health.
- The scheme will apply the existing EU Food Labelling Regulations (Regulation 1924/2006) administered by the European Foods Standards Agency (EFSA), used to govern UK food labelling, as a means of approving a product's health or nutritional claims during the application process.
- In the case of medical devices, all products must adhere to the EU Medical Device Regulation or The EU Regulation on In Vitro Diagnostic Medical Devices 2017/746 for IVDs.
- The *Bone Health Approved* logo and guidelines for use will be provided to all approved partners for the duration of the approval. All uses of the logo will need approval prior to production according to agreed timescales.
- We will provide marketing and communications support to approved partners for the launch of their approval. In return we will ask approved partners to provide reciprocal marketing and communications support to the Royal Osteoporosis Society.



To find out more about accreditation or to get a quote, please contact partnerships@theros.org.uk



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theros.org.uk

President: HRH The Duchess of Cornwall

Royal Osteoporosis Society is a registered charity no. 1102712 in England and Wales, no. SC039755 in Scotland, and no. 1284 in Isle of Man. Registered as a company limited by guarantee in England and Wales no. 4995013, and foreign company no. 006188F in Isle of Man. Registered address: Camerton, Bath, England, BA2 0PJ

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