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PRESS RELEASE

**Take a vitamin D supplement every day,
Swiss government advises over-65s**

New guidance from Switzerland's government advising older consumers to take a vitamin D supplement daily has been welcomed by IADSA as a positive reflection of the value of supplementation.

The recommendation has been issued in [an information leaflet](#), entitled 'Vitamin D' and published by the Swiss Federal Food Safety & Veterinary Office (FSVO). It says that vitamin D delivers benefits for bone and muscle health and can reduce the risk of falls and hip fractures by 30%. It also states that vitamin D can have beneficial effects for dental health, the immune system, the brain, and the heart.

The flyer explains that it's difficult to obtain vitamin D in sufficient quantities through the diet, and that it is synthesised by the skin when exposed to sunlight. However, it goes on to say that about half the population lacks adequate levels of vitamin D, and warns that as we age, our ability to form vitamin D through the skin is reduced by 25%.

As a result, the leaflet says, the Swiss government now recommends that, from the age of 65, people take a daily dose of 800 IU vitamin D.

The new advice from the Swiss government is aligned with resources focusing on vitamin D created through IADSA's [Mind the Gap](#) initiative. They include stories exploring the benefits of [optimal vitamin D intakes](#), explaining how vitamin D and good bone health can [reduce the risk of a fall](#), and an in-depth look at [a successful vitamin D fortification programme in Finland](#).

Cynthia Rousselot, IADSA's Director of Technical & Regulatory Affairs, said: "We are pleased to see that Swiss government recognises the importance of vitamin D and the role supplementation can play in ensuring that people consume enough of this essential nutrient. IADSA will continue to engage with policy makers and other stakeholders worldwide to raise awareness of the role of supplementation in increasing levels of health and wellbeing."

Based in London, IADSA is the international association of the food supplement sector, with members from six continents. IADSA is the global platform to guide the evolution of policy and regulation in the sector. Visit iadsa.org for more information.

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About IADSA

Established in 1998, IADSA is an international body comprising member associations and companies operating in the global supplements sector. Bringing together food supplement associations from six continents, IADSA is a trusted source of information and runs regional and national regulatory, scientific and technical programmes in many parts of the world, supporting and advising governments and other stakeholders in relation to the development and implementation of regulation and policy. IADSA also works with companies and authorities to build national associations in countries where they do not already exist. IADSA's full name is International Alliance of Dietary/Food Supplement Associations.