

0.00002

Extremely small number. *Extremely big impact!*

- **According to the FDA, a product containing 20 parts per million or more of gluten cannot be labeled gluten-free.**
- **5-10% of the world's population may suffer from gluten sensitivity.***
- **1 out of every 133 Americans (about 3 million people) have Celiac Disease.****
- **97% of Americans estimated to have Celiac Disease are not diagnosed.***
- **30% of the US population is estimated to have the genes necessary for Celiac Disease.***
- **In a recent study, 60% of children and 41% of adults diagnosed with Celiac Disease were asymptomatic.***
- **There are currently no prescription drugs available to treat Celiac Disease.***
- **The average cost of a misdiagnosis is \$5,000-\$12,000 per person per year.***

** According to The National Institutes of Health*

***Source: National Institutes of Health, Univ. of Chicago Celiac Disease Center, Date Verified: 5.7.2013*

**When it comes to gluten and nutritional supplements,
a zero-tolerance policy isn't just a smart move for your patients,
*it's a critical move for your practice!***



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