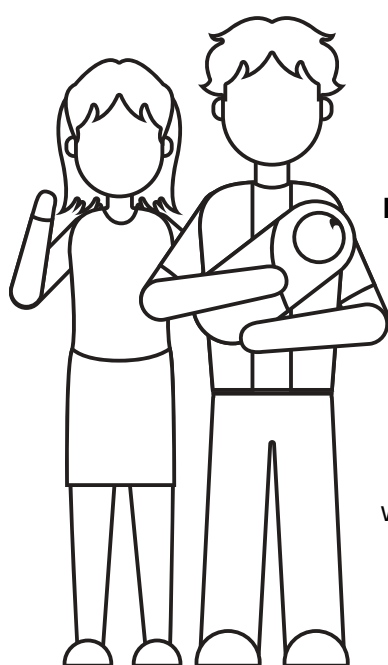


BY THE NUMBERS

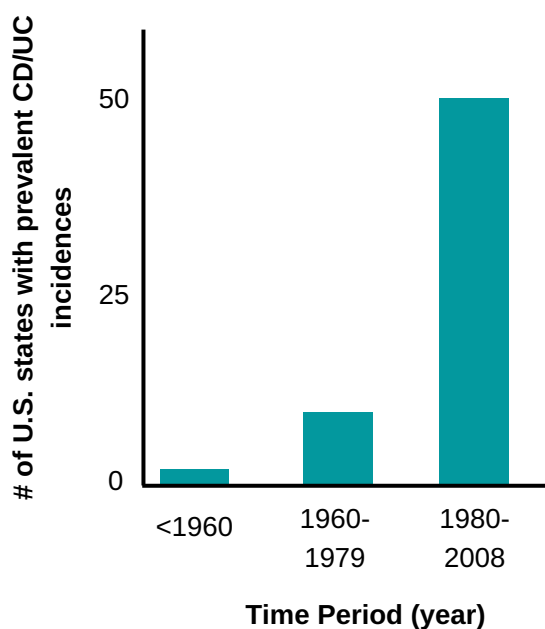
AN INFLAMMATORY BOWEL DISEASE INFOGRAPHIC

INCIDENCE OF IBD



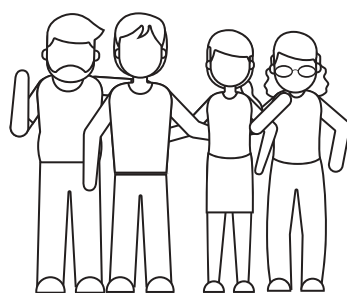
Research on migrant populations where migrants move from regions of low to high IBD incidence show that **second generation** (those born in the high incidence region) **have higher IBD incidence rates** than their parents.

IBD research increasingly supports the trend that incidence and prevalence of IBD are increasing, both with time and in different regions around the world. **It is emerging as a global disease**, and many studies link rises in recent years with the spread of Western society, diet, and culture.



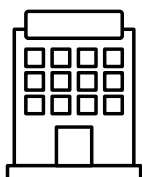
30
YEARS AGO
fewer than 1 in 1
million people in Hong
Kong had IBD

Today, roughly
3 IN 100,000



people in
Hong Kong
have a new
diagnosis of
IBD

LINKED TO IBD RISK



rapid
industrialization



Westernization
of diets

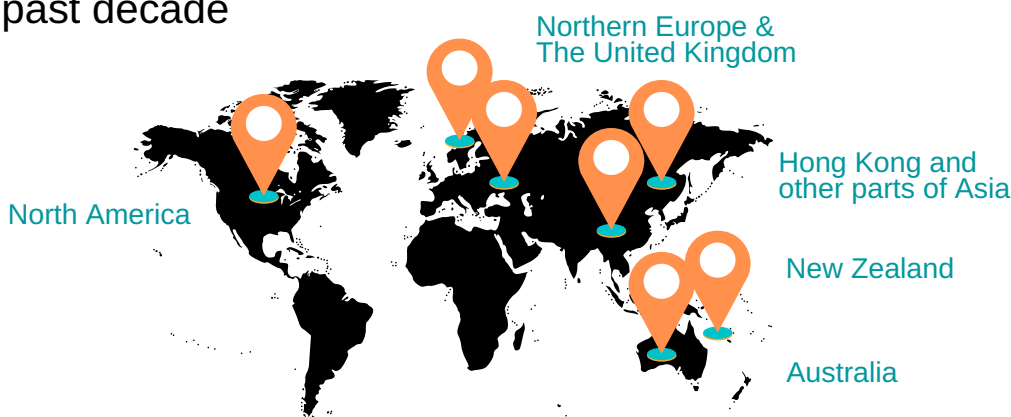


changes to the
gut microbiome

Genes are
not the only
explanation
for the
recent rise
of IBD
around the
world

WHERE IN THE WORLD

Previously low-incidence regions of the world that have seen a drastic increase in incidence in IBD diagnoses in the past decade



Sources:

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2. Lindsey Konkel. 2016. Inflammatory Bowel Disease in Asia: A Second Chance at Uncovering Environmental Factors. *Environmental Health Perspectives*. 124:3 CID: <https://doi.org/10.1289/ehp.124-A49>.
3. Geary R, B: IBD and Environment: Are There Differences between East and West. *Dig Dis* 2016;34:84-89. doi: 10.1159/000442933
4. Laudisi F, Di Fusco D, Dinallo V, et al. The Food Additive Maltodextrin Promotes Endoplasmic Reticulum Stress-Driven Mucus Depletion and Exacerbates Intestinal Inflammation. *Cell Mol Gastroenterol Hepatol*. 2019;7(2):457-473. doi:10.1016/j.jcmgh.2018.09.002