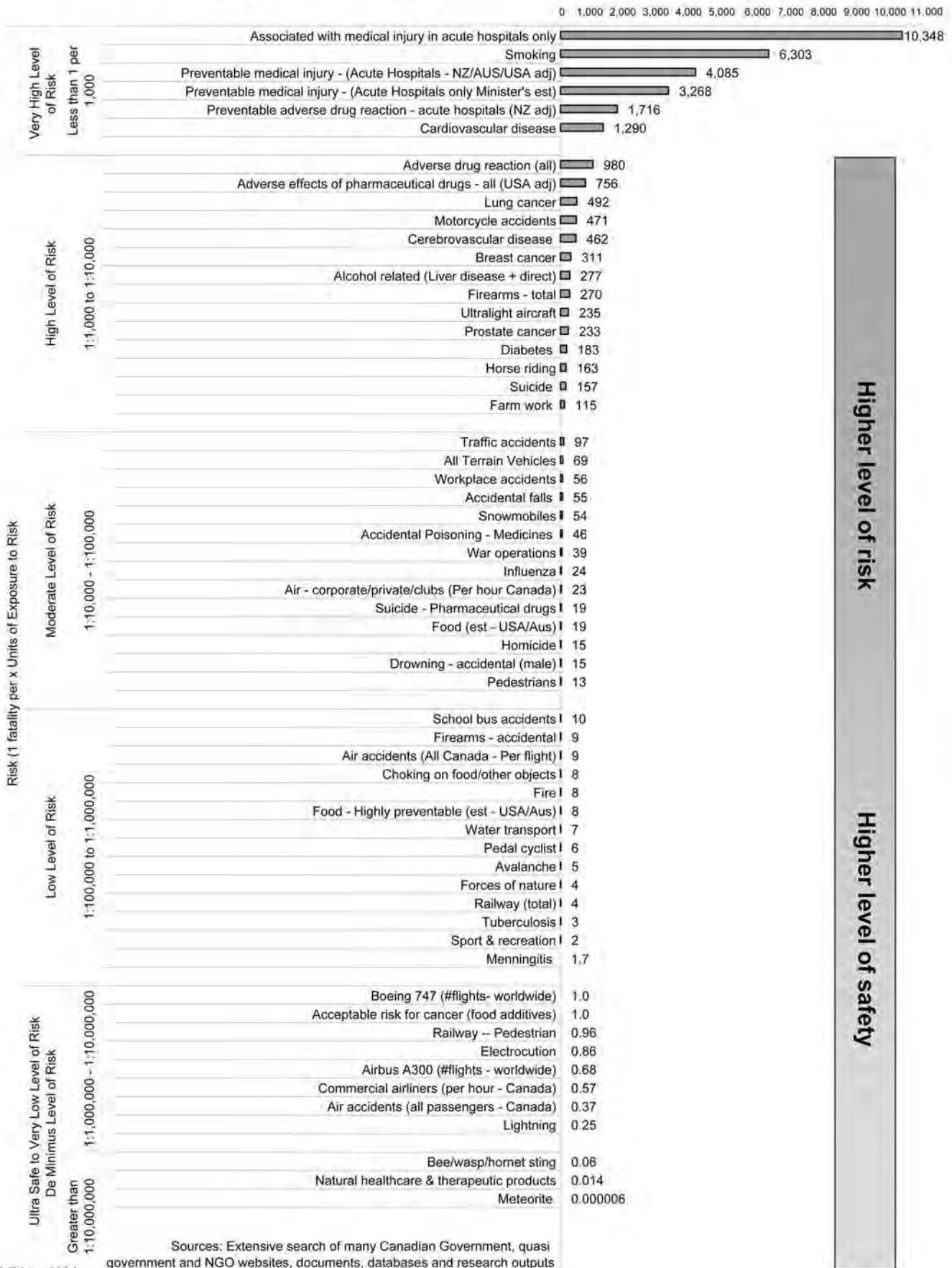


# FIND NATURAL HEALTH PRODUCTS ON THIS TABLE!

## Risk of Dying in Canada Compared to Being Killed on a Boeing 747 Flight

(See separate table for units of risk used)

Relative risk



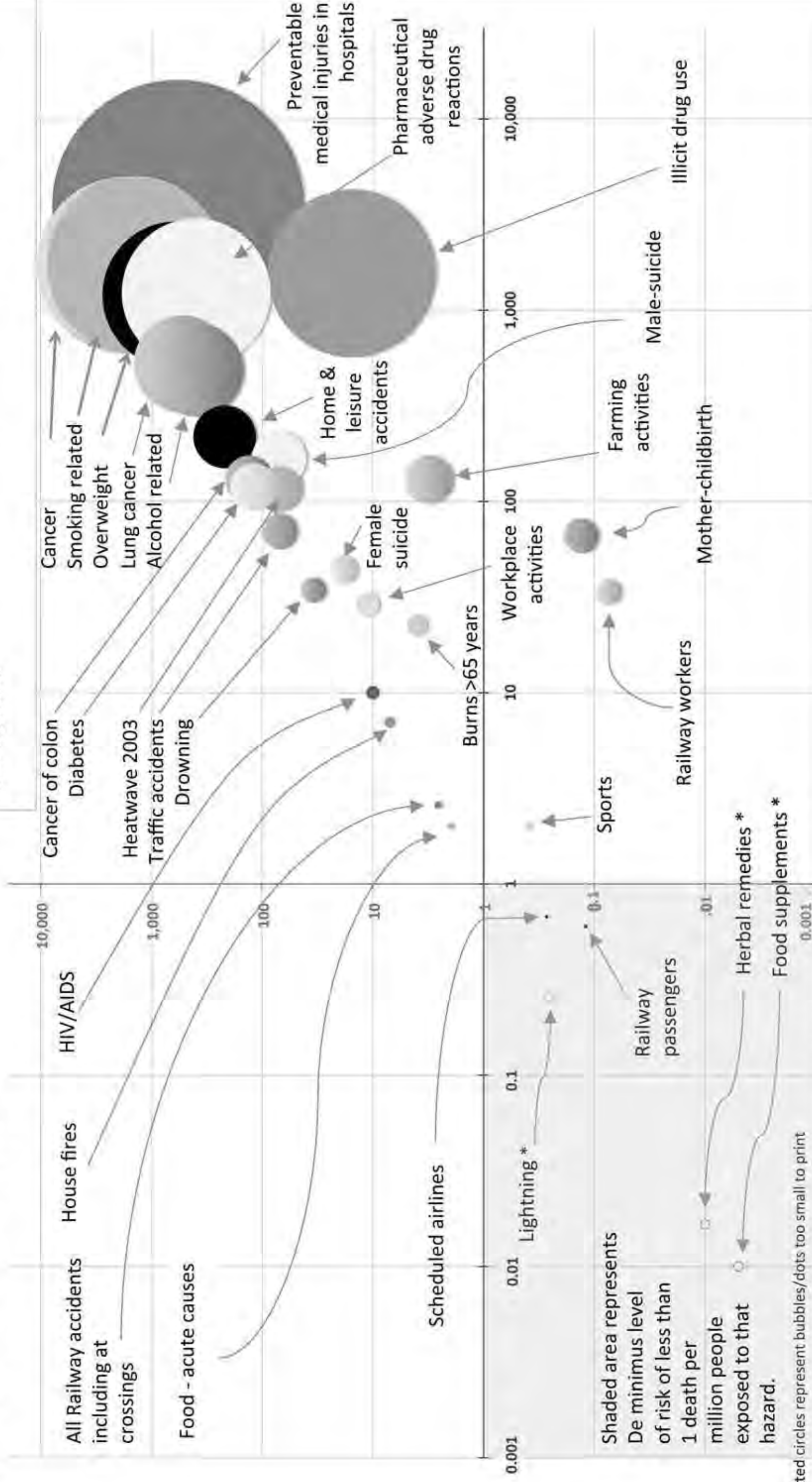
Higher level of risk

Higher level of safety

Sources: Extensive search of many Canadian Government, quasi government and NGO websites, documents, databases and research outputs

# Societal vs Individual Risk of Death in Europe

Societal Risk: Fatalities per 1 million total population (Log scale)



**Societal risk** is represented as the risk of death per million total population.

**Individual risk** is represented as the risk of death per million exposed to a particular hazard. Bubble size represents the relative risk to an individual. By way of example, the bubbles representing deaths due to smoking exposure and illicit drug use are a similar size because the risk of death due to exposure to smoking is similar to that for an illicit drug user. Smoking poses a greater risk to society simply because vastly more citizens die due to exposure to smoking than illicit drug use.

**Note: Log scales.**

\* Note: Dotted circles represent bubbles/dots too small to print

Sources: Variety of EC, EU27 Government and NGO databases, reports, officials and expert advisers including personal communications requesting information from 75 EU advisers.

2012 © Juderon Associates, juderon@gmail.com

Commissioned by Alliance for Natural Health International ([www.anhinternational.org](http://www.anhinternational.org))

Funding by Neal's Yard Remedies ([www.nealshyardremedies.com](http://www.nealshyardremedies.com))