

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:3139  
ANSWERED ON:13.12.2006  
INCREASE IN OSTEOPOROSIS DISEASE  
Singh Shri Rakesh

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) Whether the Government is aware that the main cause of increasing Osteoporosis disease is the habit of taking cold drink instead of milk in childhood which makes bones weak ;
- (b) If so, the details thereof ;
- (c) Whether the Government is considering to compel the companies to write down warnings on products and ads of cold drinks on the pattern of tobacco and smoking products; and
- (d) If so, the details thereof ?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SMT. PANABAKA LAKSHMI)

- (a)&(b) Osteoporosis occurs due to loss of bone density with advancing years. One of the factors affecting bone density is the calcium intake through life time. Thus, if intake of calcium (milk is a good source but not cold drinks like carbonated drinks) is low during period of growth, it may lead to lower peak density of bone with correspondingly weaker bones in the later stage of life.
- (c)&(d) There is no such specific proposal under consideration at present.