INTERNATIONAL IODIS PROJECT

*Not only by bread a person lives* *but you can only live fully with the iodine.*

**Introduction**

One of the most actual problems in medicine is to overcome iodine deficiency that is very important for humanity in a practical and scientific meaning. Among non-communicable diseases the most common diseases are associated with the lack of iodine in the diet. For the full life of any living organism a lot of microelements, vitamins and other substances that perform strictly defined functions are needed. Iodine is one of the main organizing units of life in all its manifestations. The importance of iodine for human is determined by the fact that this element is essential structural component of thyroid hormones: thyroxine and triiodothyronine. The sufficient iodine supply is a necessary step of physiological synthesis and secretion of these hormones. It should be noted that more than 1.5 billion people are at risk of iodine deficiency and that leads to mental and physical retardation, deaf-mutism, blurred vision and other diseases.

Many years the world community requires constant attention and the solution of iodine deficiency problem. A lot of things have been done for the organized governmental solution. However, the depth and complexity of this problem raises new questions about its actual implementation. Existing mass prophylaxis of iodine deficiency in recent years yielded some results. Meanwhile there are new challenges. For example iodized salt is the most common product for the mass prophylaxis that is available for everyone and is almost enough. It is very important and good that the daily intake of salt is manufactured in the required amount, if we take the average for the year. But the individuality of each person (different weight, their illness, sometimes chronic, physical and mental strain, and more) leads to the fact that the mass prophylaxis for objective reasons cannot cope with these tasks.

Along with a mass prophylaxis, the different approach is needed and in the academic world it has already appeared. This is group and individual prevention of iodine deficiency which provides accurate correction of human’s iodine status and has optimal effect on the health. This situation has led to the foundation of the “INTERNATIONAL IODIS PROJECT” which is available in many countries.

The main feature of this project is that it is comprehensive and involves the fundamental aspects of life of the human community on the group and individual level. We have closer and more specific approach to each person and the environment. The main thing is to attract people of different classes to implement it voluntarily. INTERNATIONAL IODIS PROJECT includes organized individual and group work through consumer society, community organizations, medical centers and research institutions. There are already participating food manufacturers, including primary areas: crops, poultry, livestock and more. Many countries have government support programs and the support of respected authorities. Local authorities are in course of the project realization. There are even examples of specific regional programs. All this allows us to carry out an effective and aggressive prevention of iodine deficiency every day.

**Project objectives**

* The introduction of individual and group iodine deficiency prophylaxis.
* To conduct ongoing education programs about the need of the integrated solutions of iodine deficiency and its significance for the full life of each person.

**The ideology of the project**

The ideology of the project is based on the use of new generation product - "Jodis-concentrate" in two ways:

• First is the enrichment of daily food to natural iodine (optimal) standards. Not iodinated products, full and appropriate to each person;

• Second is the production of meals commodities using "Jodis-concentrate" as environmentally friendly fertilizer, crops, livestock and poultry in the drinking water or water enriched with iodine.

The implementation of the first direction slightly increases the cost of production, but products rich in iodine, really helps keep the health and make it more attractive to the buyer. This helps to increase the motivation of its implementation with higher added value and is a strong argument for the promotion of IODIS products in the market. The second - enhanced productivity, products become cheaper and have high quality indicators. The action of "Jodis-concentrate" varies the ratio of its components - committed to the natural balance and thus becomes a full production of food, increasing shelf life.

In addition to the two main uses of "Jodis-concentrate" the following vectors of "Jodis" manufacturing include:

       - cosmetology;

       - pharmacology;

       - personal hygiene and preventive maintenance;

       - growing technology beneficial insects;

       - the use in motor oil and lubricants;

       - creation of optimal health conditions in residential areas;

       - reclamation of the human environment (restoration of fertility of soils, air quality, etc.);

       - proper use of radio protective and anti-stress properties of "Jodis" products

          Our comprehensive approach includes the consumption of "Jodis" products inside the body, external use (baths, creams, swimming pools, etc.), the effect on the mucous membrane, and special individual approaches recommended by experts.

**Ways and means of implementing the program**

To solve this problem effectively the following steps are provided:

• Research and analysis of information on the problem;

• The organization of targeted clinical studies that allow to specify the direction and means of prevention;

• Definition of iodine provision for pregnant and lactating women, diabetics and groups of iodine dependent disease risk (the organization of consultations of doctors and other professionals in the system of firms "Jodis");

• Development and production of new products, drugs and, under the brand name "Jodis", for the successful implementation of this program;

• Reasonable use of products "Jodis", which corresponds to the world standards, for individual and group prevention of iodine deficiency;

• "Jodis" promotion on the international market;

• Raising awareness of the media, by the issue of targeted magazines, videos, conference, etc.;

• Creation of a permanent "Jodis center " in all regions.

**Planned indicators of success of the project**

* Achieving stability at the population median urinary iodine concentration in the range of 100-199 mg / l.
* Pregnant women in the range 150-249 mg / l.
* Reduce the incidence of disease among the iodine dependant population (regional monitoring by our specialists together with public health agencies).

**Economic and social outcomes**

• During the Soviet times the statistics showed that one ruble invested in iodination only in agriculture returns 52 rubles profit.

• Statistical calculations now show that only by reducing goitre, the adult population of Ukraine is the direct economic effect of 14,250,000 USD.

• Continue active full life of the current population is the key to increasing labor productivity.

• The main result of this program is the reproduction of healthy new generation of highly developed intelligence.

**Conclusion**

           INTERNATIONAL IODIS PROJECT is an example of global challenges solution by self-organizing actions of people. This program allows not infringe upon the choice of each person, but vice versa - to develop it. The multi-year viability of the program shows the hidden opportunities and implements efficient and reliable public solution of iodine deficiency in any area and in any country.

“IODIS” drinkers does not age -

Only blossom and getting richer.