

ABSTRACT

Early adulthood is a period of peak bone mass formation, which is one of the basics in prevention of osteoporosis onset in older age. Milk and dairy products intake as a source of well-absorbed calcium is still very substantial at this age, as it was in the previous period of adolescence.

However, it is also often a time of finding a person's own diet and a time of eliminating certain food groups from the diet, which is often due to succumbing to widespread myths. Thus, milk is one of the most controversial foods for the public.

The aim of the questionnaire research, which was part of the thesis, was to find out, how many young adults believe and succumb to these myths. Questions were asked about eating habits and respondents' views on the health benefits of milk. The survey shows that a significant percentage of them are misinformed by such myths and exclude milk from their diet, often for no reason.

Although campaigns to promote milk consumption are still ongoing and have undoubtedly had a positive effect on public perception of the benefits of milk, it is certain that this activity needs to be continued and myths (not only) about milk still need to be debunked.

keywords: milk, dairy products, early adulthood, myths, peak bone mass, calcium