

WHY IS IT IMPORTANT TO GET YOUR BLOOD PRESSURE CHECKED?

High blood pressure is the #1 risk factor for death¹

It increases your risk of:²

Heart attack



Stroke

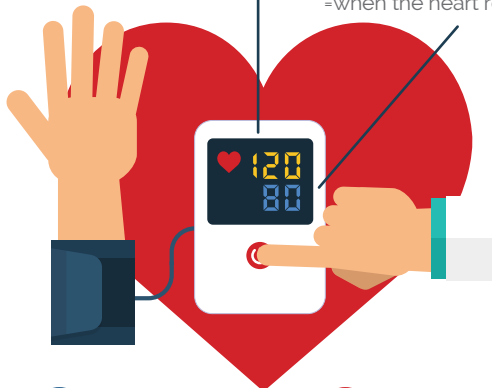


This involves a **simple, rapid, non-invasive test.**

The blood pressure level will be shown as two numbers:

Systolic blood pressure
=when the heart contracts

Diastolic blood pressure
=when the heart relaxes



✓ Normal BP
120-129/70-79

! Hypertension
≥ 140/90

Please listen to your loved ones
to continue sharing great life moments



#TakeYourMedicine
#BecauseIsayso



HIGH BLOOD PRESSURE IS THE #1 RISK FACTOR FOR DEATH, AND 1 OUT OF 2 PATIENTS ARE NOT AWARE OF THEIR CONDITION^{1,2} - **IT IS TIME TO ACT**



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#BecauseIsayso



1. Poulter N et al. Hypertension. *Lancet*. 2015; 386:801-812.
2. World Health Organisation. <https://www.who.int/publications/i/item/a-global-brief-on-hypertension-silent-killer-global-public-health-crisis-world-health-day-2013>. Published April 2013. Accessed June 22, 2021.

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WHAT IS HYPERTENSION?

Hypertension is **that your blood pressure is high**: above a specific threshold that requires treatment. It is not something you would notice or feel; **it is a silent disease**.

Blood pressure is the force with which blood is pumped around the body.



High blood pressure can affect anyone. It can be the result of a variable mixture of lifestyle and genetics.¹

Risk factors for high blood pressure



WHAT IS THE RISK?



Dyslipidemias and hypertension are major risk factors for **CARDIOVASCULAR DISEASES (CVDs)**.¹

CVDs are the leading cause of death worldwide: An estimated 17.9 million people died from CVDs in 2019, representing 32% of deaths globally in 2019.¹

HOW CAN YOU PROTECT YOURSELF?

ADOPT A DURABLE HEALTHY LIFESTYLE

1st recommendation to prevent CVDs



diet, weight control, exercise, adherence to treatment

GET A LIPID SCREENING

Assessment of lipid levels is recommended in men 40+ years of age and in women 50+ years of age.²

Risk-level-based screening might be considered depending on various risk factors (eg, diabetes, established CVD, hypertension, smoking, body mass index >30 kg/m², family history of premature CVD and familial dyslipidemia, chronic inflammatory disease, chronic kidney disease).²

TAKE YOUR TREATMENT

If diagnosed, remember that your treatment is only effective if you take it every day.

Against the risk of CVDs, treatment adherence gives you a better chance.

WHAT CAN YOU DO?

TALK

To your doctor for more information on dyslipidemia and what you can do about it.

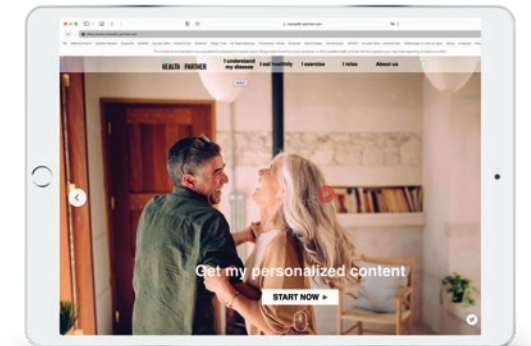
EXPLORE

Our website to find information on dyslipidemia and this initiative.

FOLLOW-UP

You can receive daily support by visiting our website or downloading digital applications developed for dyslipidemic patients.

My Health Partner
www.myhealthpartner.com



And follow the campaign live through Servier pages on Instagram, Facebook, and LinkedIn.



Encourage your parents and loved ones to get their BP checked!

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#BecauseI sayso

¹ World Health Organisation. <https://www.who.int/publications/i/item/a-global-brief-on-hypertension-silent-killer-global-public-health-crisis-world-health-day-2013>. Published April 2013. Accessed June 22, 2021.

¹ World Health Organization. Cardiovascular diseases. Published June 11, 2001. ² European Association for Cardiovascular Prevention & Rehabilitation; Reiner E *et al.* *Eur Heart J.* 2021;42(34):3227–3337.