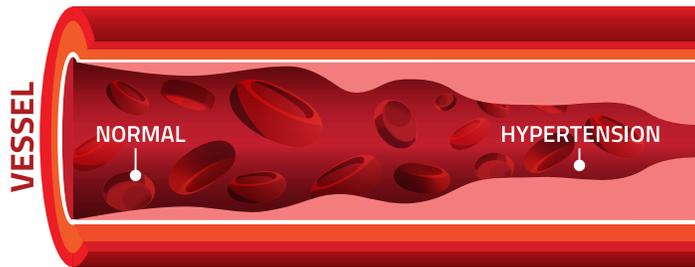


Did you know that **HIGH BLOOD PRESSURE** is also called **HYPERTENSION?**

Hypertension is:

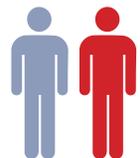
- When **blood pressure is higher than normal.**
- A chronic disease that requires **treatment.**



What is blood pressure?

It is the force that pumps blood around the body.

This chronic disease can be a **“silent killer”** as the symptoms are not so evident.



1 in 2 people with hypertension don't know they have it.¹



Each year, hypertension is responsible for around **9.4 million deaths** worldwide.¹

The only way to be protected is by checking your blood pressure regularly.

ACT NOW!

Check your blood pressure and encourage your loved ones to do the same!

#CheckYourBloodPressure

#BecauseI say so

1. World Health Organization. A global brief on hypertension: silent killer, global public health crisis: World Health Day 2013. Published June 25, 2013. <https://www.who.int/publications/i/item/a-global-brief-on-hypertension-silent-killer-global-public-health-crisis-world-health-day-2013>.

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



40 Over **years old?**

It's time to get checked for

HIGH BLOOD PRESSURE.



Son, daughter, now it's your time to check your blood pressure.

#CheckYourBloodPressure

#BecauseI say so





WHY SHOULD YOU GET YOUR BLOOD PRESSURE CHECKED REGULARLY?

When your blood pressure is higher than normal, you are in danger of experiencing¹:

Heart attack



Stroke



How is your blood pressure checked?

One simple and easy test

that can be done by a health care provider.



Only a few minutes can save your life!

#CheckYourBloodPressure

#BecauseIsayso

WHAT CAUSES HIGH BLOOD PRESSURE?

High blood pressure can be caused by a variety of factors, including **genetics**, **lifestyle choices**, and **medical conditions**.¹



Lack of physical activity



Excess weight



Excessive salt intake



Stress



Excessive alcohol intake



Chronic heavy smoking



Start doing regular physical activity



Try to lose weight



Improve your diet



Relax



Adopt a healthy lifestyle



Talk to your doctor



Take your medication

This content is not intended to be a substitute for professional medical advice. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition.

It's so important to follow a doctor's recommendation and take your medication every day.

HOW CAN YOU AVOID FORGETTING?



Set daily alarms



Organize your pill box



Use a dedicated application

#TakeYourMedicine



24FD0328DA - To be adapted and approved at local level prior to local use. Prepared by headquarters.