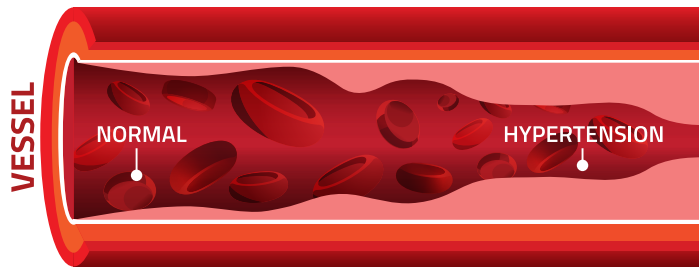


Did you know that **HIGH BLOOD PRESSURE** is also called **HYPERTENSION?**

Hypertension is:

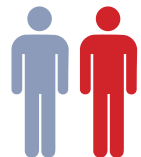
- When **blood pressure is higher than normal.**
- A chronic disease that requires **treatment.**



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>.

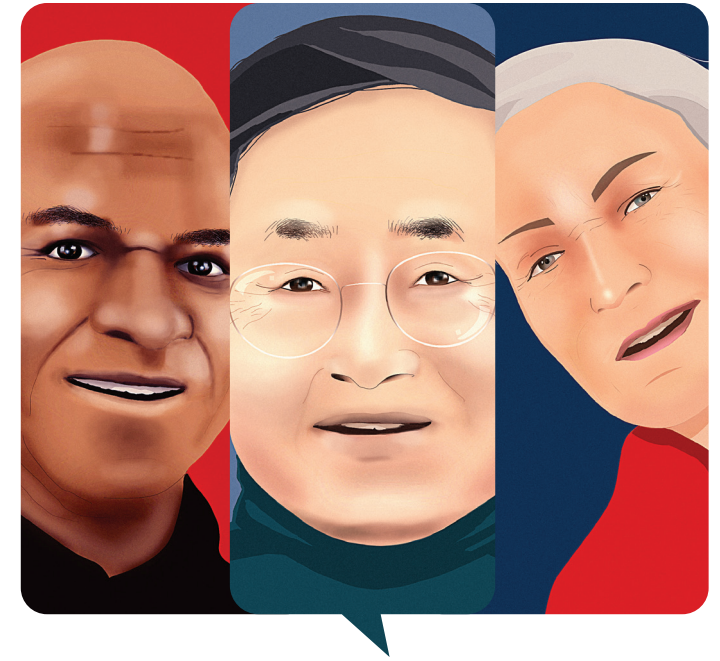
And follow the campaign live through Servier pages on Instagram, Facebook, and LinkedIn.



Over **40** years old?

It's time to get checked for

HIGH BLOOD PRESSURE.



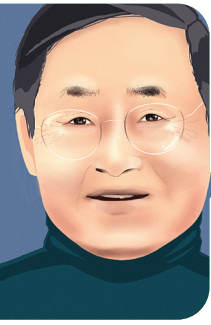
Son, daughter, now it's your time to check your blood pressure.

#CheckYourBloodPressure

#BecauseI say so

My Health  Partner

SERVIER
moved by you



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

My Health Partner

MAY MEASURE MONTH

SERVIER moved by you

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