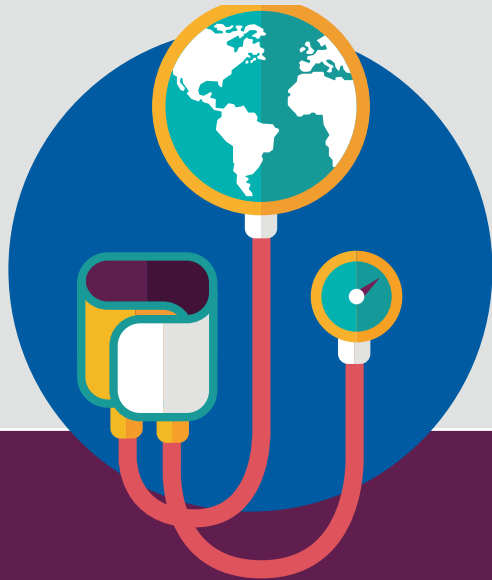


COMBATING HYPERTENSION

THE LEADING CAUSE OF PREVENTABLE DEATH WORLDWIDE



Hypertension, or high blood pressure, may be symptomless but it kills **9.4 million** people worldwide every year

If untreated, hypertension can cause death or serious health consequences in a number of ways:



HEART ATTACK



STROKE



DEMENTIA



KIDNEY FAILURE



VISION LOSS

PREVENTION IS KEY!



Eat healthily and reduce salt consumption



Eat more fruit and vegetables



Limit alcohol intake



Don't smoke



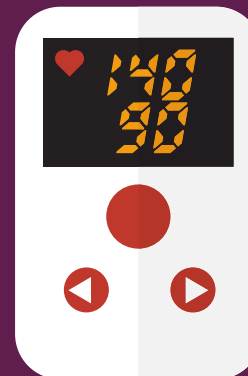
Be physically active



Maintain a healthy body weight

2/3 of those with hypertension are in developing countries

KNOW YOUR NUMBERS!



Only 50% of those with hypertension are aware they have it

- Check your blood pressure regularly – whether at home, at a clinic, a pharmacy or elsewhere
- If you are being treated for hypertension, take your medicine even when you feel good – follow treatment advice of healthcare professionals