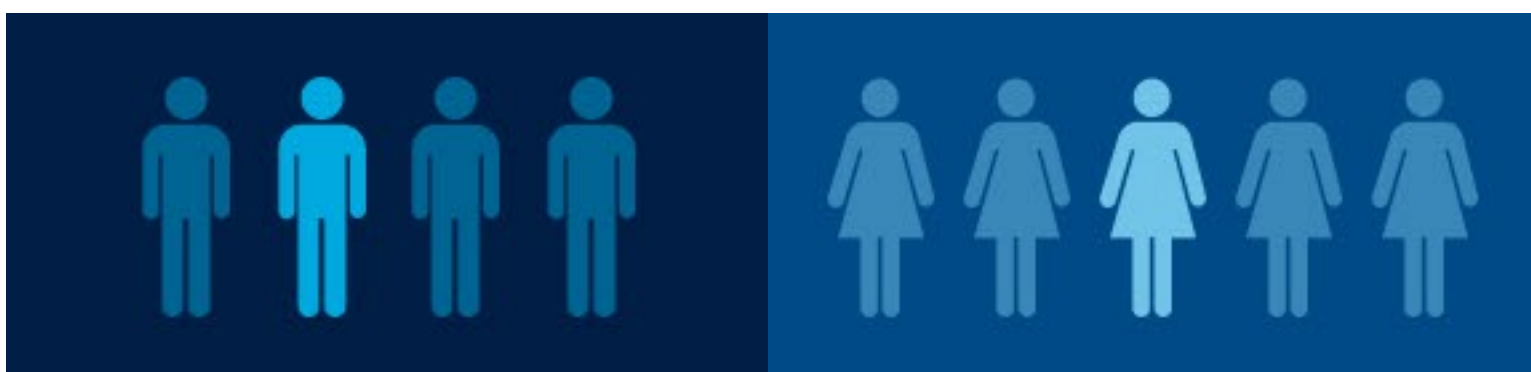


# HIGH BLOOD PRESSURE: KNOW YOUR RISKS



## ONE BILLION PEOPLE ARE AFFECTED

More than one billion people have high blood pressure.<sup>1</sup> Around the world, it affects 1 in 4 men and 1 in 5 women.<sup>1</sup> Get your blood pressure measured today.

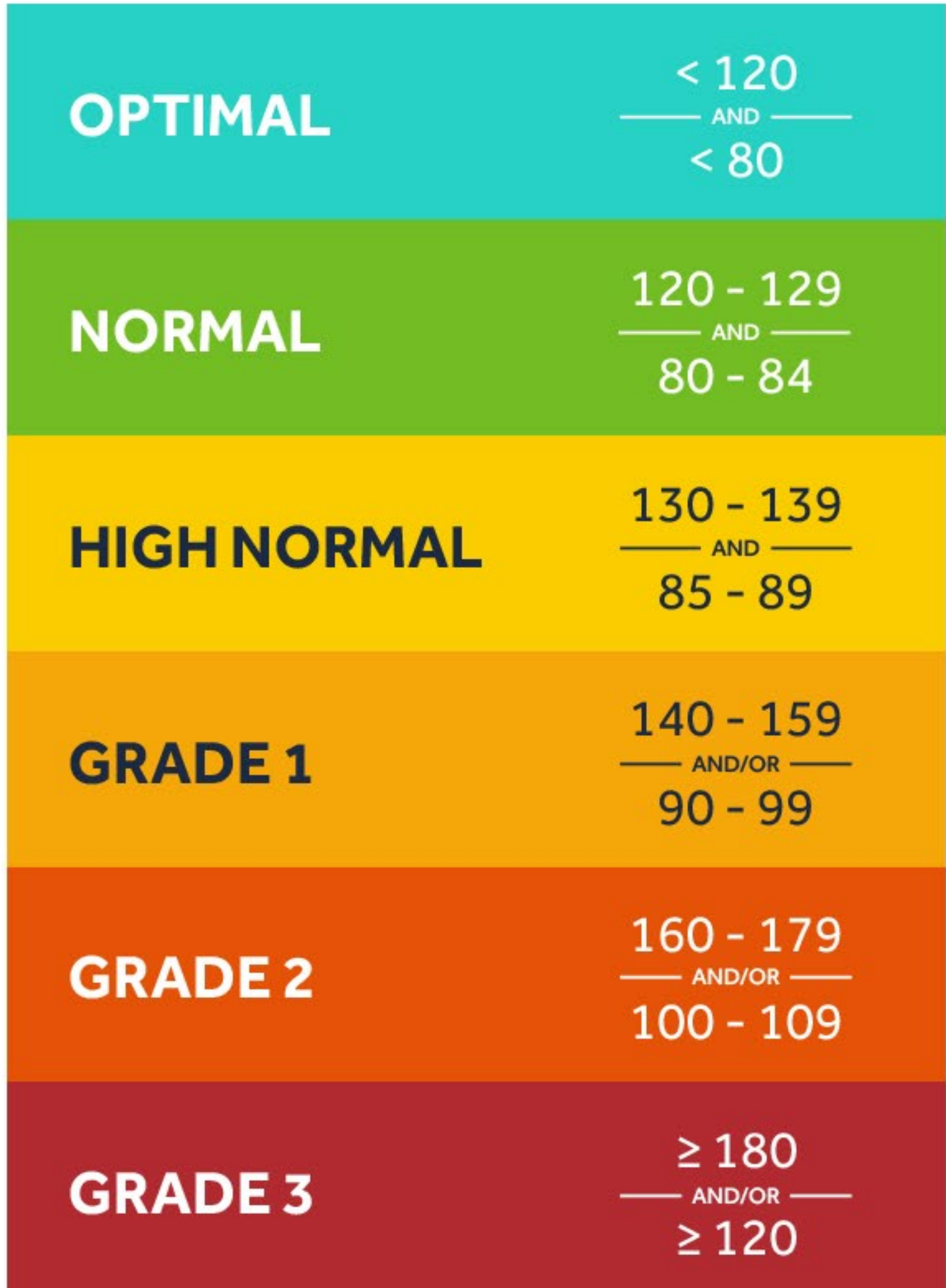


## HIGH BLOOD PRESSURE POSES SERIOUS HEALTH RISKS<sup>2</sup>

Why is it important to know if you have high blood pressure? Because it can dramatically increase your risk of heart attack<sup>3</sup>, stroke<sup>3</sup>, heart failure<sup>3</sup>, and kidney failure.<sup>4</sup>

## HOW HIGH IS TOO HIGH?

How high does your blood pressure have to be before considered “high”? Your need for treatment depends on overall health, family history, and other risk factors. Following a healthy lifestyle and treatments prescribed by your doctor can help you achieve target blood pressure levels.<sup>5</sup>



Adapted from ESC/ESH guidelines for the management of arterial hypertension. found at: [https://journals.lww.com/jhypertension/Fulltext/2018/10000/2018\\_ESC\\_ESH\\_Guidelines\\_for\\_the\\_management\\_of.2.aspx](https://journals.lww.com/jhypertension/Fulltext/2018/10000/2018_ESC_ESH_Guidelines_for_the_management_of.2.aspx)

## GET MEASURED TODAY

Talk to your doctor about measuring your blood pressure. If yours is too high, your doctor can help you manage it and find ways to minimize your risks.

## REFERENCES

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