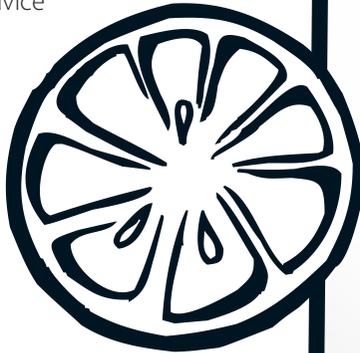


HOW TO TAKE THE PRESSURE DOWN

1. Have your blood pressure checked regularly
2. Know your blood pressure goal
3. Follow your doctor's advice
4. Exercise regularly
5. Eat a healthy diet
6. Reduce your salt intake
7. Cut back on alcohol
8. Maintain a healthy weight
9. Make time to relax



TAKE THE "TICK TEST" NOW

The following may increase your risk of having high blood pressure.³

- Age (male > 55 years and female > 65 years)
- Family history of high blood pressure
- Overweight
- High salt diet
- High alcohol consumption*
- Lack of physical activity or exercise

*Heart Foundation recommends limiting alcohol intake to two drinks or less per day if male or one drink per day if female.³

If you answered yes to any of these, then you might be at greater risk of heart attack, heart failure, stroke or kidney disease.^{1,3}

See your doctor today for a blood pressure check.

My blood pressure is _____ / _____

My blood pressure goal is _____ / _____

TAKE THE PRESSURE DOWN



1. Briganti E, et al. Untreated hypertension among Australian adults; the 1999-2000 Australian Diabetes, Obesity and Lifestyle Study (AusDiab). *Med J Aust* 2003; 179(3):135-9.

2. National Heart Foundation of Australia (2004). *Heart, stroke and vascular diseases - Australian facts 2004*. www.heartfoundation.com.au.

3. National Heart Foundation of Australia (2004). *Hypertension Management Guide for Doctors*. December 2003.

For more information or questions on high blood pressure, please consult your doctor or pharmacist.

Further information is available from the Heart Foundation website www.heartfoundation.com.au.

Take The Pressure Down campaign is an initiative of the High Blood Pressure Research Council of Australia (www.hbprca.com.au) and Kidney Health Australia (www.kidney.org.au) and supported by an educational grant from sanofi-aventis Australia (www.sanofi-aventis.com.au). AU.IRB.07.02.02



High Blood Pressure

What you need to know

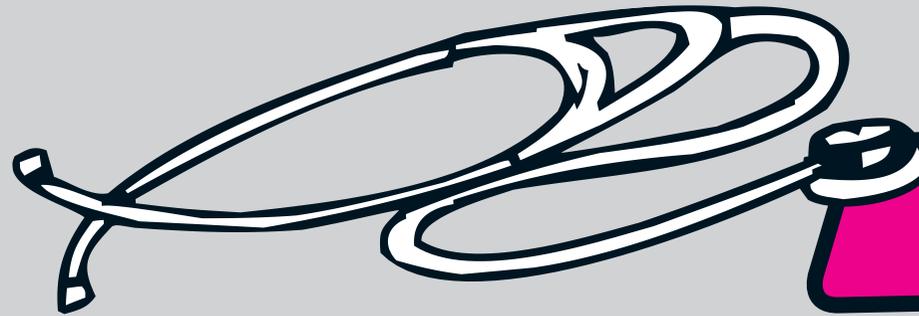
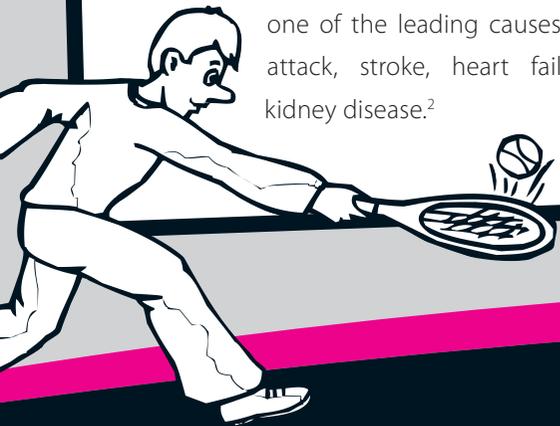
HIGH BLOOD PRESSURE IN AUSTRALIA

Blood pressure is the amount of force exerted on artery walls, as the heart pumps the blood around the body.

High blood pressure (also known as hypertension) occurs when the blood is being pumped with more force than normal, causing the heart to work harder and putting stress on blood vessels.

In Australia, almost one in three adults has high blood pressure, almost half of these people are untreated and some are unaware that they have high blood pressure.¹

High blood pressure is a major risk factor for cardiovascular disease, which results in 50,000 deaths in Australia every year, and is one of the leading causes of heart attack, stroke, heart failure and kidney disease.²



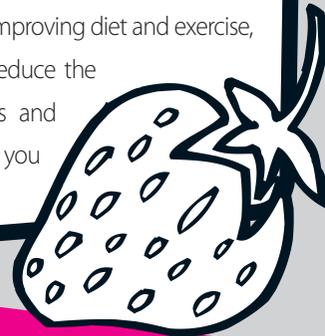
KNOW YOUR BLOOD PRESSURE

Everyone should know their blood pressure.

Blood pressure is recorded by two numbers, for example "140 over 90" or 140/90 mmHg (millimetres of mercury). The first number refers to systolic pressure and represents the pressure when your heart is beating. The second number refers to diastolic pressure and represents the pressure when your heart is resting between beats.

Your doctor can identify the correct blood pressure goal for you. This will vary depending on your age and the existence of other conditions, such as diabetes and kidney disease.^{1,3} Fortunately, if your blood pressure is high, it can be treated.

Lifestyle modifications, such as improving diet and exercise, and medications, can help to reduce the risk of cardiovascular problems and lower blood pressure to ensure you reach your goal.³



ARE YOU AT RISK?

While people with high blood pressure often have no symptoms, there are a number of known risk factors that can increase your chance of having high blood pressure. Risk factors include your age, lifestyle and your family history.³

Why not take the 'Tick Test' at the back of this brochure to see if you're at risk.

See your doctor today for a simple blood pressure check and for information on other risk factors.

Know your blood pressure, see your doctor today