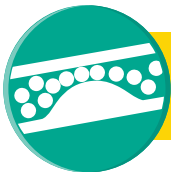


If you've had a heart attack or
clot-related (ischemic) stroke and have...



High blood pressure



High cholesterol



Diabetes

Have you asked your doctor,
“Am I fully protected?”



See inside to learn how
BAYER® Aspirin can help

Also inside:
Heart-healthy tips you
can start doing today!

Aspirin is not appropriate
for everyone, so be sure
to talk to your
doctor before
you begin an
aspirin regimen.



Who is at risk?

Millions of people with high blood pressure, high cholesterol, or diabetes are at a greater risk for heart attack or clot-related (ischemic) stroke



116 million adults have high blood pressure¹

People with both high blood pressure AND diabetes have an increased risk of clot-related (ischemic) stroke that is **over 5 times** greater than those without either condition.^{2*}



Almost 29 million adults have high cholesterol¹

People with high cholesterol are **twice as likely** to have heart disease as those with lower levels.³



Over 35 million adults have diabetes¹

26 million adults have been diagnosed, **9.4 million** adults are undiagnosed, and about **92 million** adults have prediabetes.¹

People living with diabetes are **twice as likely** to develop and die from cardiovascular disease—such as heart disease, heart failure, heart attack, and stroke.⁴

If you have one or more of these conditions, you may already be taking medication. While that is a great step towards managing your health, it **might not be enough to protect your heart.**

*Data from a study involving people with type 2 diabetes.²

What is at stake?

Every 40 seconds, someone has a heart attack and someone else has a stroke¹

If you have had either one of these, as well as high blood pressure, high cholesterol, and/or diabetes, you are at a higher risk of having another heart attack or stroke.



1 in 4 people who have had a heart attack will have another¹



More than **1 in 4** people who have had a stroke will have another⁵

The good news is that you can take steps to manage certain risk factors and improve your health while taking your prescribed medications. One of those steps is to understand the **benefits of BAYER® Aspirin, The Wonder Drug®.**

Visit bayeraspirin.com and use the heart health risk tool to calculate your risk

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.



How can BAYER® Aspirin help?

Aspirin is proven to help prevent another heart attack or clot-related (ischemic) stroke

Aspirin works differently from prescription medications. Most heart attacks and strokes are caused when a blockage interrupts the flow of blood. Even while you take prescription medications for high blood pressure, high cholesterol, and/or diabetes, blockages can still form in your arteries.⁶

Aspirin helps keep blood flowing. It helps prevent blockages from occurring or current blockages from getting bigger.⁷ That's why now is a great time to **ask your doctor about adding a BAYER Aspirin regimen.**



How much can aspirin help me?



Aspirin is proven to reduce the risk of another heart attack by **31%**⁸



Aspirin is also proven to reduce the risk of another clot-related (ischemic) stroke by **22%**⁸

Visit bayeraspirin.com to learn why adding a doctor-directed BAYER aspirin regimen to your prescription medication may be beneficial.

Why is it important to stick with my regimen?

Every year, about 130,000 deaths from heart disease could be avoided if patients stuck to their prevention therapy after a heart attack, including a doctor-directed low-dose aspirin regimen^{9*}

Make sure you follow your doctor's orders. It's important to stick to your aspirin regimen and any other medications prescribed by your doctor.

What's the risk of stopping an aspirin regimen?

The risk of another heart attack can increase by **63%**¹⁰



The risk of another clot-related (ischemic) stroke can increase by **40%**¹¹

BAYER® Aspirin is the #1 doctor-recommended aspirin brand. Ask your doctor today if a BAYER Aspirin regimen is right for you

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

*Prevention therapy after a heart attack includes aspirin, angiotensin-converting enzyme (ACE) inhibitors, angiotensin receptor blockers (ARBs), beta-blockers, calcium channel blockers (CCBs), diuretics, and/or statins.



What else can I do to keep my heart healthy?

Simple steps can help make a big difference

Small changes to your daily routine, like taking the stairs or trying new recipes, may help reduce your risk of another cardiovascular event.

About 80% of heart disease can be prevented by:¹

- Not smoking
- Eating a healthy diet
- Engaging in physical activity
- Maintaining a healthy weight
- Controlling high blood pressure, diabetes, and high cholesterol

The more of these you can manage, the lower your overall risk of death and your risk of death due to heart disease.¹

Here are some simple and fun ideas to try:



Change up your cuisine. Now is a great time to try different recipes and find new, heart-healthy favorites. Also, try making your favorite meals with less salt and fat, both of which increase your risk.¹²



Take the “work” out of “workout.” With your doctor’s permission, explore fun ways to get a workout in during the day. Check out dance classes, swimming, or power walking with a friend at the mall so you can window shop while you’re moving. Talk to your doctor before you begin any exercise routine.¹³



Take it easy, doctor’s orders. Mental stress can actually cause damage to the protective lining of your blood vessels. Find ways to help relax, whether it’s taking time for yourself, doing an activity you love, or even just laughing more.¹²

My doctor has put me on an aspirin regimen. Now what?

Stick to it, and make it a priority

Heart health is an ongoing conversation. Make sure to continue visiting as often as your doctor recommends so you can better understand your health and know what you need to put your best foot forward each day.

Here are some tips to help stay on top of your aspirin regimen:



Make aspirin part of your routine.

Take your aspirin, **as directed by your doctor**, at the same time you do another activity, like brushing your teeth or having your morning coffee, to help remind you.



Put a reminder on your phone. Set up an alert or write on your calendar a specific time each day to take your BAYER® Aspirin.



Keep your medication in one location.

Pick a spot that you usually walk by as a reminder to take it. You can even leave a sticky note to help remember.

Talk to your doctor if you have any other questions

Visit bayeraspirin.com for more on the #1 doctor-recommended aspirin brand

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.



By reading this brochure and talking to your doctor,

You've taken a big step in better managing your heart health



Use the coupon below to **SAVE**,
as you start or continue your
BAYER® Aspirin regimen
as directed by your doctor

References: **1.** Benjamin EJ, Muntner P, Alonso A, et al. *Circulation*. 2019; 139:e56–e528. DOI: 10.1161/CIR.0000000000000659. **2.** Janghorbani M, Manson JE, Hu FB, et al. *Diabetes Care*. 2007;30(7):1730-1735. **3.** Centers for Disease Control and Prevention website. https://www.cdc.gov/dhdspl/data_statistics/fact_sheets/fs_cholesterol.htm. Accessed December 5, 2019. **4.** American Diabetes Association. https://knowdiabetesbyheart.org/?utm_source=diabetes.org&utm_medium=partner&utm_campaign=kdbh&utm_term=footer. Accessed January 6, 2020. **5.** National Stroke Association website. <https://www.stroke.org/en/life-after-stroke/preventing-another-stroke>. Accessed December 4, 2019. **6.** BAYER® Aspirin website. <https://www.bayeraspirin.com/heart-health/heart-attack-prevention/medical-conditions-impact-on-heart/>. Accessed December 5, 2019. **7.** [Video]. BAYER® Aspirin website. <https://www.bayeraspirin.com/heart-health/heart-attack-prevention/medical-conditions-impact-on-heart/>. Accessed December 5, 2019. **8.** Antithrombotic Trialists' (ATT) Collaboration. *Lancet*. 2009;373(9678):1849-1860. **9.** Packard KA, Hilleman DE. *Cardiovasc Ther*. 2016;34(6):415-422. **10.** García Rodríguez LA, Cea-Soriano L, Martín-Merino E, Johansson S. *BMJ*. 2011;343:d4094. **11.** García Rodríguez LA, Cea Soriano L, Hill C, Johansson S. *Neurology*. 2011;76(8):740-746. **12.** BAYER® Aspirin website. <https://www.bayeraspirin.com/heart-health/heart-attack-risk-factors/are-you-at-risk/>. Accessed December 5, 2019. **13.** BAYER® Aspirin website. <https://www.bayeraspirin.com/heart-health/after-a-heart-attack/5-fun-exercises/>. Accessed December 5, 2019.

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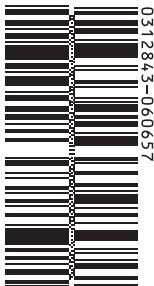
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