

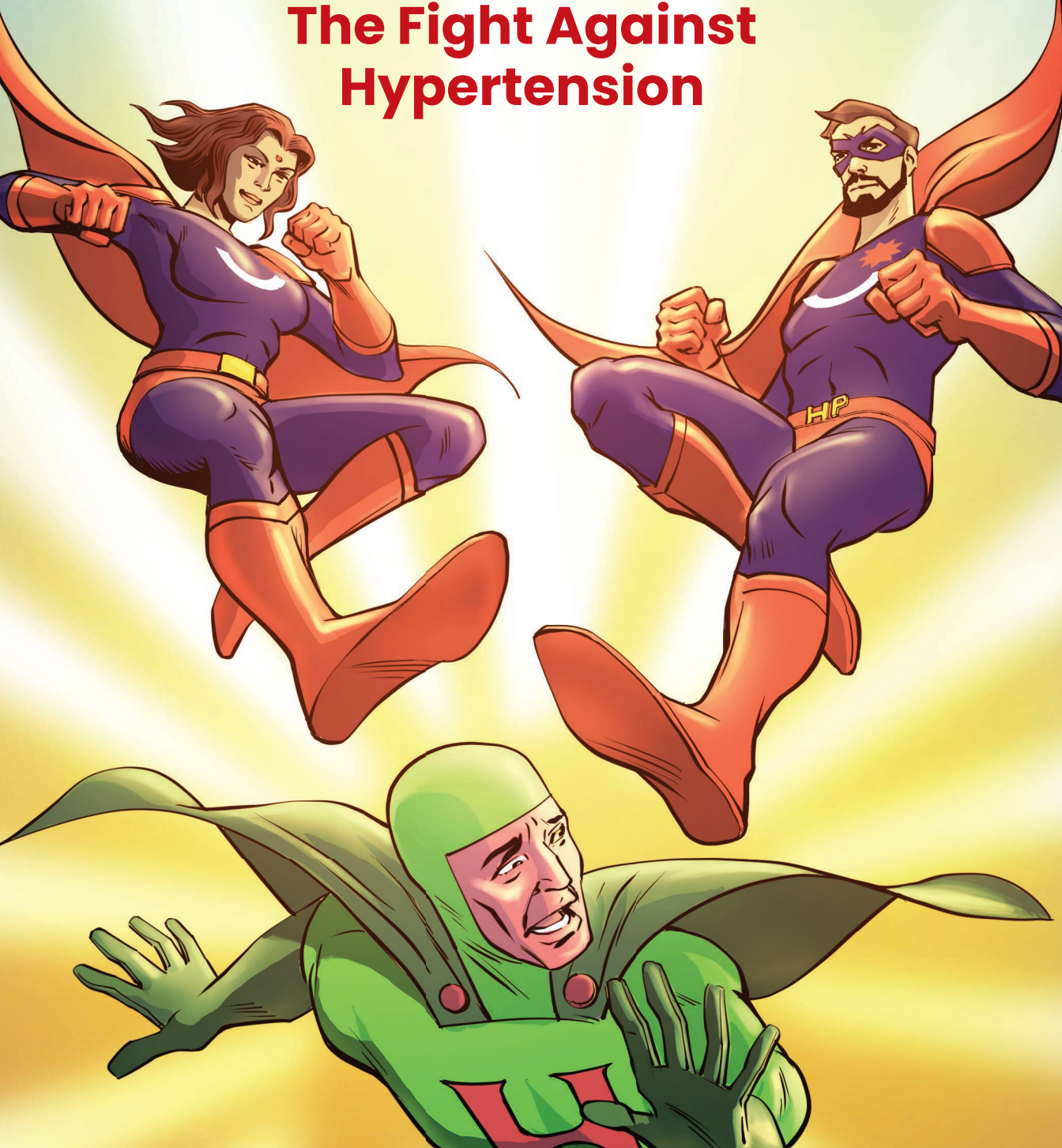
From the house of



SERVIER
moved by you

ADHERE 
2 CONTROL

The Fight Against Hypertension





Hi, I'm Aasha. I'm a comic book artist who loves her family. I am on a journey to improve my health and well-being!

Hi, I'm HyperPartner. I'm a superhero whose mission is to control and defeat the Hypertension Villain (H), and make your life better!



Hi, I'm Sarthak, Aasha's husband. I work in finance, and I enjoy cooking with my wife!

Hi, I'm Prerana, Aasha's daughter. I love my parents, and I enjoy painting, dancing, and studying!



Hi, I'm Khushi, Aasha's niece. I have just started college, and I am excited to spend time with my aunt and cousin!

TINKLE

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This is a patient awareness initiative in collaboration with Servier India Pvt.Ltd.

THIS IS IT. YOU CAN'T
ESCAPE FROM ME ANYMORE.

I HAVE TROUBLED
YOU FOR
SO LONG,
HYPERPARTNER.
WHY DO YOU
THINK YOU CAN
DEFEAT ME NOW?

WITH THESE ARMS, I CAN
CONTROL YOU, H.*

NOOOO!

NOW WATCH AS THESE
PILLS TURN YOU TO DUST!

CLICK

AAAAA!

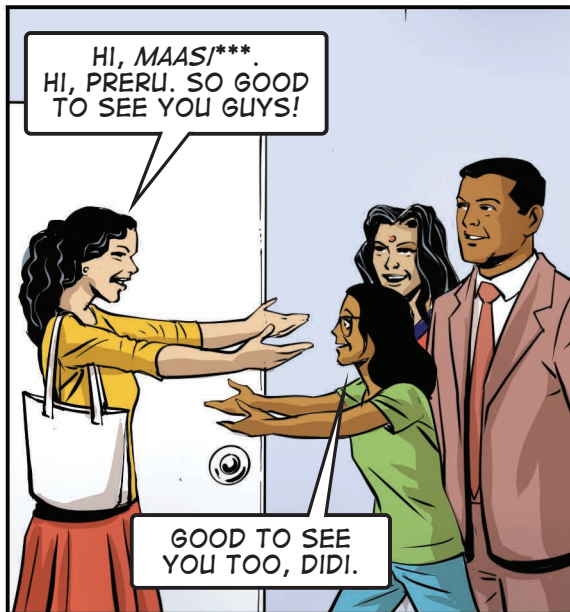
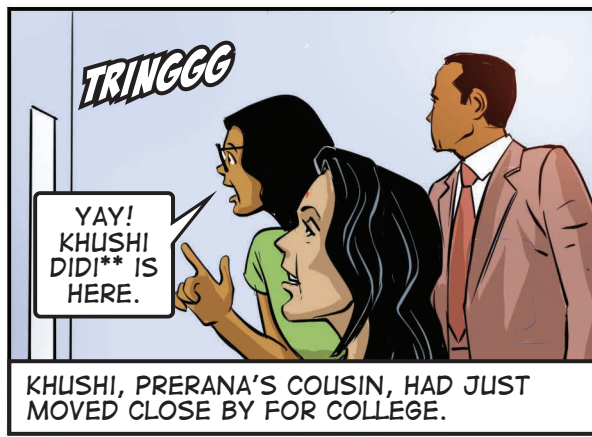
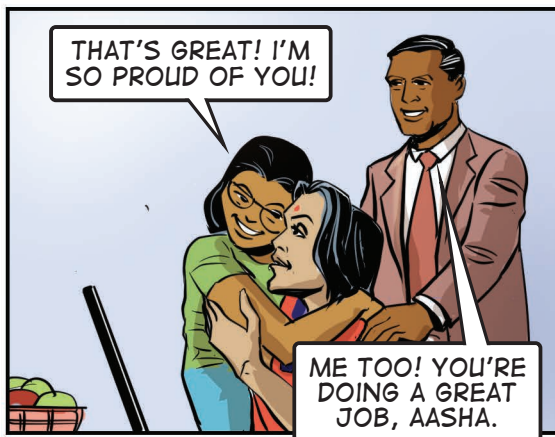
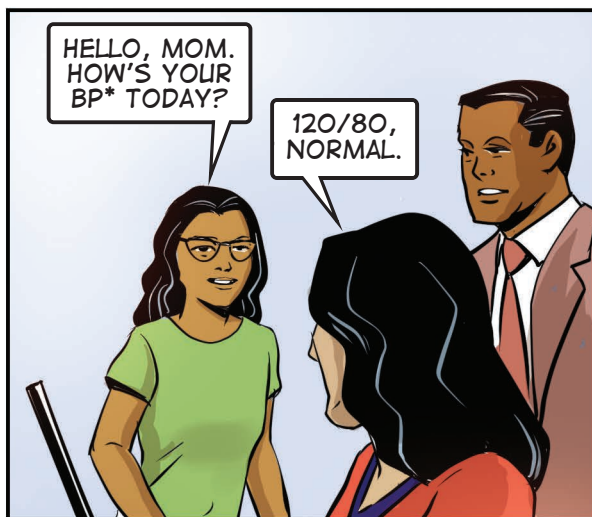
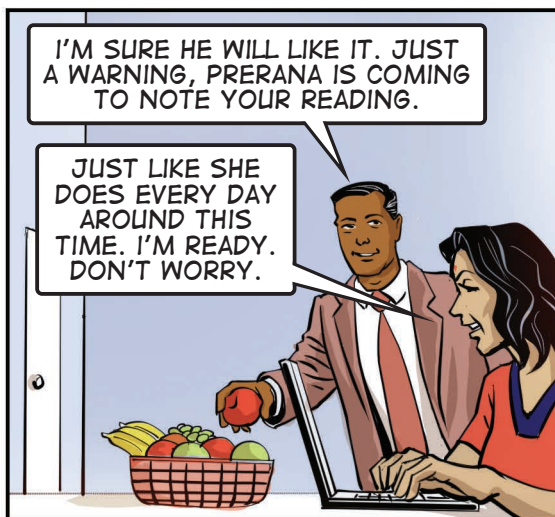
GOODBYE, FOREVER!

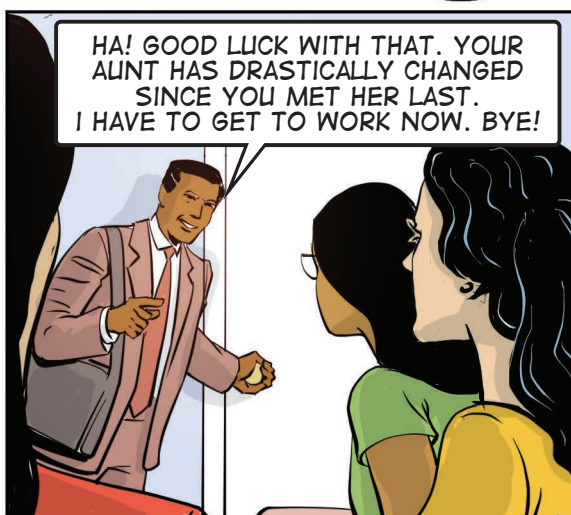
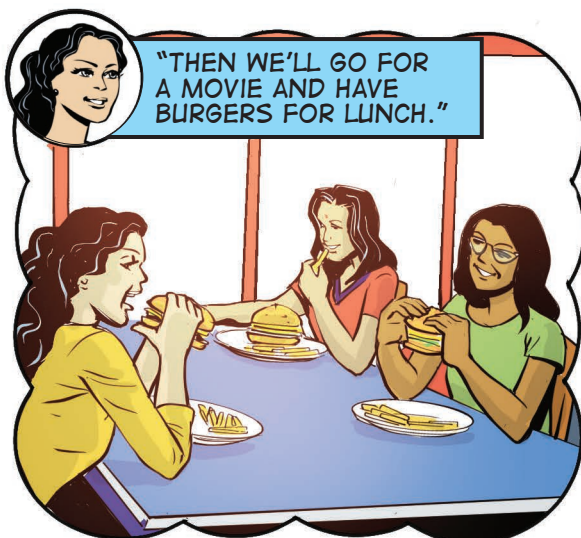
NOOOO...

HEY, HOW'S YOUR
COMIC COMING ALONG?

LOOKS GOOD, I THINK! A FEW
SMALL FINISHING TOUCHES, AND I
CAN SEND IT OFF TO MY EDITOR.

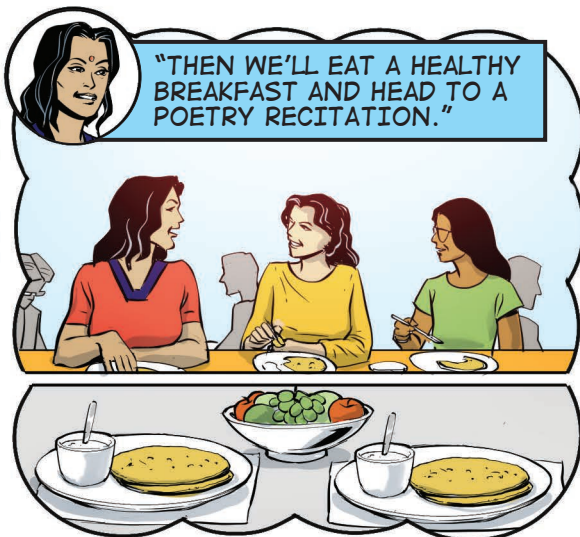
*HYPERTENSION VILLAIN.



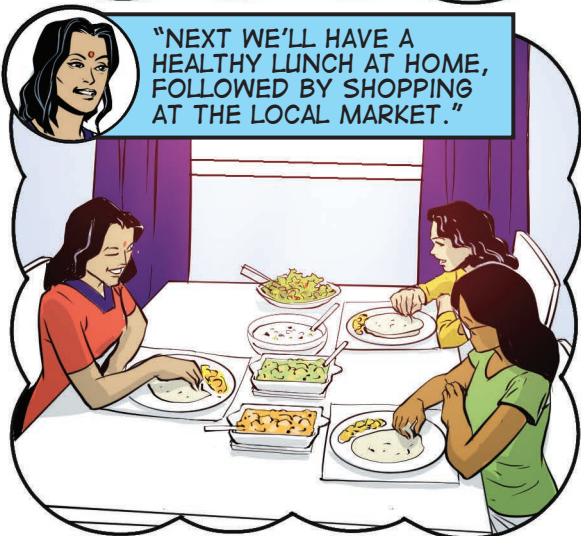




"FIRST, WE'LL TRAVEL BY METRO AND THEN TAKE A LONG WALK IN THE MUSEUM."



"THEN WE'LL EAT A HEALTHY BREAKFAST AND HEAD TO A POETRY RECITATION."



"NEXT WE'LL HAVE A HEALTHY LUNCH AT HOME, FOLLOWED BY SHOPPING AT THE LOCAL MARKET."



"THEN OFF TO A FUN ZUMBA SESSION, AND FINALLY, A MOVIE BACK AT HOME."



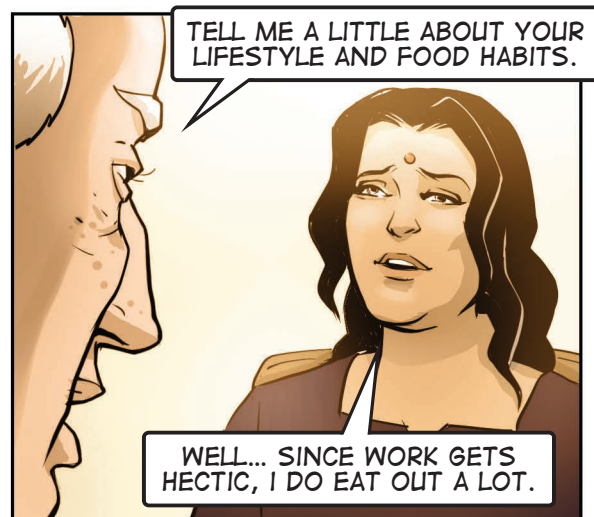
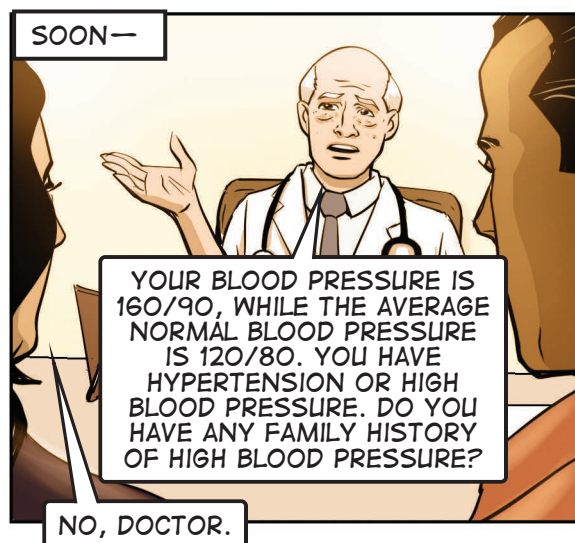
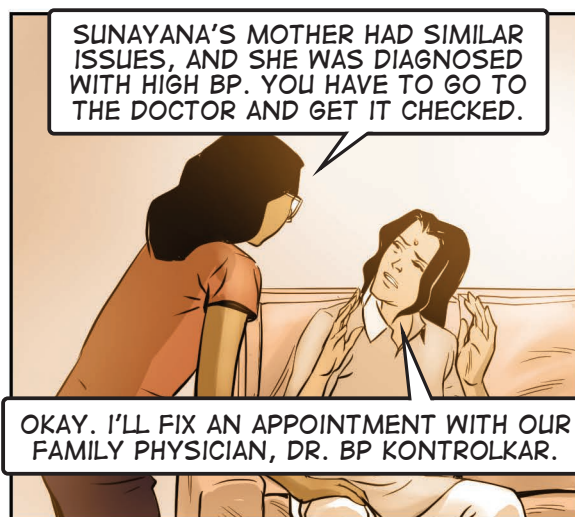
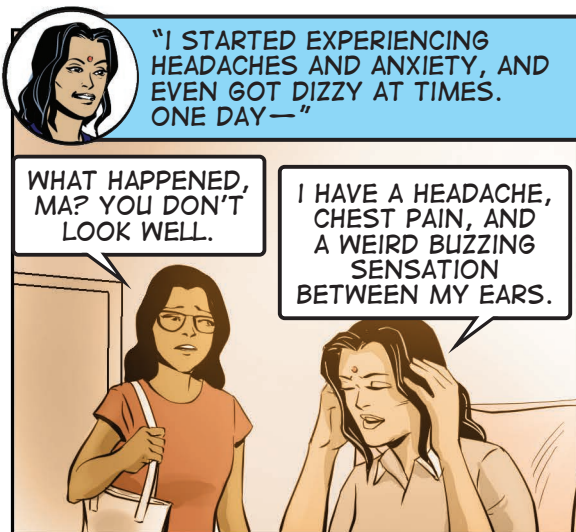
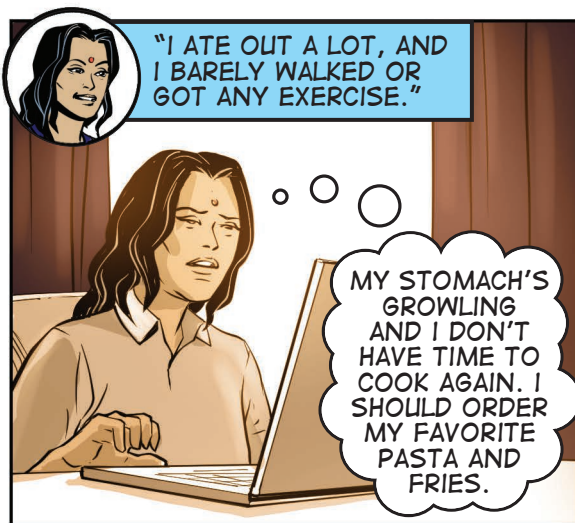
YIKES! SO MUCH WALKING. WHY ARE YOU SO WORRIED ABOUT YOUR HEALTH AND LIFESTYLE? LIFE IS SHORT.

YOU'RE RIGHT. LIFE IS SHORT. I REALIZED THAT A FEW MONTHS AGO AND I DIDN'T WANT TO MAKE IT ANY SHORTER.



WHAT DO YOU MEAN?

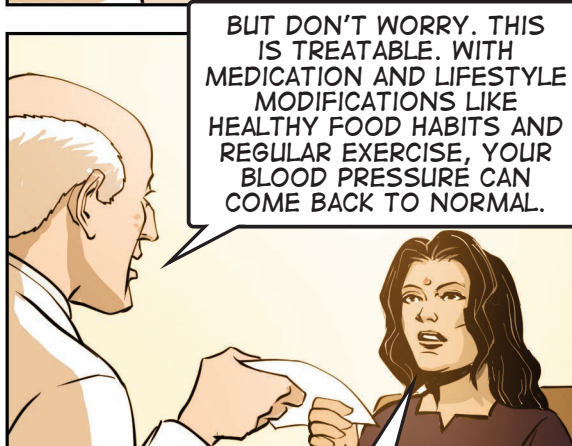
IT ALL STARTED ABOUT SEVEN MONTHS AGO. LET ME TELL YOU THE STORY.





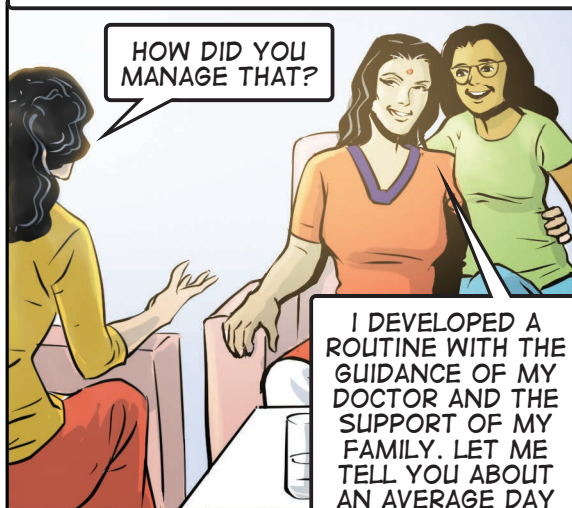
AND WHAT ABOUT EXERCISE?

I HAVE BEEN PLANNING TO START WALKING, BUT HAVEN'T YET BEEN MOTIVATED ENOUGH TO DO SO.



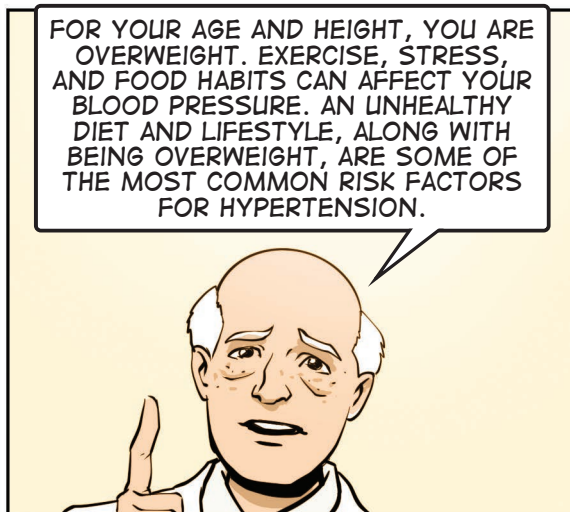
BUT DON'T WORRY. THIS IS TREATABLE. WITH MEDICATION AND LIFESTYLE MODIFICATIONS LIKE HEALTHY FOOD HABITS AND REGULAR EXERCISE, YOUR BLOOD PRESSURE CAN COME BACK TO NORMAL.

THANK YOU, DOCTOR. I NEVER REALIZED MY CURRENT LIFESTYLE COULD HAVE SUCH AN IMPACT ON MY HEALTH. I WILL CHANGE IT FOR THE BETTER.

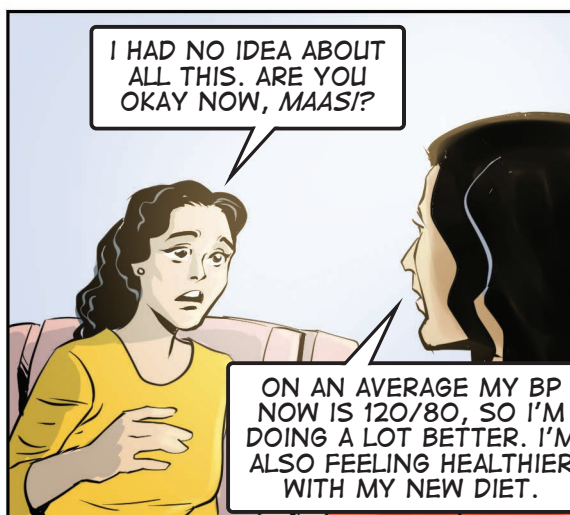


HOW DID YOU MANAGE THAT?

I DEVELOPED A ROUTINE WITH THE GUIDANCE OF MY DOCTOR AND THE SUPPORT OF MY FAMILY. LET ME TELL YOU ABOUT AN AVERAGE DAY IN MY LIFE.

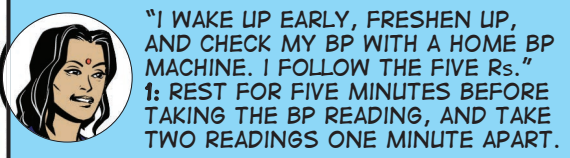


FOR YOUR AGE AND HEIGHT, YOU ARE OVERWEIGHT. EXERCISE, STRESS, AND FOOD HABITS CAN AFFECT YOUR BLOOD PRESSURE. AN UNHEALTHY DIET AND LIFESTYLE, ALONG WITH BEING OVERWEIGHT, ARE SOME OF THE MOST COMMON RISK FACTORS FOR HYPERTENSION.

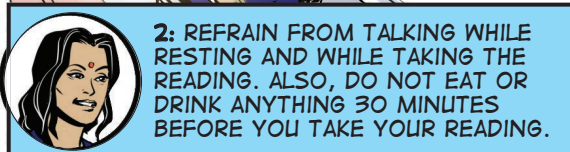


I HAD NO IDEA ABOUT ALL THIS. ARE YOU OKAY NOW, MAASI?

ON AN AVERAGE MY BP NOW IS 120/80, SO I'M DOING A LOT BETTER. I'M ALSO FEELING HEALTHIER WITH MY NEW DIET.



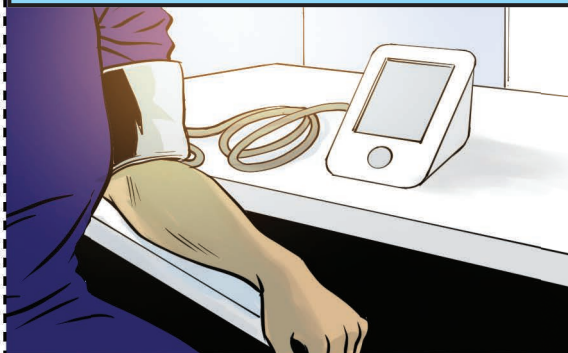
"I WAKE UP EARLY, FRESHEN UP, AND CHECK MY BP WITH A HOME BP MACHINE. I FOLLOW THE FIVE Rs."
1: REST FOR FIVE MINUTES BEFORE TAKING THE BP READING, AND TAKE TWO READINGS ONE MINUTE APART.



2: REFRAIN FROM TALKING WHILE RESTING AND WHILE TAKING THE READING. ALSO, DO NOT EAT OR DRINK ANYTHING 30 MINUTES BEFORE YOU TAKE YOUR READING.



3: REMOVE THE CLOTHING ON YOUR UPPER ARM. MAKE SURE THE BLOOD PRESSURE CLIFF IS SNUG AGAINST YOUR BARE SKIN BUT NOT TOO TIGHT.



**4: REST THE ARM ON A SUPPORTED SURFACE WITH THE CLIFF AT HEART LEVEL.
5: REST YOUR FEET FLAT ON THE FLOOR IN A SEATED POSITION.**



"THIS IS HOW I CHECK MY BP EVERY DAY, AND PRERANA NOTES MY DAILY READINGS."



"FOR THE FIRST FEW WEEKS, SINCE THE BLOOD PRESSURE WAS CONSISTENTLY HIGH, THE DOCTOR ASKED ME TO TAKE BP MEDICATION."



"AFTER TAKING MY MEDICINE, PRERANA AND I GO FOR A WALK."



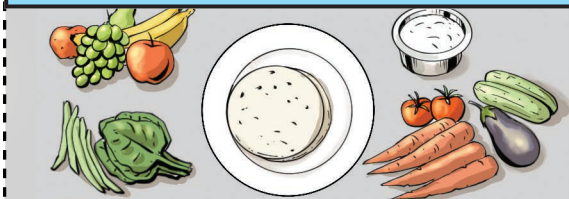
"ON DAYS THAT I MISS THE WALK, I GO FOR A ZUMBA CLASS."



"THEN SARTHAK AND I MAKE A HEALTHY BREAKFAST AT HOME AND EAT TOGETHER."

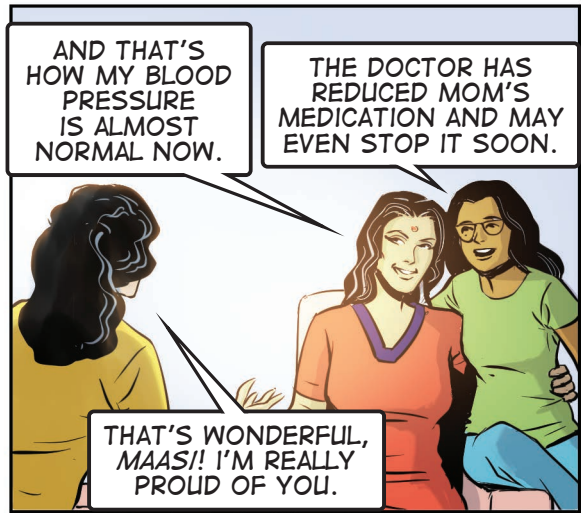


"MY LUNCH IS HOMEMADE TOO. IT INCLUDES A SALAD AND LOTS OF FRUITS. I SPOKE TO A NUTRITIONIST WHO RECOMMENDED A GOOD DIET FOR HYPERTENSIVE PATIENTS."



"EVERY DAY, I CONSUME AT LEAST FIVE PORTIONS OF FRUITS AND VEGETABLES."





Frequently Asked Questions (FAQs)



- **Upon new diagnosis, when do I start and stop my medication for hypertension?**

Everyone with high blood pressure is advised to make healthy lifestyle changes. Whether medicine is also recommended depends on your blood pressure reading and your risk of developing problems such as heart attacks or strokes. However, if your blood pressure remains under control for a few years, your doctor might be able to reduce the dose or discontinue your medication.¹

- **Can I take the same medicine my wife takes for hypertension?**

No, do not self-medicate. Your doctor will decide if you require prescription medications in addition to lifestyle adjustments to control your high blood pressure, often known as hypertension, as part of a customized treatment plan for you.²

- **How often should I measure my blood pressure?**

People with high blood pressure may require frequent blood pressure checks.³ Measure your blood pressure daily at the same time. Take two 1-minute blood pressure readings.⁴ Measuring blood pressure is quick and painless.⁵

- **Is it better to measure blood pressure while seated or lying in bed?**

The seated position is better. Sit on a comfortable chair with your back supported for at least 5 minutes before taking a reading.³

- **How do I know if I have high blood pressure?**

High blood pressure usually has no warning signs or symptoms, and many people do not know they have it. Measuring your blood pressure is the only way to know whether you have high blood pressure.⁶

- **Are there any foods that can cause high blood pressure?**

Eating too much salty food (try to stay under 2 g per day) and foods high in saturated or trans fats can cause high blood pressure.⁵

- **Can regular exercise help maintain normal blood pressure?**

Yes, being physically active can help in maintaining normal blood pressure.^{5,6}

References

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3. Centers for Disease Control and Prevention. Measure your blood pressure. Available at: <https://www.cdc.gov/bloodpressure/measure.htm>. Accessed on: 03 July 2023.
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5. World Health Organization. Hypertension. Available at: <https://www.who.int/news-room/fact-sheets/detail/hypertension>. Accessed on: 03 July 2023.
6. Centers for Disease Control and Prevention. High blood pressure symptoms and causes. Available at: <https://www.cdc.gov/bloodpressure/about.htm>. Accessed on: 03 July 2023.



**A garden requires
everyday care.
It is the same for
chronic treatment...
You cannot miss
even one day!**

**Adherence remains a major issue in the treatment of
chronic diseases such as hypertension.**

More than
40%



**of patients with hypertension
and dyslipidemia are
nonadherent to their treatment.¹**

**Nonadherence doubles the
risk of cardiovascular events
and the mortality rate.²**

Servier India is pleased to announce its unique campaign to **raise awareness** about the importance of **treatment adherence and the control of hypertension.**

**#TakeYourMedicine
to stay #AlwaysInControl**

References:

1. Chowdhury R, et al. *Eur Heart J*. 2013;34(38):2940-2948. A systematic review and meta-analysis of 44 prospective, epidemiological studies including 1 978 919 patients.
2. Degli F, et al. *Clinical Outcomes Res*. 2011;3:47-54. Italy, retrospective cohort, n=31 306. Compared with patients with poor adherence (hazard ratio [HR]=1), the risk of all-cause death, stroke, or acute myocardial infarction was significantly lower in patients with good (HR=0.69, p<0.001) and excellent adherence (HR=0.53, p<0.001).

This content is meant for patient awareness purposes only. For specific medical information, you may reach out to your nearest doctor. For any product-related queries, you may reach out to us at med.info-india@servier.com or if you noticed or if you think you may have a health problem related to a Servier medicine or any other Servier health product, you can contact us at <https://servier.com/en/contact-us/>

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India**

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