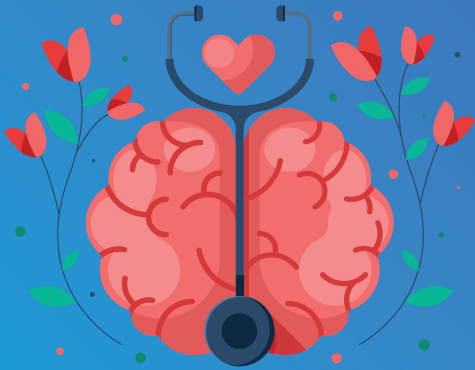


Beat the pressure, save your brain

Control hypertension to prevent
stroke!











This year's World Hypertension Day falling on 17 May, focusses on the theme **‘Measure your blood pressure accurately, control it, live longer!’**

Hypertension, often referred to as the "silent killer," can silently damage the heart, kidneys, and other vital organs without noticeable symptoms, making regular monitoring essential for prevention and management.

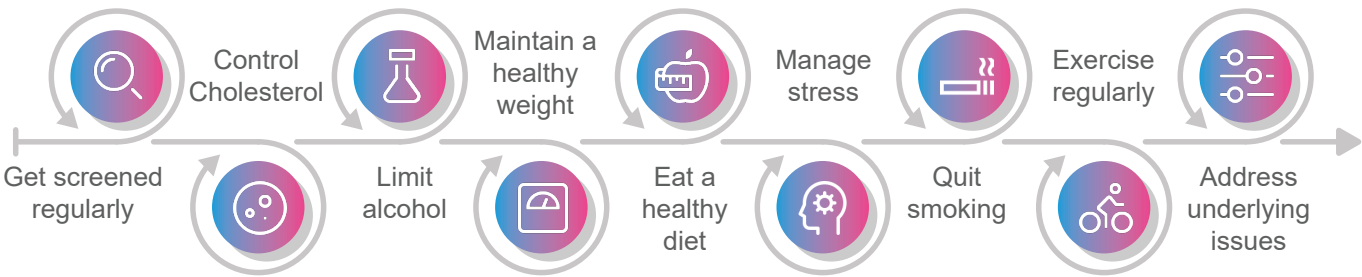
- Approximately 4 out of every 5 individuals with hypertension in India are not adequately treated
- Recent studies indicate a rapid increase in hypertension prevalence among rural populations and younger individuals in India.

Hypertension can lead to stroke through a series of interconnected steps:

-  **High Blood Pressure:** Strains blood vessels, making them stiff.
-  **Vessel Damage:** Constant pressure harms artery linings, causing plaque buildup (atherosclerosis).
-  **Narrowed Arteries:** Plaque reduces blood flow to the brain, increasing clot risk.
-  **Blood Clot Formation:** Ruptured plaque can block blood flow in arteries.
-  **Reduced Brain Blood Supply:** Blocked flow leads to brain cell death from lack of oxygen.
-  **Ischemic Stroke:** Prolonged blockage results in an ischemic stroke.
-  **Hemorrhagic Stroke:** Weakened vessels may rupture, causing bleeding in the brain.
-  **Brain Damage:** Lack of blood or bleeding can cause permanent damage or death.

Protect yourself from stroke: Your action plan

Stroke due to high blood pressure is largely preventable! Here's how you can take control of your health:



By adopting healthy lifestyle habits and effectively managing your blood pressure, you can greatly lower your risk of stroke and enjoy a longer, healthier life.

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