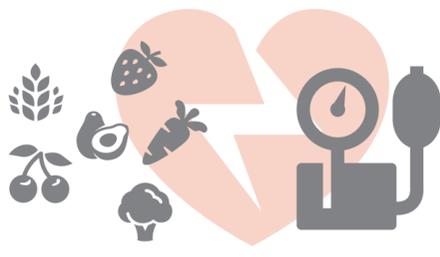


HYPERTENSION & NUTRITION



HYPERTENSION or HIGH BLOOD PRESSURE

is a condition that occurs when your blood pressure increases to unhealthy levels.



Blood pressure is determined by the amount of blood your heart pumps and the amount of resistance to blood flow in your arteries.



The more blood your heart pumps and the narrower your arteries



the higher the blood pressure



the harder the heart has to pump

Hypertension can lead to severe health complications and increase your risk of several serious, potentially life-threatening conditions.

Heart Failure



Coronary Artery Disease



Stroke



Chronic Kidney Disease



Peripheral Arterial Disease

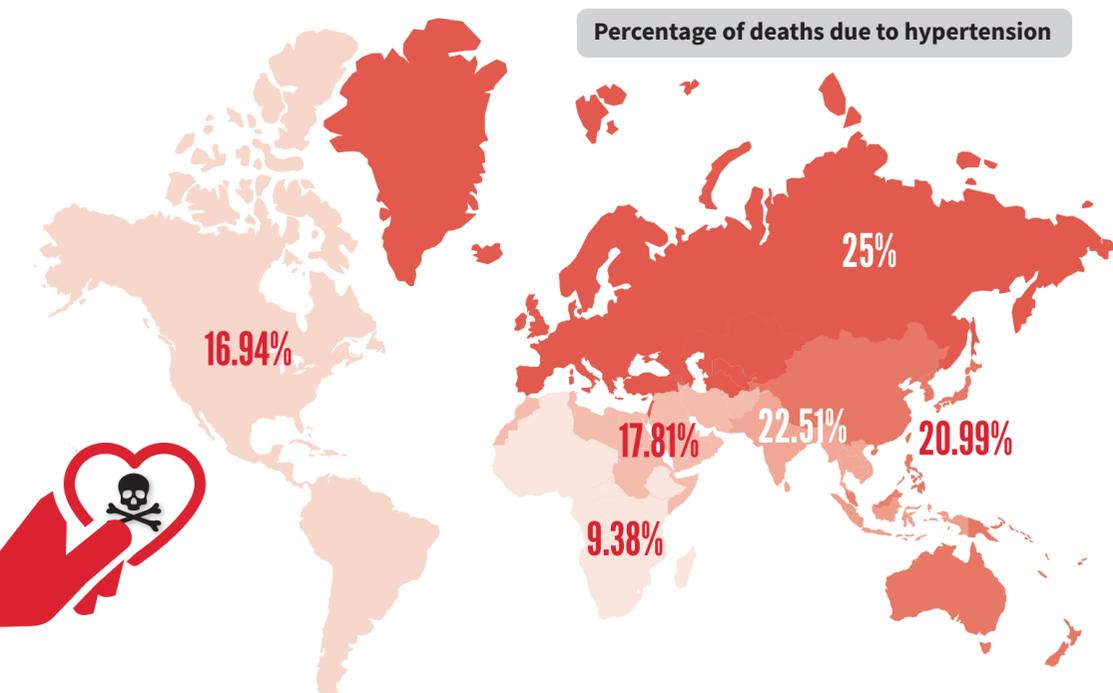


Vascular Dementia



HYPERTENSION IS A GLOBAL EPIDEMIC

Percentage of deaths due to hypertension



Hypertension often has **NO SIGNS OR SYMPTOMS**, and therefore frequently goes undiagnosed

Hypertension affects

1.3 BILLION

people (1 in 4 adults)

Fewer than

1 IN 5

have their hypertension under control

Hypertension is the

#1

risk factor for death globally



How to control your blood pressure and reduce your risk of heart disease



Manage your weight



Exercise regularly



Reduce your stress



Eat a healthy diet



Reduce your sodium intake



Limit your alcohol consumption



Quit smoking



If needed, take your medications as prescribed



WE ARE WHAT WE EAT



What we consume can affect our body's ability to prevent, fight and recover from infection and disease. By making small changes to our diet we can greatly reduce our risk of serious health issues.

Eat a variety of whole and fresh food every day



Eat plenty of fruit and vegetables



Moderate your consumption of fats and oils



Reduce the amount of sugar and salt in your diet



SALT

Daily salt intake recommended by the World Health Organization

< 5g (less than 1 teaspoon)

The equivalent of 2g of sodium



Average person's daily salt intake

9-12g

Around

2x

the recommended amount

What can you do to reduce your daily salt intake?

Avoid processed foods.



In many high-income countries, about 75% of salt comes from processed foods.

Replace salt and condiments that are high in sodium with other seasonings, such as garlic, lemon and pepper.



In low- and middle-income countries, most sodium consumption comes from salt added during cooking and at the table.

Switch to a reduced sodium alternative.*



LOW

Potassium salts may even have a beneficial effect on your blood pressure.

*People receiving medication for diabetes, heart or kidney disorders should consult their doctor before using a reduced sodium salt.

Sources: World Health Organization; IHME, Global Burden of Disease; Season with Sense