



The Wonders of Aspirin

Expect Wonders: Reasons to keep Aspirin Close

Aspirin for the Heart	Impact of Heart Disease
<ul style="list-style-type: none"> Aspirin can reduce the risk of death by 23 percent and save 10,000 lives each year if taken as directed by a doctor at the onset of a heart attack and continued for 30 days. An aspirin regimen, when followed as directed by a doctor, can help reduce the risk of a first heart attack by up to 32 percent and decrease the combined risk of heart attack, stroke, and vascular death by 15 percent. Over 50 percent of deaths and disability due to heart attack and recurrent stroke can be avoided by prevention strategies, such as an aspirin regimen – one of the reasons that both the American Heart Association and FDA approve an aspirin regimen for those at appropriate risk. 	<ul style="list-style-type: none"> Cardiovascular disease is the leading cause of death and disability in the U.S. 650,000 people will have a coronary attack this year and 450,000 more will have a recurrent attack. Medical costs exceed \$10,000 per heart attack. In 2000, cardiovascular disease accounted for 65.8 million visits to physicians, 6.9 million visits to outpatient facilities, and 4.4 million visits to emergency rooms.

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

Medical studies have shown that a very small percentage of the population, less than six percent, cannot take aspirin due to stomach upset. Patients who are predisposed to gastric problems or have a history of stomach ulcers or bleeding problems should not take aspirin unless directed by a physician. People who experience stomach discomfort should ask their doctors whether an enteric coated aspirin product might help that discomfort. In general, aspirin's benefits significantly outweigh its risks when taken as directed. Patients who have questions about which pain reliever to use should talk to their physicians. **For more information on the wonders of aspirin and to help ensure it's always kept close visit www.The8thWorldWonder.com.**

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Aspirin for Pain and Arthritis	Impact of Pain and Arthritis
<ul style="list-style-type: none">• Extra strength aspirin is as effective in pain treatment as some prescription medications and can be cost effective at approximately four cents a pill.• Aspirin works by inhibiting the messages sent to the brain, which tell it to feel pain. It is a pain reliever used for migraine headaches in several countries outside the U.S.• As an anti-inflammatory, aspirin provides pain relief and reduces arthritis inflammation when taken as directed by a doctor.• In the 21st century, aspirin has found its place relieving minor aches and pains associated with new technologies, such as BlackBerry Thumb, which can aggravate underlying arthritis.	<ul style="list-style-type: none">• Headaches cause, on average, more than 30 sick days a year.• 60 million people will have arthritis by the year 2020.• The American Physical Therapy Association warns that excessive use of PDAs can lead to BlackBerry Thumb. As of January 2007, there were approximately 5.5 million BlackBerry users worldwide.

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Emerging Sciences

Studies for the following areas are promising, but additional aspirin research is needed to routinely recommend aspirin for these uses. As the makers of Bayer® Aspirin, we are committed to the safe and appropriate use of aspirin to prevent CV events. We will work with the scientific community to maximize the utility of aspirin as scientific support evolves.

Aspirin and Cancer	<ul style="list-style-type: none">• Findings from three prospective trials suggests that aspirin therapy may result in a measurable decrease in the recurrence of polyps (potentially dangerous growths in the colon) in patients with a history of adenomas or colorectal cancer.• Research is continuing on the chemopreventive benefits of aspirin in a range of common cancers in patients with and without history of cancer.
Aspirin and Blood Clot Prevention	<ul style="list-style-type: none">• A study in patients undergoing hip surgery - a common risk factor for DVT - showed a five week course of low-dose aspirin cut the risk of Pulmonary Embolism (PE) and Deep Vein Thrombosis (DVT) by a third. The number of deaths from PE was halved (PEP Trial); these results are confirmed by a meta-analysis of low-dose aspirin usage in patients with a broader range of conditions (i.e. general or orthopedic surgery, other types of immobility).
Other Research	<ul style="list-style-type: none">• Today, aspirin continues to be one of the most studied drugs in the world. Scientists continue to study aspirin in areas such as cancer, cognitive/neurological disease (Alzheimer's) and DVT pushing it to the forefront of emerging science.

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History of Aspirin

- A Bayer chemist Felix Hoffman chemically synthesized a stable form of aspirin powder in 1897.
- Bayer registered the trade name Aspirin in 1899 – it soon became the number one drug worldwide.
- In 1948 Dr. Lawrence Craven, a California general practitioner, recognized aspirin's efficacy in preventing heart attacks. He recommended that "an aspirin a day" could dramatically reduce the risk of heart attack.
- Aspirin appeared in the Guinness Book of Records as the world's best-selling painkiller in 1950.
- Aspirin accompanied the Apollo astronauts to the moon in 1969 as a key component in the 11 self-medication kits.
- In 1988, the role of aspirin was extended beyond pain therapy to lifesaver. The FDA proposes the use of aspirin as a tactic for secondary heart attack and stroke prevention.
- In 1998 the FDA approves the expanded use of aspirin including helping save lives during a heart attack.
- In 2007 new AHA Women's Guidelines recommend consideration of aspirin for all women over 65 and those at appropriate cardiovascular risk under 65.

For information about the wonders of aspirin, please contact Stephanie Walter at (646) 935-3933/stephanie.walter@ketchum.com or visit www.The8thWorldWonder.com.

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