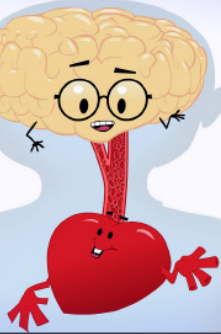
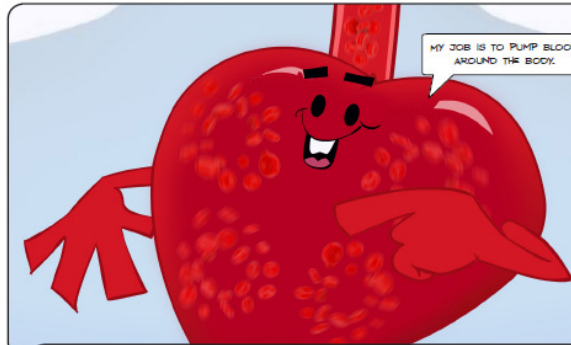


I NEED OXYGEN AND NUTRIENTS FROM THE BLOOD

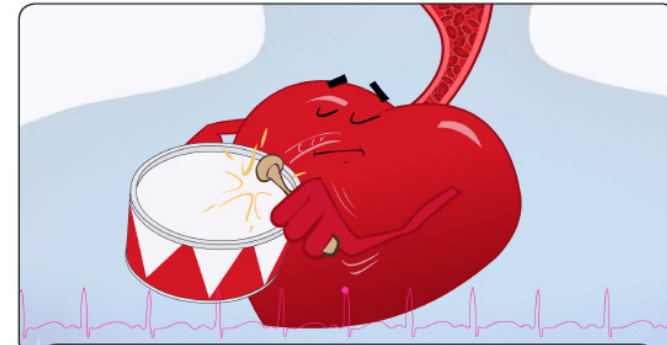


THE BRAIN IS THE CONTROL CENTRE FOR EVERYTHING YOU DO. IN ORDER TO WORK AT ITS BEST THE BRAIN NEEDS OXYGEN AND NUTRIENTS THAT ARE BROUGHT TO IT THROUGH THE BLOOD. IT'S THE HEART WHO MAKES THAT POSSIBLE.

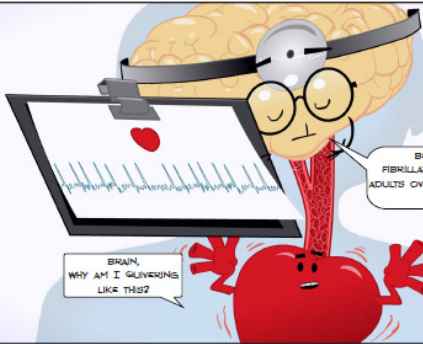


MY JOB IS TO PUMP BLOOD AROUND THE BODY.

THE HEART'S JOB IS TO PUMP THE BLOOD AROUND THE BODY THROUGH A SYSTEM OF VESSELS WHICH REACH FROM YOUR HEAD TO YOUR TOES. THE HEART IS MADE UP OF FOUR CHAMBERS. THESE CHAMBERS WORK TOGETHER TO PUMP THE OXYGENATED BLOOD THAT THE BODY NEEDS TO LIVE AND FUNCTION.



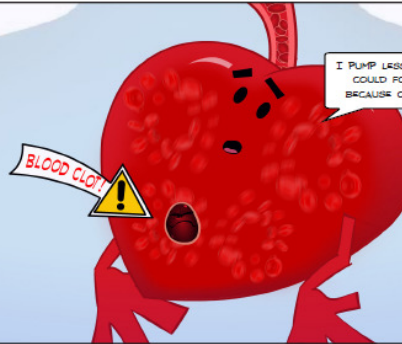
NORMALLY THE HEART BEATS TO A STEADY RHYTHM, REGULARLY SQUEEZING TO PUMP BLOOD AROUND THE BODY. HOWEVER, FOR SOME PEOPLE THEIR HEART DOES NOT BEAT TO THIS NORMAL RHYTHM.



BECAUSE YOU HAVE ATRIAL FIBRILLATION (AF), SADLY ONE IN FOUR ADULTS OVER THE AGE OF 40 WILL DEVELOP AF IN THEIR LIFETIME

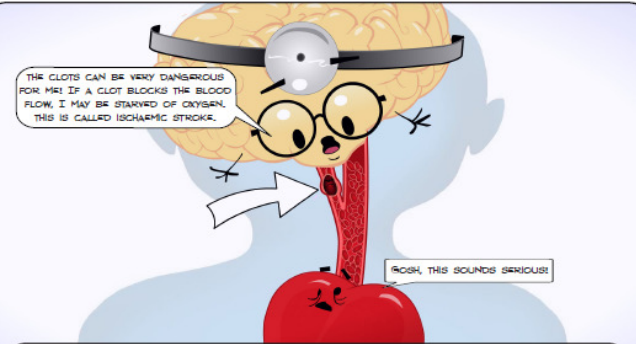
BRAIN, WHY AM I GUVERNING LIKE THIS?

ATRIAL FIBRILLATION IS A MEDICAL CONDITION WHICH INTERFERES WITH THIS RHYTHM AND CAUSES THE HEART TO BEAT IRREGULARLY. THE SYMPTOMS OF AF INCLUDE PALPITATIONS, TIREDNESS, SHORTNESS OF BREATH, DIZZINESS, FAINTING AND CHEST PAIN; ALTHOUGH SOME PEOPLE DON'T EXPERIENCE ANY SYMPTOMS AT ALL. GO TO SEE YOUR DOCTOR IF YOU HAVE THESE SYMPTOMS.



I PUMP LESS EFFICIENTLY AND CLOTS COULD FORM IN MY CHAMBERS BECAUSE OF MY IRREGULAR BEAT

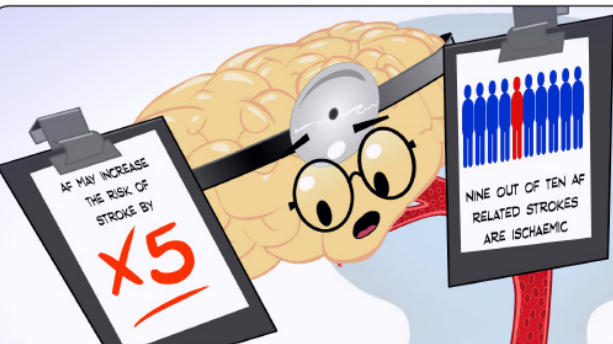
HAVING ATRIAL FIBRILLATION MEANS THAT THE HEART PUMPS LESS EFFICIENTLY AND BLOOD MAY BE LEFT BEHIND IN ITS CHAMBERS, WHICH COULD FORM CLOTS.



THE CLOTS CAN BE VERY DANGEROUS FOR ME! IF A CLOT BLOCKS THE BLOOD FLOW, I MAY BE STARVED OF OXYGEN. THIS IS CALLED ISCHAEMIC STROKE.

ROGH, THIS SOUNDS SERIOUS!

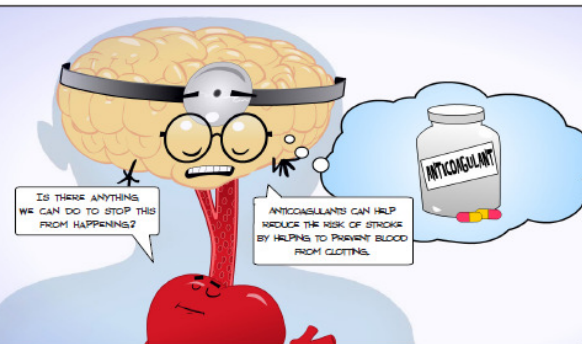
IF THESE CLOTS TRAVEL THROUGH THE BLOODSTREAM THEY MAY REDUCE OR STOP THE AMOUNT OF OXYGENATED BLOOD GETTING TO THE BRAIN. THE BRAIN CELLS WILL START TO DIE. WHEN THE CELLS DIE, THIS DAMAGE CAN NEVER BE REPAIRED. THIS IS KNOWN AS AN ISCHAEMIC STROKE.



AF MAY INCREASE THE RISK OF STROKE BY **x5**

NINE OUT OF TEN AF RELATED STROKES ARE ISCHAEMIC

AN ISCHAEMIC STROKE CAN HAVE A DEVASTATING IMPACT ON ALL ASPECTS OF PATIENTS' LIVES AND MAY BE SEVERELY DEBILITATING OR EVEN LIFE THREATENING.

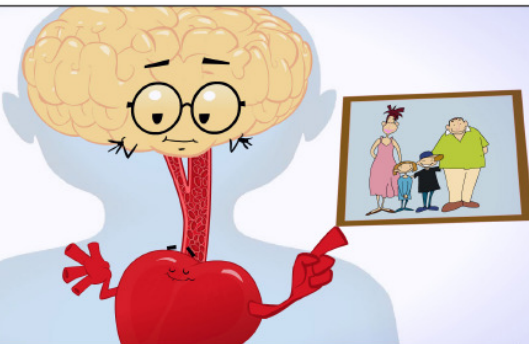


IS THERE ANYTHING WE CAN DO TO STOP THIS FROM HAPPENING?

ANTICOAGULANTS CAN HELP REDUCE THE RISK OF STROKE BY HELPING TO PREVENT BLOOD FROM CLOTTING.



ANTICOAGULANT TREATMENTS CAN PREVENT THESE CLOTS FROM FORMING AND ARE USUALLY AN IMPORTANT PART OF THE LONG-TERM TREATMENT FOR PEOPLE WITH ATRIAL FIBRILLATION.



THE RISK OF DEVELOPING AF INCREASES SIGNIFICANTLY AS YOU GET OLDER. IF YOU ARE DIAGNOSED WITH AF FOLLOWING YOUR DOCTOR'S ADVICE AND TAKING THE MEDICATIONS YOUR DOCTOR PRESCRIBES TO HELP STOP A STROKE IS CRUCIAL.