



ARE YOU TRUE TO YOUR HEART?

IT'S TIME TO GET REAL
**ABOUT CARDIOVASCULAR
(CV) RISK.**

The staggering statistics around CV disease are increasing. **Are you choosing the best options to reduce your persistent CV risk (P-CVR)?**

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CV DISEASE IS THE LEADING CAUSE OF DEATH IN THE US

CANCER COMES IN SECOND TO THIS SILENT KILLER.

You might be at risk of CV disease if you have high cholesterol, high triglycerides, type 2 diabetes or high blood pressure. Other factors that contribute to CV risk are: family history; prior CV events; smoking; being overweight/obese; diet and exercise.

CV=cardiovascular.

~92.1 MILLION

US adults live with some form of CV disease or the debilitating effects of stroke

By 2035, that number of US adults living with CV disease is estimated to include nearly half the US population, at

~131.2 MILLION

MILLIONS OF PEOPLE TAKE STATINS. THEY'RE THE FIRST STEP—ALONG WITH DIET AND EXERCISE—BUT **STATINS DON'T FULLY PROTECT** AGAINST PERSISTENT CV RISK (P-CVR).

It's time to do more. Proven treatment on top of cholesterol management is necessary.

LET'S GET REAL ABOUT SUPPLEMENTS

You may be one of the millions who have turned to fish oil supplements to help lower CV risk.

BUT HERE'S THE CATCH: **FISH OIL SUPPLEMENTS ARE NOT FDA-APPROVED, OR INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.**

Clinical studies have tried and failed to prove that fish oil supplements lower CV risk.

There are a couple of reasons for this.

CV=cardiovascular.

WE DON'T REALLY KNOW WHAT'S IN SUPPLEMENTS

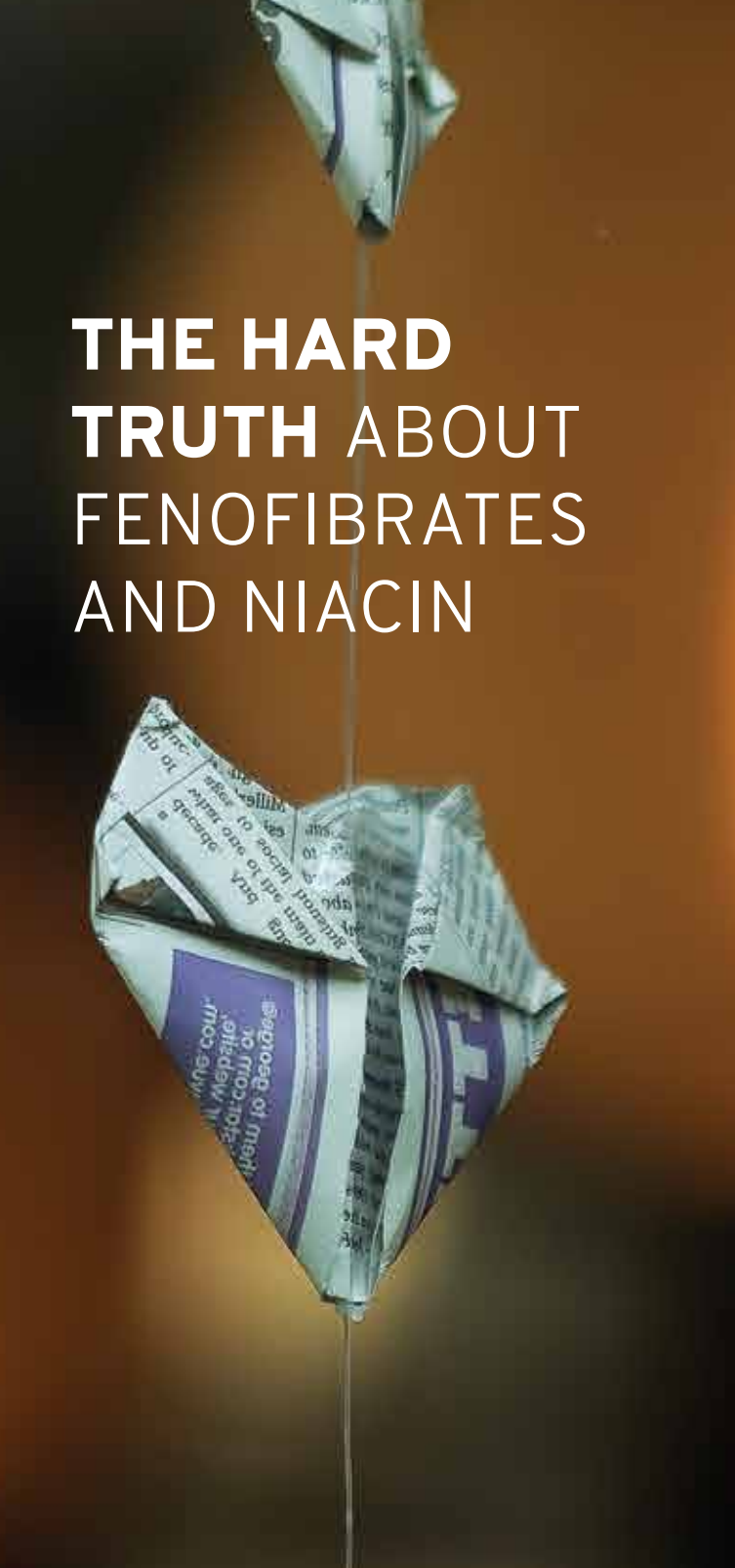
Many fish oil supplements aren't entirely made up of omega-3s. And oftentimes, you get lower amounts of omega-3s than what's listed on the label. On average, fish oil supplements **only contain 30% of the omega-3 fatty acids EPA and DHA.** It's important to note that certain ingredients could undo the beneficial effects of statin therapy.

SO, WHAT ELSE IS IN FISH OIL SUPPLEMENTS?

Great question with a **not-so-great answer.**

FISH OIL SUPPLEMENTS MAY CONTAIN UP TO 70% **UNKNOWN IMPURITIES, SATURATED FATS, AND VARIOUS OMEGA MIXTURES.**

DHA=docosahexaenoic acid; EPA=eicosapentaenoic acid.



THE HARD TRUTH ABOUT FENOFIBRATES AND NIACIN

You may be taking fenofibrates or niacin to lower your lipids. But you should know:

FENOFIBRATES AND NIACIN, WHEN USED WITH STATINS, ARE **NOT FDA-APPROVED** TO REDUCE CV RISK.

The FDA even **withdrew approval** for fenofibrates and niacin in combination with statins, because the **risk outweighed the benefit**.

That's why the American Diabetes Association (ADA), an organization dedicated to diabetes treatment, stated:

COMBINING NIACIN AND FENOFIBRATES WITH STATINS IS **GENERALLY NOT RECOMMENDED**.

In fact, **niacin in combination with statins may increase the risk of stroke** with additional side effects.

CV=cardiovascular.

ASK YOUR DOCTOR ABOUT **FDA-APPROVED** **THERAPIES** FOR CV RISK REDUCTION TODAY.

Learn more about the state of CV disease
and how to better protect against CV risk.



CV=cardiovascular.

Visit **truetoyourheart.com**

**TRUE
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Contact Us: **1-855-CVTRUTH**
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