

ASPOD® Recognises that Time is Muscle

Submitted by: Partners in PR Ltd

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What should you do if you suspect a heart attack?

1. Dial 999 for an ambulance
2. Chew and swallow 300mg aspirin from your ASPOD®

Aspirin helps to dissolve the small blood clots that cause a heart attack. Taking 300mg aspirin during a suspected heart attack limits the damage to heart muscle and significantly reduces the risk of death . For people with unstable angina, chewing and swallowing a single 300mg aspirin can double the chance of survival . That's why ambulance crew always give aspirin to someone with a suspected heart attack, whether or not they've already taken aspirin that day .

But what if the ambulance is delayed?

What if you can't find an aspirin in time?

Time is Muscle. The longer you delay taking an aspirin during a heart attack, the less likely you are to survive.

The ambulance service aims to see at least 75% of people with chest pain within eight minutes of their emergency call. But first you have to decide to make that call. Many heart attacks occur in the early hours of the morning when patients are hesitant to phone for help . There is an average delay of 68 minutes between first experiencing symptoms and having the first diagnostic electrocardiogram (ECG) .

Time is Muscle. Early aspirin can convert a fatal heart attack to a severe non-fatal one, down-grade a severe heart attack to a mild one, and a mild heart attack to unstable angina - which means avoiding a heart attack altogether , . The self-administration of aspirin limits heart muscle damage and can be life-saving.

ASPOD® Recognises that Time is Muscle and is designed to increase your chance of surviving a heart attack

Time is Muscle.

The ASPOD® provides immediate access to 300mg soluble aspirin in case of a suspected heart attack. Every adult over the age of 35 should carry emergency soluble aspirin (unless you are allergic to aspirin, have a history of peptic ulcers or other contraindication. Ask your GP if in doubt.)

Says GP Dr Sarah Brewer, "Aspirin is particularly important for smokers. Cigarette smokers have 'sticky' blood and generate blood clots that are significantly larger than in non-smokers. Aspirin can still dissolve these larger blood clots to reduce the severity of a heart attack, as long as it is taken early enough . You should chew and swallow 300mg aspirin if you experience chest pain **EVEN IF YOU ALREADY TAKE REGULAR LOW-DOSE ASPIRIN (75mg daily)**. The half-life of aspirin in the circulation is only 15-20 minutes . If you experience chest pain despite taking low-dose aspirin, you can still benefit from the life-saving effects of immediate aspirin treatment " .

Using an ASPOD® ensures immediate access to the right dose of aspirin at the right time. Time is Muscle. Your Heart muscle.

ASPOD® can be ordered by calling the 24 hour dedicated/secure orderline 0844 4457 200
or order online at: www.aspod.co.uk Just £5.99 + £1.25 postage & packing
or send a cheque to: ASPOD, PO BOX 276. BB4 0EB

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Further press info from Jackie@partnersinpr.co.uk – 05602 525124

Editors Notes

The ASPOD® is designed to fasten onto, or act as, a key ring. It can also be hung from a belt loop, handbag, sports bag, golf bag, or rucksack by using the sturdy metal belt clip supplied.

The ASPOD® is highly visible to attract the attention of 'first aiders' where patients are unable to administer aspirin themselves.

ASPOD's unique moisture lock keeps aspirin stable for at least 6 months. Users can register online at www.aspod.co.uk and receive an email reminded to change their aspirin every 6 months.

The device features a luminous info-loop™ so it is easily located in the dark. The loop carries critical information outlining the correct procedure to follow in the case of a suspected heart attack. The person's name and emergency contact telephone number can be added to the info-loop™ with a permanent marker pen to provided emergency services with vital information.

Aspirin should not be used by children under the age of 16.

ASPIRIN NOT SUPPLIED

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