For more than a century, acetylsalicylic acid, the active ingredient in Aspirin™, has been associated with medical advances and innovation since the late 1800s. Taken by millions of people to relieve pain and fever\textsuperscript{1,2} and for cardioprevention in appropriate patients,\textsuperscript{3} Aspirin has a remarkable heritage. Bayer supports the use of Aspirin only for its approved indications, which may vary by country.

Still, the Aspirin story is unfolding. Bayer and scientists around the globe continue conducting innovative research to examine additional treatment or cardioprevention benefits that acetylsalicylic acid may provide.\textsuperscript{4}
PAIN AND FEVER RELIEF

Pain: A Continuing Global Problem

Pain is an ongoing challenge that presents a major threat to quality of life for people all over the world.

Examples of mild to moderate pain that can affect everyday lives include headache, toothache, cold-related sore throat, period pain, muscular and joint pain, back pain, minor arthritis pain, and pain associated with the common cold or influenza.

Aspirin for Pain Relief

For 120 years, the world has relied on acetylsalicylic acid for fast and potent relief of pain. Acetylsalicylic acid has demonstrated effective pain relief in treating headache, back pain, post-operative dental pain, and reducing fever.

Relief from Migraine and Tension Headache Pain

Acetylsalicylic acid has demonstrated pain relief as a first-line treatment for migraine or tension-type headache regardless of headache intensity, and provides rapid and sustained pain relief comparable to prescription-strength sumatriptan for severe migraine attacks.

Relief from Pain from Sore Throat, Body Aches and Cold and Flu

Acetylsalicylic acid also reduces sore throat pain intensity for up to six hours, as well as relieving muscle aches and pains associated with cold and flu.

An Anti-Inflammatory Pain Reliever

Acetylsalicylic acid is an anti-inflammatory drug that blocks production of prostaglandins, which are a known cause of tissue inflammation.

Low Rates of Adverse Events When Used as Directed for Pain

Acetylsalicylic acid is rarely associated with serious adverse events when taken short-term as labeled for pain and fever relief. Most people can take non-prescription doses of acetylsalicylic acid without undue concerns of serious adverse events or side effects when taken as directed. Always check product labels for warnings and indications. Certain conditions, or use of acetylsalicylic acid with other pain relievers, may increase the risk of serious gastrointestinal (GI) or other events.

Low Rates of Gastrointestinal Events

When taken as directed for pain and fever relief, there are rarely serious GI side effects such as GI bleeding or other complications associated with acetylsalicylic acid. Always check product labels for warnings and indications. Certain conditions, or use of acetylsalicylic acid with other pain relievers, may increase risk of serious GI events.

Versatility, Innovation and Advances in New Formulations

The versatility of Aspirin and Bayer’s commitment to new innovations are reflected by development of different formulations of Aspirin. For example, Aspirin with micro-active technology, a new fast-release formulation, allows the medicine to dissolve more quickly, enter the bloodstream faster, and relieve pain twice as fast as previous Aspirin tablets. Aspirin Complex provides multi-symptom relief of common cold symptoms, including nasal congestion, and the pain and common cold product Aspirin Plus C also contains Vitamin C to strengthen the body’s defenses by supporting immune health.
Cardiovascular (CV) Disease: A Leading Cause of Death and Disability Worldwide

- An estimated **17.5 million** people die from CV disease annually, representing 31% of all global deaths.\(^{34}\)
  - Of these deaths, an estimated 7.4 million were due to **coronary heart disease** and 6.7 million were due to **stroke**.\(^{40}\)
  - More than three quarters of CV disease deaths take place in low- and middle-income countries.\(^{40}\)
  - This number is expected to grow to 23.6 million by 2030.\(^{35}\)
  - Ischemic heart disease and cerebrovascular disease are the two leading causes of premature death and disability.\(^{37}\)

**Recommended by Medical Organizations around the World for Preventing Cardiovascular Events**

Low-dose acetylsalicylic acid (globally ranging from 75 mg to 325 mg daily depending on the country) is approved by regulatory authorities around the world for **secondary prevention** and is recommended in major evidence-based clinical guidelines.\(^{38,39}\)

Furthermore, acetylsalicylic acid is recommended by several leading medical organizations for use in acute cardiac situations including acute coronary syndrome, an evolving heart attack, and coronary interventions to improve blood flow.\(^{40-46}\)

Additionally, use of low-dose acetylsalicylic acid to prevent a **first CV event**, such as a heart attack in patients at appropriate levels of CV risk is recommended in clinical guidelines\(^{47-53}\) and is approved by regulatory authorities in approximately 45 countries. Patients should talk with their doctor, who can best assess their individual CV risk and determine if low-dose acetylsalicylic acid is right for them.
Prevention of Recurrent Heart Attacks and Ischemic Strokes in Both Men and Women

In an analysis of studies of 17,000 men and women who had had a previous heart attack, stroke or transient ischemic attack, low-dose acetylsalicylic acid significantly reduced the risk of another heart attack by 31% and another ischemic stroke by 22%.54,55

Life-Saving When Taken During a Heart Attack

Taking acetylsalicylic acid during a suspected heart attack and for 30 days thereafter can reduce the risk of death by 23%.55 If a heart attack is suspected, call emergency services or a doctor.

Prevention of a First CV Event in Appropriate Patients

Low-dose acetylsalicylic acid has demonstrated benefits in preventing a first CV event, such as a heart attack, in both men and women.54,56,57 In a landmark study of approximately 40,000 women aged 45 and older followed for 10 years, low-dose acetylsalicylic acid was found to reduce all major first CV events, including heart attack and ischemic stroke in those patients who were 65 and older.58 This was viewed as an important finding, particularly since CV disease remains a leading cause of mortality for women around the world.59,60 Across the EU, a higher proportion of women die from CV disease than men.59,61 Additionally, based on data from the U.S. Women's Heart Foundation, 42% of women who have heart attacks die within one year.62

Low Rates of Adverse Events When Taken for Cardioprevention

When used as directed for preventing recurrent CV events, clinically significant side effects such as serious bleeding infrequently occur.60-63 In terms of primary prevention, results from a large analysis52 demonstrated an overall positive benefit/risk profile greater than 2:1, with serious bleeding occurring in fewer than 3 in 10,000 patients reinforcing the low rate of clinically significant side effects seen with acetylsalicylic acid in cardioprevention.*

Cost-Effective for Preventing Cardiovascular Events

Studies and analyses have shown that low-dose acetylsalicylic acid, particularly when used to prevent CV events according to guideline recommendations, is cost-effective and cost-saving.64-69 A recent American study evaluating the long-term economic and population-health impact of broader use of acetylsalicylic acid found that increased use by older Americans at higher risk for CV disease could generate substantial population health benefits over the next twenty years and do so very cost-effectively, saving as much as $692 million in health care spending.70

A Continuing Legacy of Discovery and Innovation

Acetylsalicylic acid, the active ingredient in Aspirin, is as versatile as it was 120 years ago. It continues to demonstrate safety and effectiveness for a variety of conditions, from pain relief to use during a heart attack. Additionally, multiple clinical trials are underway to further elaborate the cardioprotective effects of acetylsalicylic acid. (see footnotea)

*Ongoing study references:


Patients should talk with their doctor, who can best assess their individual CV risk and determine if low-dose acetylsalicylic acid is right for them. Bayer supports the use of Aspirin only for its approved indications which may vary by country.
Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer’s public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

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