



Bayer HealthCare

Fact Sheet: The ProHeart Path Tool

About The ProHeart Path Tool

Each year in the United States, more than 700,000 Americans suffer a heart attack¹ and 795,000 people have a stroke². Common risk factors include heredity, diet, exercise and smoking. Understanding risk for life-threatening cardiovascular events is an important first step in living heart healthy. That is why Bayer HealthCare, the makers of Bayer® Aspirin, is launching the ProHeart Path Tool, available on IamProHeart.com.

- The ProHeart Path Tool is an online assessment that calculates the 5-year risk of a cardiovascular event, heart attack or stroke, based on factors such as lifestyle behavior, risk factors, and current medications.
- The tool requires the following information: gender, age, height and weight, smoking status, history of diabetes, heart attack or stroke, family history of heart attack, current medications.
- After completing the risk assessment, the ProHeart Path Tool generates an individualized summary and action plan including recommended lifestyle changes and tips for lowering risk of cardiovascular events.
- The personalized action plan is accompanied by a letter that can be shared with a physician explaining the results, helping to facilitate a conversation with a physician to discuss a plan for lowering risk.

How to Use the ProHeart Path Tool

- Consumers can visit IamProHeart.com today and complete the ProHeart Path Tool risk assessment to:
 - Receive an estimated risk of a heart attack or stroke in the next five years
 - Receive their personalized risk assessment report and action plan
 - Take their risk assessment results and talk to a doctor about their potential risks and an action plan for lowering those risks

About I am ProHeart

I Am ProHeart is Bayer Aspirin's digital experience designed to educate, raise consumer awareness of their personal risk and to spur them to start/maintain positive heart healthy behaviors.

There is also wellness content that provides users with engaging content/articles around topics such as "Diet & Nutrition", "Inspiration & Motivation", "Living Heart Healthy", "Community", etc. The site also includes a specific "Warning Signs" section that can be used to educate consumers on the warning signs of a heart attack. Lastly, the site has a dedicated "Products & Offers" section that houses all of the Bayer's line extensions and savings opportunities.

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of health care, agriculture and high-tech materials. Bayer HealthCare, a subgroup of Bayer AG with annual sales of EUR 18.9 billion (2013), is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. Bayer HealthCare's aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide. Bayer HealthCare has a global workforce of 56,000 employees (Dec 31, 2013) and is represented in more than 100 countries. More information is available at www.healthcare.bayer.com

The Consumer Care division of Bayer HealthCare is headquartered in Whippany, N.J. USA. Bayer's Consumer Care division is among the largest marketers of over-the-counter medications and nutritional supplements in the world. Some of the most trusted and recognizable brands in the world today come from the Bayer portfolio of products. These include Aleve®, Alka-Seltzer®, Alka-Seltzer Plus®, Apranax®, Aspirin®, Bactine®, Bayer® Aspirin, Bepanthen®, Bepanthol®, Berocca®, Cal-D-Vita/Elevit®, Canesten®, Flanax®, Flintstones™ Vitamin, Midol®, One A Day® Vitamin, Phillips'® Milk of Magnesia, Redoxon®, Rennie®, Supradyn®, Talcid® and Vital 50 Plus®, Berocca™, Canesten™, Claritin®, Coppertone®, Dr. Scholl's®, Elevit™, Flanax™, Iberogast™, MiraLAX®, Nazol™, One A Day®, Priorin™, Redoxon™, Rennie™, Skinoren™, Supradyn™, Tabcin™, and White & Black™.

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¹ Bayer Prevention CDC Heart Disease Facts (v0.1) p.1.

² CDC Stroke Fact Sheet (v0.1) p.1.