

BAYER[®]
ASPIRIN

SEE
YOUR
RISKS



ACTIVATION GUIDE

FEBRUARY 2025

SEE YOUR RISKS

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SEE YOUR RISKS: YOUR GUIDE TO THE CAMPAIGN

Ensuring consistency in creating impactful marketing communications for the Bayer® Aspirin “See Your Risks” campaign.

This educational campaign has two main divisions: Consumer Awareness and HCP Awareness - each with its own specific strategy, messaging, and design elements. Please be purposeful in your use of these guidelines per audience; if any piece will be presented to both HCP and Consumer audiences, the Consumer campaign will be default.

“See Your Risks” is not a product promotional campaign. See final section of the playbook for examples of product promotional communication.

All new creatives utilizing this playbook must be reviewed & approved by LMR.

AWARENESS: CONSUMER



OBJECTIVE

Get consumers to take the heart health risk assessment to learn more about their potential risk factors for cardiovascular disease and educate them about ways to talk to their doctor.

Encourage patients to talk to their doctor about their assessment results.

CLAIMS

- Over half of heart attacks occur in those who aren't seen as high risk.*
** In a study of those who experienced a heart attack at ≤ 50 years.*
 - Heart disease is the #1 cause of death for men and women.
-

CTA

- Take Bayer's 2-minute heart health risk assessment* at [SeeYourRisks.com](https://www.seeyourrisks.com) to understand your risk factors.

**Does not replace an assessment by a qualified healthcare professional.
Always talk to your doctor or healthcare professional about your heart health.*

AWARENESS: HCP



OBJECTIVE

Primary: Encourage HCPs to prioritize discussions about CVD prevention with their patients.

Secondary: Get HCPs to identify and manage at-risk patients with a personalized care plan.

CLAIMS

- More than 50% of heart attacks occur in patients who aren't seen as high risk.*
**In a study of those who experienced a heart attack at ≤ 50 years.*

CTA

- Learn about the Cardiac Risk Continuum and take action against unseen CVD risks.
- Learn more at [SeeTheirRisks.com](https://www.seetheirrisks.com).

YOUR TOOLBOX FOR SUCCESS

Explore the core assets of the “See Your Risks” campaign and their role in communicating effective messages.

Over the following pages, see various campaign assets that emphasize the importance of revealing unseen cardiovascular risks. These include:

- Logo lockups
- Campaign photography
- Campaign graphics

Each asset is designed to work cohesively to maintain a consistent look and feel across all media placements.

[Find working files & assets here](#)

LOGO



CONSUMER LOGO



HCP LOGO



TYPOGRAPHY

IT'S TIME TO REVEAL UNSEEN HEART HEALTH RISK FACTORS

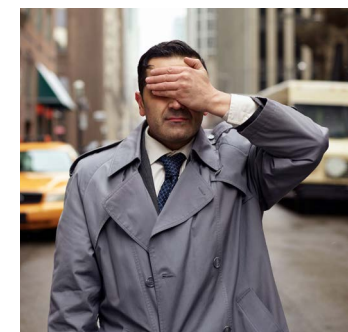
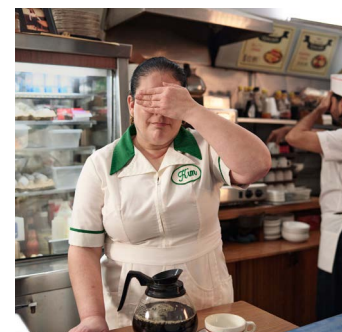
Learn about your heart health risk factors by taking a 2-minute assessment.*

*Does not replace an assessment by a qualified healthcare professional. Always talk to your doctor or healthcare professional about your heart health.

COLOR



PHOTOGRAPHY



LOGO LOCKUPS

Logo lockups are the visual cornerstone of the “See Your Risks” campaign. They ensure consistent branding across all placements, from print to digital. Always prioritize the primary lockup, but in cases where space or visibility is limited, use secondary lockups to maintain clarity and impact.

Always ensure the logo lockups are clear and legible. Maintain adequate spacing around the logo, and avoid placing it on backgrounds that reduce contrast or visibility. Use solid or subtle textured backgrounds for best results. Do not stretch, warp, or recolor the logo. Always use approved versions provided in the asset library.

[See files here](#)



CONSUMER LOGO



HCP LOGO

PRIMARY LOGO



CONSUMER LOGO



HCP LOGO

SECONDARY LOGO

COLOR

The “See Your Risks” campaign uses intentional colors and subtle textures to amplify its message.

The campaign’s color palette is designed to evoke clarity, urgency, and trust.

Ensure all colors are used in alignment with these guidelines to preserve the campaign’s tone and integrity.

Imagery:

- Color palette swatches with RGB, CMYK, and HEX values.
- Examples of campaign textures, such as gradients or overlays, in use on banners or ads.

RGB (255,209,0)
HEX #FFD100
CMYK (0,5,100,0)

RGB (79, 44, 29)
HEX #4F2C1D
CMYK (14, 75, 91, 76)

RGB (255,6,0)
HEX #E10600
CMYK (0,94,100,0)

RGB (0,150,143)
HEX #00968F
CMYK (82,5,39,9)

TYPOGRAPHY

Bold, legible typography ensures the campaign messages are clear and impactful.

The approved typeface for the “See Your Risks” campaign is: Proxima Nova.

- Set headlines in all caps extrabold to indicate strength and authority.
- Regular weight provides legibility to body copy.

Imagery:

- Text samples showcasing the primary and secondary fonts in use.
- A mock-up of a campaign ad highlighting proper font hierarchy and color use.

**Proxima Nova
Extrabold**

**IT'S TIME
TO REVEAL
UNSEEN
HEART HEALTH
RISK FACTORS**

**Proxima Nova
Regular**

Learn about your heart health risk factors by taking a 2-minute assessment.*

*Does not replace an assessment by a qualified healthcare professional. Always talk to your doctor or healthcare professional about your heart health.

CAMPAIGN PHOTOGRAPHY

Conveying unseen risk through a visual narrative.

The “See Your Risks” campaign photography features individuals with hands covering their eyes, in scenes that put them at risk.

[See files here](#)



CAMPAIGN PHOTOGRAPHY WITH TYPE TREATMENT

Using text in conjunction with campaign photography

With each photography subject, only use the approved corresponding denial, specific to each character.

Primary consumer denials:

- My heart is fine
- But I eat right
- But I work out

Secondary consumer denials:

- But I quit smoking
- But I'm only 40

Primary HCP denials:

- But I quit smoking
- But I'm only 40
- My heart is fine

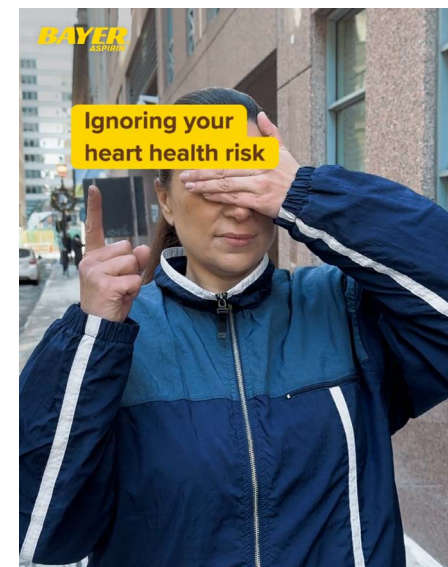
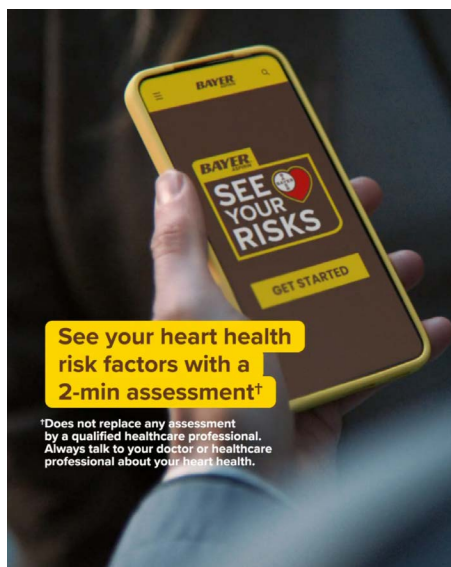
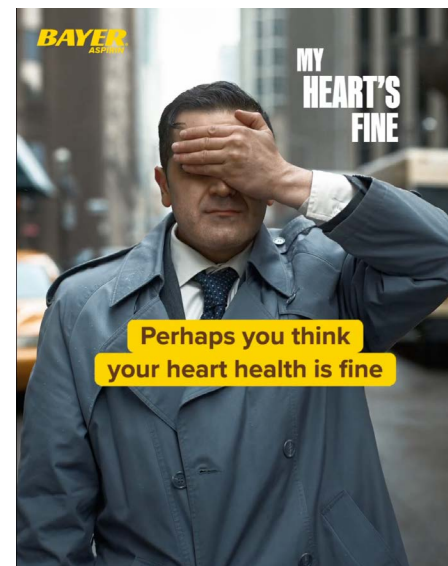
Secondary HCP denials:

- But I eat right
- But I work out



SOCIAL TYPOGRAPHY USAGE

Typography in consumer social ads should use the fonts and styles that match the platform in which they are placed. This will make the ad feel at home and aligned with the aesthetics of the corresponding placement.



CAMPAIGN GRAPHICS

The following icons are versatile visual elements that can be used across a variety of “See Your Risks” campaign tactics.

Heart: Can be used for a variety of tactics when a plain heart icon is needed.

Magnifying Glass: Use this icon to emphasize identifying risks, such as through screenings or risk assessments.

Checkmark: Communicates confirmation or validation, especially when discussing understanding or confirming risk levels.

Plus Symbol: Represents taking action to manage heart health and highlights content focused on treatment or prevention strategies.

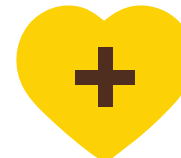
50% Icon: Specifically tied to the campaign’s statistic that “more than 50% of heart attacks occur in people who aren’t considered high risk.*”

Calendar: Used when discussing time or dates.

Gear: Communicates function or mechanisms regarding the heart.

Lightning bolt: Used to talk about heart attack stat.

*In a study of those who experienced a heart attack at ≤50 years



[See files here](#)

DO'S AND DON'TS

Your guide to correctly using campaign assets.

Imagery Guidelines:

- Before and after examples of effective and ineffective layouts.
- Callouts highlighting proper alignment and use of assets.

Copy Guidelines:

DO use approved campaign photography and graphic elements to reinforce the “See Your Risks” message and visual identity.

DON'T use negative language like “Don’t ignore your risk” or “Don’t deny your heart health”, may detract from the campaign’s empowering tone.

DO use positive and proactive language, such as “uncover,” and incorporate the word “unseen” when referring to risks that are hard to identify.

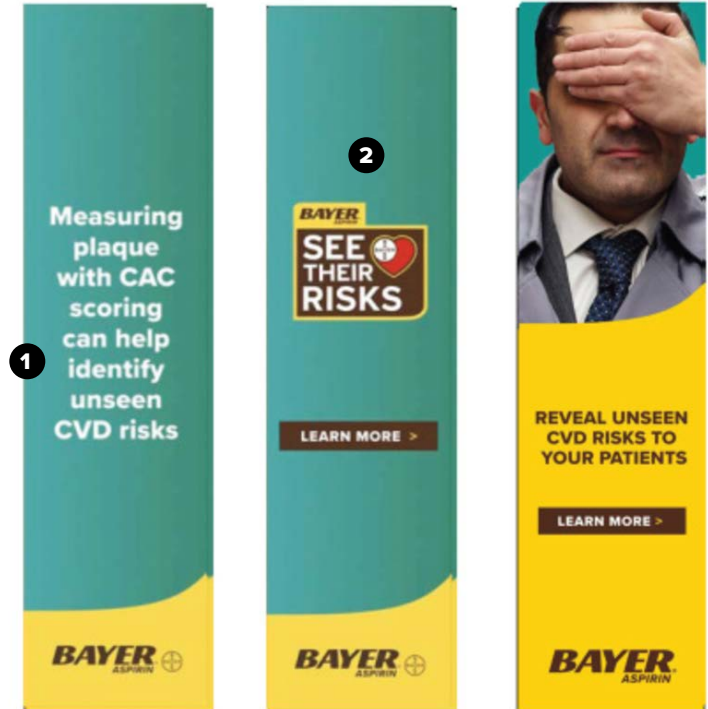
DON'T adjust language or write new denials to be used on existing or new characters.

DON'T



- 1 Don't make typography too large or difficult to read, give ample breathing space for headlines.
- 2 Don't crowd the logo with nearby design elements.

DO



- 1 Do give ample clear space for typography.
- 2 Ensure that the logo lockup has prominent clear space.

DO'S AND DON'TS

Your guide to correctly using campaign assets.

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- Before and after examples of effective and ineffective layouts.
- Callouts highlighting proper alignment and use of assets.

Copy Guidelines:

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DON'T use negative language like “Don’t ignore your risk” or “Don’t deny your heart health”, may detract from the campaign’s empowering tone.

DO use positive and proactive language, such as “uncover,” and incorporate the word “unseen” when referring to risks that are hard to identify.

DON'T

1 Don't use photography that isn't one of our main hero images, or manipulate the photo.

2 Don't make the logo lockup too small.

3 Don't use white backgrounds, and try to use the campaign color palette as much as possible.

UNSEEN RISKS CAN STILL HARM YOUR PATIENTS' HEARTS

BE PROACTIVE AND HELP PATIENTS SEE HIDDEN SIGNS AND SYMPTOMS BEFORE THEY ESCALATE.^{1,2}

More than 50% of heart attacks occur in patients who aren't considered high risk.^{3,4} Even with lifestyle changes like quitting smoking or eating healthier, patients can still face hidden CVD risks.⁵

*In a study of those who experienced a heart attack at <50 years.

BAYER LEARN MORE AT WWW.SEE THEIR RISKS.COM

IDENTIFY HIDDEN RISK
Comorbidities and family history don't tell the whole story. The Cardiac Risk Continuum is a progressive chain of events that begins silently, often without symptoms.^{1,2} Identifying your patients' risk earlier on the Cardiac Risk Continuum can help halt this progression.^{1,2}

CONFIRM RISK LEVEL
Tools such as coronary artery calcium (CAC) or carotid plaque scores (CPS) offer critical predictive insights into plaque burden, helping refine patient risk stratification.^{6,4}

MANAGE HEART HEALTH
Stratify your patients' risk as low, moderate, or high to guide proactive and personalized management.⁷ Early intervention in the Cardiac Risk Continuum can help slow disease progression for your patients.^{1,3}

References: 1. Dasu V, Aronson A, Black H, et al. The cardiovascular disease continuum validated: clinical evidence of improved patient outcomes part 1: Pathophysiology and clinical trial evidence (Risk factors through stable coronary artery disease). *Am J Cardiol*. 2020; 124:143-149. 2. Chrysanis SG. Stopping the cardiovascular disease continuum: Focus on prevention. *World J Cardiol*. 2010; 2(3):43-49. 3. Singh A, Collins, B, Gupta A, et al. Cardiovascular risk and strain eligibility of young adults after an MI. *J of the Am Coll of Cardio*. 2016; 7(3):292-302. 4. Fares R, Laine S, Buffon M, et al. Serum lipoproteins are associated with coronary atherosclerosis in asymptomatic U.S. adults without traditional risk factors. *JACC Adv*. 2024;3(7):113. 5. Mosca L, Dechay A, Blumenthal D, et al. Cardiovascular continuum 25 years — the evolution of an epidemiological model. *Int J Cardiol*. 2016; 209:56-64. 6. Oringer C, Bhatt M, Blankstein R, et al. The national lipid association scientific statement on coronary artery calcium scoring to guide preventive strategies for ASCVD risk reduction. *J of Clin Lipid*. 2023;15:33-40. 7. Viswanath R, Meek R, Swales K, et al. 2023 ESC Guidelines on cardiovascular disease prevention in clinical practice. *Euro Heart J*. 2023;42:3227-3327. 8. Jambhakar A, Gupta D, Cuadras-Godas E, et al. Ultrasound-based stroke/cardiovascular risk stratification using Framingham Risk Score and ASCVD Risk Score based on "Integrated Vascular Age": a multi-ethnic study of Asian Indian, Caucasian, and Japanese cohorts. *Cardiovasc Diagn Ther*. 2020;10(4):329-354. 9. Raber I, McCarthy C, Vaduganathan M, et al. The rise and fall of aspirin in the primary prevention of cardiovascular disease. *Lancet*. 2019;393:2153-61.

DO

1 Use campaign photography that features individuals with hands covering their eyes with their denials in typographic print.

2 Ensure that the logo lockup is featured prominently.

3 Utilize yellow color blocking with upsweep shape to create a structured and visually appealing composition.

BUT I EAT RIGHT

BAYER LEARN MORE AT WWW.SEE THEIR RISKS.COM

SEE THEIR RISKS

MORE THAN 50% OF HEART ATTACKS OCCUR IN PATIENTS WHO AREN'T CONSIDERED HIGH RISK*

*In a study of those who experienced a heart attack at <50 years.

BE PROACTIVE AND HELP PATIENTS SEE HIDDEN SIGNS AND SYMPTOMS BEFORE THEY ESCALATE.^{1,2}

Even with lifestyle changes like quitting smoking or eating healthier, patients can still face hidden CVD risks.³

IDENTIFY UNSEEN RISK
Comorbidities and family history don't tell the whole story. The Cardiac Risk Continuum is a progressive chain of events that begins silently, often without symptoms.^{1,2} Identifying your patients' risk level earlier on the Cardiac Risk Continuum can help halt this progression.^{1,2}

CONFIRM RISK LEVEL
Tools such as Coronary Artery Calcium (CAC) or Carotid Plaque Scores (CPS) offer critical predictive insights into plaque burden, helping refine patient risk stratification.^{6,4}

MANAGE HEART HEALTH
Stratify your patients' risk as low, moderate, or high to guide proactive and personalized management.⁷ Early intervention in the Cardiac Risk Continuum can help slow disease progression for your patients.^{1,3}

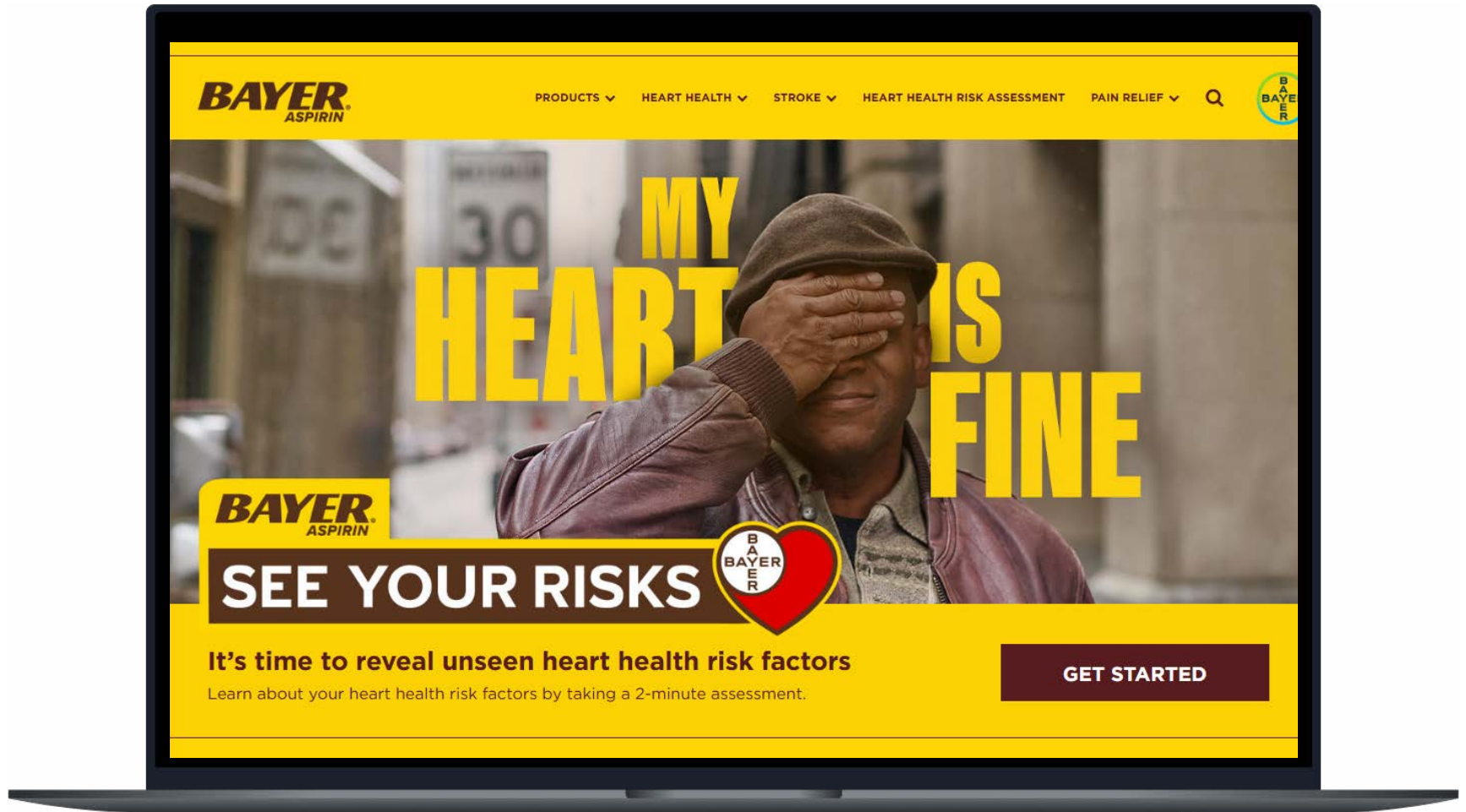
References: 1. Singh A, Collins, B, Gupta A, et al. Cardiovascular risk and strain eligibility of young adults after an MI. *J of the Am Coll of Cardio*. 2016; 7(3):292-302. 2. Dasu V, Aronson A, Black H, et al. The cardiovascular disease continuum validated: clinical evidence of improved patient outcomes part 1: Pathophysiology and clinical trial evidence (Risk factors through stable coronary artery disease). *Am J Cardiol*. 2020; 124:143-149. 3. Chrysanis SG. Stopping the cardiovascular disease continuum: Focus on prevention. *World J Cardiol*. 2010; 2(3):43-49. 4. Fares R, Laine S, Buffon M, et al. Serum lipoproteins are associated with coronary atherosclerosis in asymptomatic U.S. adults without traditional risk factors. *JACC Adv*. 2024;3(7):113. 5. Mosca L, Dechay A, Blumenthal D, et al. Cardiovascular continuum 25 years — the evolution of an epidemiological model. *Int J Cardiol*. 2016; 209:56-64. 6. Oringer C, Bhatt M, Blankstein R, et al. The national lipid association scientific statement on coronary artery calcium scoring to guide preventive strategies for ASCVD risk reduction. *J of Clin Lipid*. 2023;15:33-40. 7. Viswanath R, Meek R, Swales K, et al. 2023 ESC Guidelines on cardiovascular disease prevention in clinical practice. *Euro Heart J*. 2023;42:3227-3327. 8. Jambhakar A, Gupta D, Cuadras-Godas E, et al. Ultrasound-based stroke/cardiovascular risk stratification using Framingham Risk Score and ASCVD Risk Score based on "Integrated Vascular Age": a multi-ethnic study of Asian Indian, Caucasian, and Japanese cohorts. *Cardiovasc Diagn Ther*. 2020;10(4):329-354. 9. Raber I, McCarthy C, Vaduganathan M, et al. The rise and fall of aspirin in the primary prevention of cardiovascular disease. *Lancet*. 2019;393:2153-61.

**AWARENESS
ACTIVATION
CONSUMER
EXAMPLES**

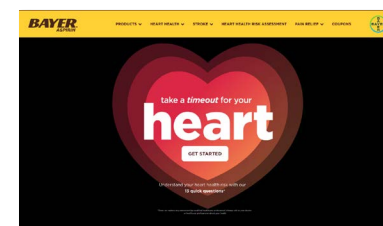
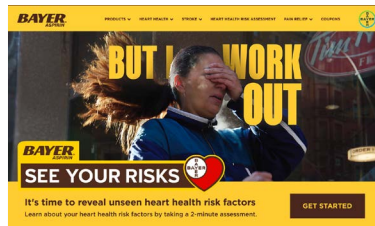
**VIDEOS
(CONSUMER)**



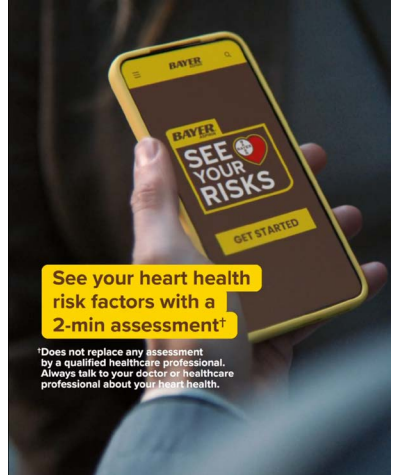
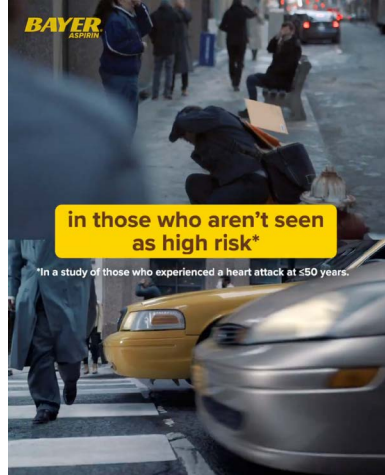
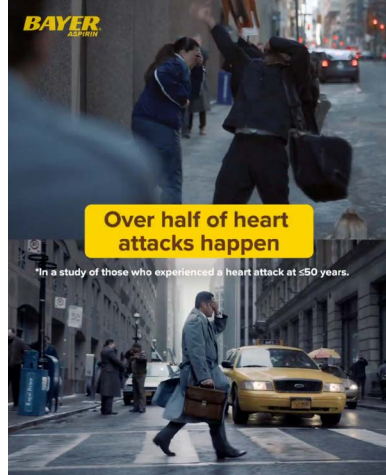
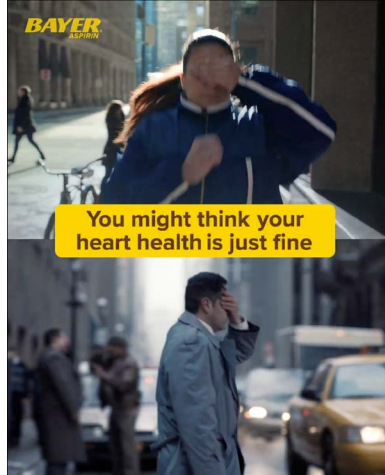
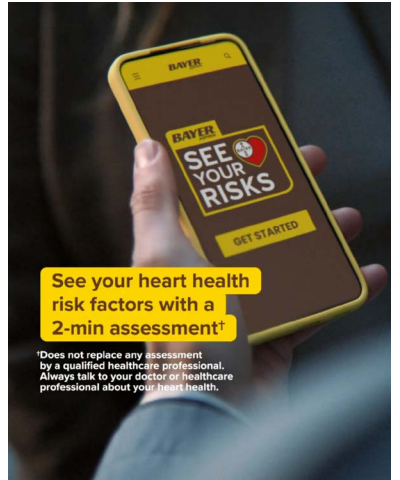
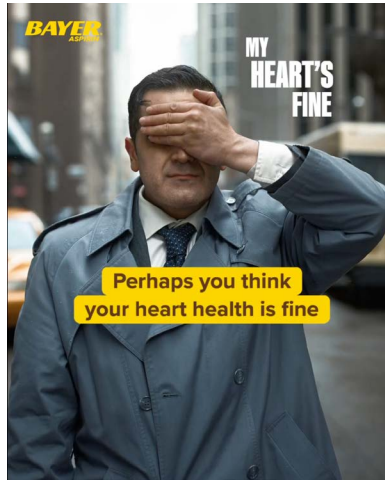
[See files here](#)



[See files here](#)



**SOCIAL
(CONSUMER)**



[See files here](#)

DISPLAY - AWARENESS
(CONSUMER)

BUT GRANDPA LIVED TO 93
SEE YOUR RISKS
IGNORING YOUR HEART HEALTH RISK IS NO WAY TO GO THROUGH THE WORLD
Learn about your heart health risk factors at SeeYourRisks.com
GET STARTED

BUT I EAT RIGHT
SEE YOUR RISKS
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IT'S TIME TO REVEAL UNSEEN HEART HEALTH RISK FACTORS
LEARN MORE

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LEARN MORE

[See files here](#)

AWARENESS ACTIVATION HCP EXAMPLES

HCP examples do not link to the assessment by rather specific materials on the HCP professional website.



BUT I EAT RIGHT

BAYER
ASPIRIN

SEE THEIR RISKS

MORE THAN 50% OF HEART ATTACKS OCCUR IN PATIENTS WHO AREN'T CONSIDERED HIGH RISK¹

*In a study of those who experienced a heart attack at ≤ 50 years.

BE PROACTIVE AND HELP PATIENTS SEE HIDDEN SIGNS AND SYMPTOMS BEFORE THEY ESCALATE.^{2,3}

Even with lifestyle changes like quitting smoking or eating healthier, patients can still face hidden CVD risks.⁴

 LEARN MORE AT WWW.SEE THEIR RISKS.COM

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Comorbidities and family history don't tell the whole story. The **Cardiac Risk Continuum** is a progressive chain of events that begins silently, often without symptoms.^{2,3} Identifying your patients' risk level earlier on the Cardiac Risk Continuum can help halt this progression.^{2,3}

CONFIRM RISK LEVEL
Tools such as **Coronary Artery Calcium (CAC)** or **Carotid Plaque Scores (CPS)** offer critical predictive insights into plaque burden, helping refine patient risk stratification.⁵⁻⁸

MANAGE HEART HEALTH
Stratify your patients' risk as **low, moderate, or high** to guide proactive and personalized management.⁹ **Early intervention** in the Cardiac Risk Continuum can help slow disease progression for your patients.^{2,3}

References: 1. Singh A, Collins B, Gupta A, et al. Cardiovascular risk and statin eligibility of young adults after an MI. *J of the Am Coll of Cardio*. 2016;71(3):292-302. 2. Dzeu V, Antman A, Black H, et al. The cardiovascular disease continuum validated: clinical evidence of improved patient outcomes part 1: Pathophysiology and clinical trial evidence (Risk factors through stable coronary artery disease). *Am He J*. 2026. doi: 10.1016/CIRCULATIONAHA.106.655588. 3. Chrysant SG. Stopping the cardiovascular disease continuum: Focus on prevention. *World J Cardiol*. 2010; 2(3):43-49. 4. Fawzi K, Lahan S, Budoff M, et al. Serum lipoproteins are associated with coronary atherosclerosis in asymptomatic U.S. adults without traditional risk factors. *JACC: Adv*. 2024;3(7):1-9. 5. Mesquita E, Demarchi A, Blencourt D, et al. Cardiovascular continuum 25 years – the evolution of an eticopathophysiology model. *Int J of Cardio Sci*. 2016;29(1):56-64. 6. Ghoshhaja S, Hedgire S, Hunwiz Kowek L, et al. ACC Appropriateness Criteria Asymptomatic Patient at Risk for Coronary Artery Disease: 2021 Update. *J Am Coll Radiol*. 2021;18(S2):S12. 7. Ili-Hansen H, Vigen T, Berge T, et al. Carotid Plaque Score for Stroke and Cardiovascular Risk Prediction in a Middle-Aged Cohort From the General Population. *J Am Heart Assoc*. 2023;12:e030739. doi:10.1161/JAHA.123.030739. 8. Jambhikar A, Gupta D, Cuadrado-Godia E, et al. Ultrasound based stroke/cardiovascular risk stratification using Framingham Risk Score and ASCVD Risk Score based on "Integrated Vascular Age" instead of "Chronological Age": a multi-ethnic study of Asian Indian, Caucasian, and Japanese cohorts. *Cardiovasc Diagn Ther*. 2020;10(4):939-954. 9. Jacobson TA, Maki KC, Oringer CE, et al. National Lipid Association Recommendations for Patient-Centered Management of Dyslipidemia: Part 2. *J Clin Lipidol*. 2015;9(6):51-5122. doi:10.1016/j.jacl.2015.09.002.

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[See files here](#)

DISPLAY ADS (HCP)

Frame 1



Animation: Text "MY HEART IS FINE" fades in from bottom to end around the man's head
Timing: 100

Frame 2



Animation: Text "BUT I'M ONLY 40" fades in from bottom to end around the woman's head
Timing: 100

Frame 3



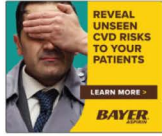
Animation: Text "Measuring plaque with CAC..." fades in place. Yellow banner with Bayer logo and tagmark appears in from bottom.
Timing: -3s

Frame 4

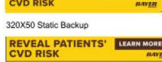


Animation: Text "Measuring plaque with CAC..." fades out. See their risks lockup fades in. CTA "LEARN MORE" fades in from left.
Timing: -1s

300X250 Static Backup



300X50 Static Backup



320X50 Static Backup



728x90 Static Backup



Frame 1



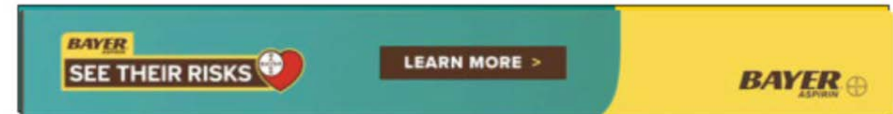
Frame 2



Frame 3



Frame 4



Note: Animations here will match 300x250 banners.

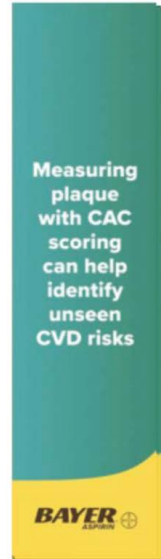
Frame 1



Frame 2



Frame 3



Frame 4



1600X600 Static Backup



Note: Animations here will match 300x250 banners.

Frame 1



Frame 2



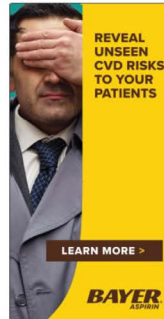
Frame 3



Frame 4



300X600 Static Backup



Note: Animations here will match 300x250 banners.

DISPLAY ADS (HCP)

Frame 1



Animation: Image of waitress with her hand in front of her eyes
Timing: T80

Frame 2



Animation: Image of waitress zooms in. Text 'BUT I QUIT SMOKING' floats in from bottom to end near the waitress's head.
Timing: T80

Frame 3



Animation: Text 'It's not easy...' fades in place. Yellow banner with Bayer logo and tagline floats in from bottom.
Timing: ~3s

Frame 4



Animation: Text 'It's not always...' fades out. See their risks backup fades in. CTA 'LEARN MORE' box in from left.
Timing: ~1s

300X250 Static Backup



300X50 Static Backup
REVEAL PATIENTS' CVD RISK LEARN MORE >

320X50 Static Backup
REVEAL PATIENTS' CVD RISK LEARN MORE >

728x90 Static Backup



Frame 1



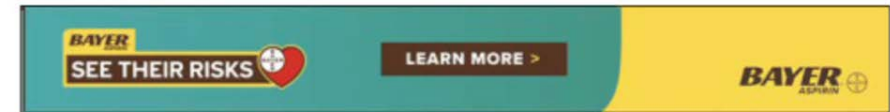
Frame 2



Frame 3



Frame 4

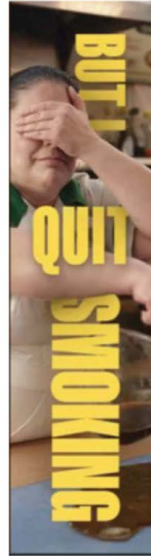


Note: Animations here will match 300x250 banners.

Frame 1



Frame 2



Frame 3



Frame 4



160X600 Static Backup



Note: Animations here will match 300x250 banners.

Frame 1

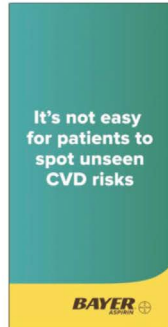


Note: Animations here will match 300x250 banners.

Frame 2



Frame 3



Frame 4

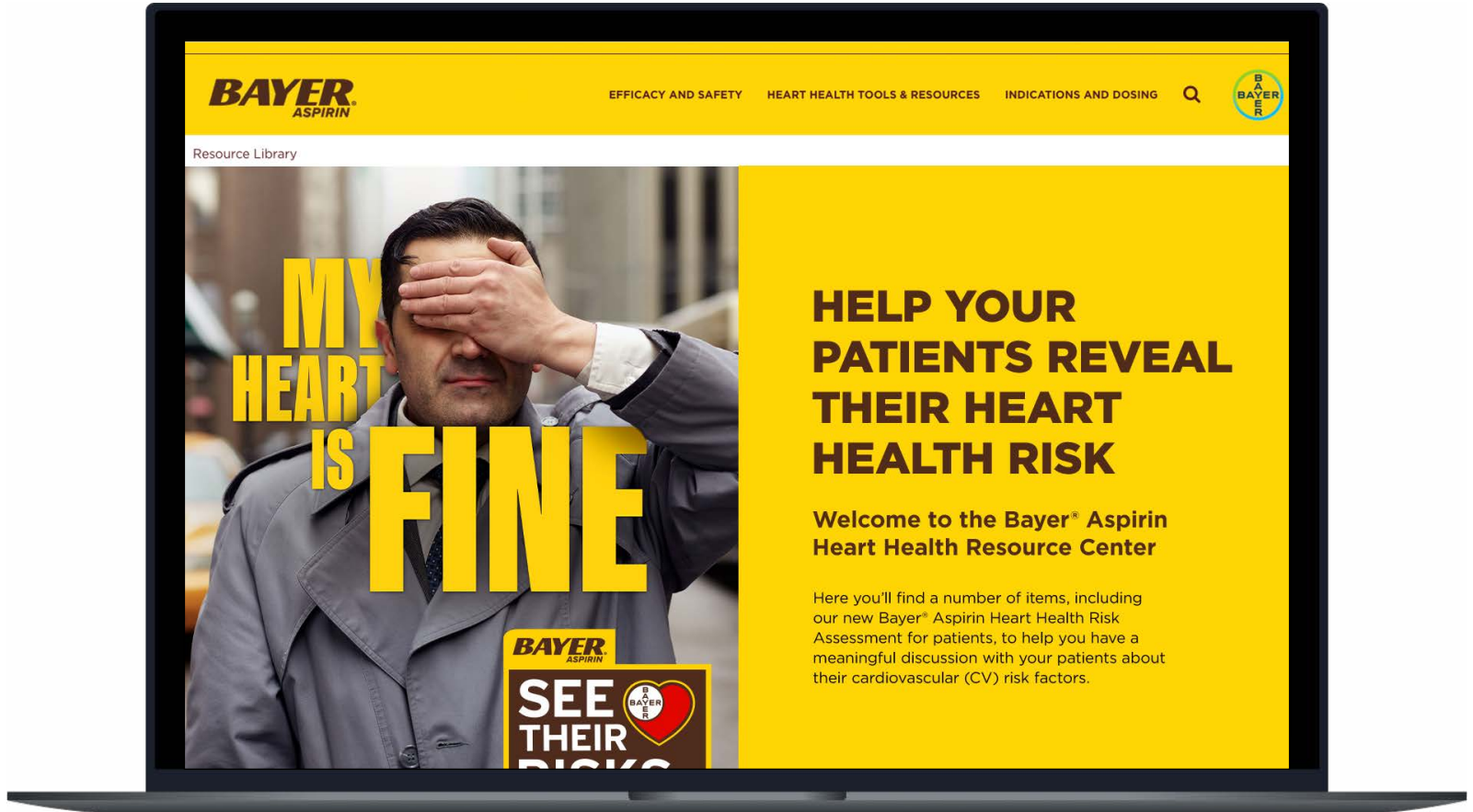
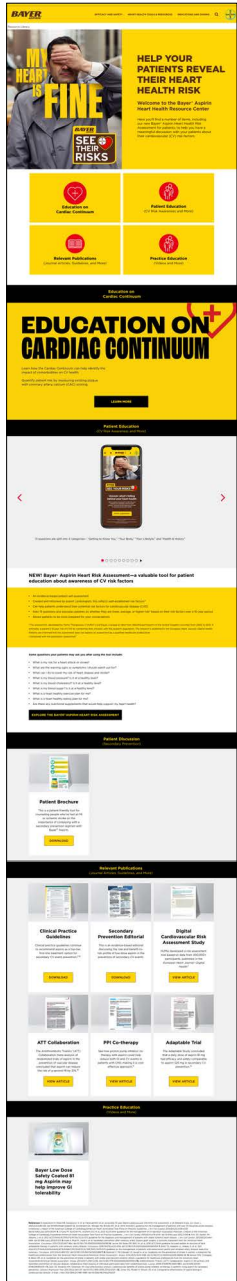


300X800 Static Backup



[See files here](#)

WEBSITE (HCP)



[See files here](#)

PURCHASE ACTIVATION CONSUMER EXAMPLES

These are the examples of how the the aspirin product can be discussed in conjunction with the See Your Risk Campaign.

OBJECTIVE

Get consumers to choose (purchase) Bayer Aspirin for secondary prevention when directed by doctor.

Imagery:

- Product images and evergreen branding
- Hero SKU: 81mg Low Dose
- Secondary SKU: 325mg GBA

• Different from awareness based See Your Risks campaign assets

Claims:

- Help prevent another heart attack
- #1 Doctor, Cardiologist, Pharmacist Recommended Aspirin Brand
 - If constrained on space, #1 Doctor Recommended Aspirin Brand
- Disclaimer (must be prominent): Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

CTA

- Buy Now



ONLY When clear distinction is feasible, can complement purchase message with awareness/education message

Purchase Message

Awareness Message

Purchase Message

Awareness Message

**DISPLAY - PURCHASE
(CONSUMER)**

HELP PREVENT ANOTHER HEART ATTACK

#1 DOCTOR CARDIOLOGIST PHARMACIST RECOMMENDED ASPIRIN BRAND

BAYER GENUINE ASPIRIN 325mg COATED TABLETS

BAYER LOW DOSE SAFETY COATED ASPIRIN REGIMEN 81mg ENTERIC COATED TABLETS

BUY NOW

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

HELP PREVENT ANOTHER HEART ATTACK

#1 DOCTOR RECOMMENDED ASPIRIN BRAND

BAYER GENUINE ASPIRIN 325mg COATED TABLETS

BAYER LOW DOSE SAFETY COATED ASPIRIN REGIMEN 81mg ENTERIC COATED TABLETS

BUY NOW

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HELP PREVENT ANOTHER HEART ATTACK

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[See files here](#)

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