

Dear Mrs. [REDACTED]

What would your doctor say...*if he or she could actually see inside your arteries?*

Now it's possible with a simple ultrasound screening that can reveal dangerous plaque build-up or blockage, from Life Line Screening.

- In little over 10 minutes, one of our scans can help determine your risks for cardiovascular disease, the UK's number 1 killer.
- As you age, fatty deposits known as plaque can build-up in your arteries however you may not notice any symptoms. This could be a sign of underlying risks, often referred to by doctors as "silent killers," because you are not aware until it's too late.
- While checkups with your doctor are valuable, it is a fact that ultrasound is a superior and more accurate approach to screening potential victims of aortic aneurysms and can visualise the build-up of deposits that can trigger a stroke.

Local screenings will be held on Thursday 24 July in Blackpool.

But there are only 61 places available at Carousel Hotel so call **0808 129 4883**.

(please turn over)

Life Line Screening will be in your area on Thursday 24 July.

Reserved for:

Mrs. [REDACTED]

Location:

Carousel Hotel
663 - 671 New South Promenade South
Shore Blackpool

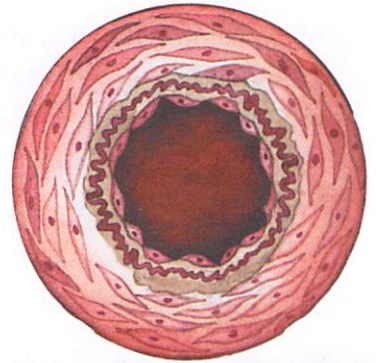
Priority code: MGPU-712

IMPORTANT:

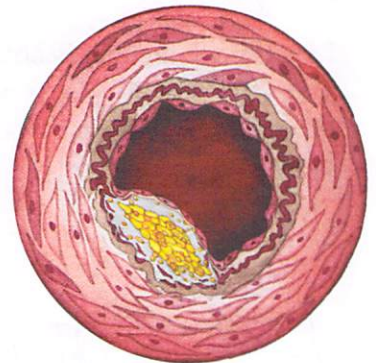
You must call 0808 129 4883 to register

Directions will be provided when you register for your screening

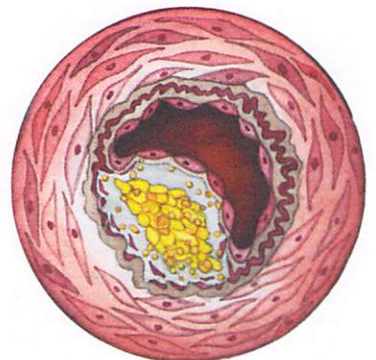
Plaque buildup can lead to stroke, aneurysm and vascular disease



Normal artery allows blood to flow through easily



As you age, arteries can become narrower or partially blocked



Plaque build-up reduces your blood flow and could be dangerous if left untreated

Your simple tests to help avoid Stroke and ruptured aneurysms

Your risk of stroke is high – it affects 1 in 5 women and 1 in 6 men – and takes a terrible toll on families. The reassurance of a health screening can be priceless. And, the good news is that if something is detected, you can do something about it **now**, before it's too late.

All screenings are provided right in your community, for just £70 each. You can also receive all 4 recommended screenings for the special price of only £149 - and save £131. These include:

- Stroke/Carotid Artery Screening
- Heart Rhythm Screening (Atrial Fibrillation)
- Abdominal Aortic Aneurysm Screening
- Peripheral Arterial Disease Screening

Your full package of screenings will only take about an hour of your time - and you will be notified right away if you have an immediate problem.

You're in safe hands with Life Line Screening. We've screened over 8 million men and women, and helped save thousands of lives. See opposite for a few comments from thankfully relieved customers.

Life Line Screening is coming to your area for one day only. There are only 61 places available and advanced registration is required - so don't miss out. **Call 0808 129 4883 now to reserve your place.**

Yours sincerely,



Kevin DeWeese, RDCS, RVS
Director of Clinical Operations

P.S. – Ask about our brand new Heart Disease Risk Assessment when you call. This assesses your risk for major, but largely preventable, diseases.

Life Line Screening Ltd uses only advanced ultrasound technology and experienced highly skilled technologists. Screening results are sent to you within 21 days. Life Line Screening is dedicated to providing the highest quality imaging technology at an affordable rate. Our mission is to make people aware of an undetected health problem and encourage them to seek follow-up care with their doctor. By working in partnership with you and your GP, Life Line Screening offers a convenient, affordable, confidential and accurate way for men and women to monitor their health. If a significant finding is noted through the screening process, you will take the report to your GP who can then order further testing and give consideration for treatment. Appropriate modification of stroke risk factors (including high blood pressure, smoking, heart disease, diabetes and poor diet) are also necessary for stroke prevention. Our screenings cannot detect all causes of stroke and do not result in a medical diagnosis or replace regular contact and follow-up with your GP. Cards accepted when you pre-register by phone. A full refund will be issued if you cancel at least 48 hours prior to your appointment. If less than 48 hours' notice is given we will issue a credit for the full amount to be used by you, or a friend or family member for a future date. If the booking is made within 7 days of your appointment, you have the right to cancel at any time. To re-schedule or cancel an appointment, please contact the office by phone or in writing.

Registered Address: Life Line Screening UK Ltd, 31 Chatsworth Road, Worthing, West Sussex, BN11 1LY
Registered Number: 06228591 | www.lifelinescreening.co.uk

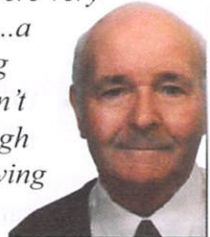
Angela Buck,
London



"As I knew I was very fit for my age – had a healthy diet, was not overweight and didn't have diabetes – I was tempted to dismiss Life Line Screening. I was shocked to find that I seemed to have a problem. About 85% of my carotid artery was blocked and my surgeon said I was very lucky that I hadn't had a stroke."

Sidney Larcombe, Walsall

"It was found that I had very significant narrowing of both carotid arteries. I have had an operation and, according to the surgeon, they were very badly diseased...a disaster waiting to happen. I can't thank you enough for virtually saving my life."



M. Bentley, Lancashire

"Super efficient, very organised, just like health care should be! My wife and teenage children are happier now, it is peace of mind at a certain age."



Mr A Sidall, Manchester

"Had I not had your screenings and my GPs follow up referral to hospital I was told by my consultant there was a chance I would have suffered a stroke at some time. I would like to thank you and recommend your screening process 100%."

Service Offerings

Stroke Prevention



Carotid Artery/Stroke – A simple, painless test to look for blockages in the arteries of your neck that bring blood to your brain.



Systolic Hypertension – Measurement to see if the upper number of your blood pressure is greater than 140.



Atrial Fibrillation – A quick and easy test using ECG electrodes placed on the arms and legs to identify the presence or absence of an irregular heartbeat at the time of the screening.



Heart Disease Risk Assessment – A simple finger-stick completed in seconds.

Lipid Panel – A blood sample measures your LDL (bad cholesterol), HDL (good cholesterol), total cholesterol and triglyceride levels for risk of cardiovascular disease.

Glucose – A blood sample determines your glucose (blood sugar) level to determine your risk for type 2 diabetes.



Abdominal Aortic Aneurysm – A painless ultrasound test of your abdomen to measure the size of your abdominal aorta, checking for any enlargement.



Peripheral Arterial Disease – A quick, non-invasive test that measures blood flow to the legs.

Other tests may be available

Your Questions Answered

We use state-of-the-art ultrasound technology and highly skilled sonographers to perform our screenings. As part of our strict quality control, all results are reviewed by board-certified physicians to ensure accuracy.

Q. I already have a doctor. Why do I need Life Line Screening?

A. GPs will only recommend you for tests if you show symptoms of a disease. However, stroke, vascular disease and osteoporosis are considered “silent killers”. They can strike with no previous symptoms. Our aim is to spot these diseases in their early stages. This allows you to take preventive measures with your GP.

Q. Can I get these screenings on the NHS?

A. GPs will only refer patients for these tests if the patient is already symptomatic or if you have a family history which suggests you are potentially at risk. The NHS offer an Abdominal Aortic Aneurysm screening which is targeted at men aged 65 and over.

Q. How long do the screenings take?

A. Each health screening generally takes about 10 minutes. If you are having all four of our screenings, we recommend that you allocate 60 to 90 minutes.

Q. At what age should I be screened?

A. Our screenings are designed for those aged 50 and older. However if you have a family history of stroke or heart disease, or if you have high risk factors, such as being overweight, smoking, or lack of exercise, you may wish to be screened, even if you are in your 40s.

Q. How private is the screening process?

A. We take your privacy seriously, which is why we always separate the screening area from the waiting area. You don't need to remove any clothing for our screenings, other than your shoes and socks.

Q. I'm interested. What's my next step?

A. Life Line Screening will be in your area for one day only. To arrange a screening you must call as soon as possible to register. We can then allocate a time for your screening.

FREephone
0808 129 4883

and see how you can
SAVE £131 by acting now

REDUCE THE RISK OF STROKE AND ANEURYSMS

WITH QUICK, SIMPLE & PAINLESS SCREENINGS

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Normal carotid artery allows blood to flow through easily



As you age, arteries can become narrower or partially blocked



Plaque build-up reduces blood flow and can lead to stroke and vascular disease

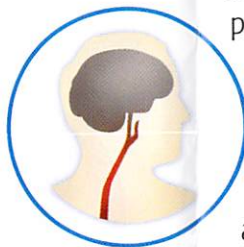
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LIFE LINE  SCREENING[®]
The Power of Prevention

HERE'S WHAT WE WOULD LIKE TO OFFER YOU

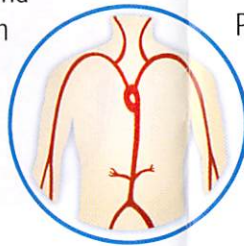
Stroke Screening

Every 5 minutes in the UK, someone suffers a stroke. Almost a quarter of a million of people live with disabilities as a result. Strokes occur when blood flow to the brain is stopped, causing brain cells to die. At Life Line Screening we offer screening checks to identify the plaque build-up that can cause strokes. We also check for systolic blood pressure. Once the signs have been detected, you can work with your GP to tackle the problem.



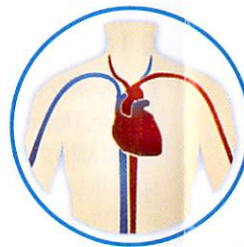
Abdominal Aortic Aneurysm Screening (AAA)

This is a condition in which the lining of a blood vessel called the aorta is enlarged within the abdomen. The abdominal aorta is the largest blood vessel in the body and the main artery that originates in the heart. As the lining weakens from age and other risk factors, the vessel wall thins and expands. An abdominal aortic aneurysm (known as AAA) can stay silent until it's too late. We use a painless ultrasound to screen for the presence of an aneurysm (enlargement) in the abdominal area.



Heart Rhythm Screening (Atrial Fibrillation)

Atrial Fibrillation is the most common type of abnormal heartbeat. It occurs when the heart's upper chambers beat irregularly. Without an effective heartbeat, blood isn't fully pumped from the atria, causing blood to pool and potentially clot. A clot can travel to other parts of the body, including the brain, where it can result in a stroke.



A quick and easy test using ECG electrodes placed on the arms and legs to identify the presence or absence of an irregular heartbeat. Atrial Fibrillation increases the risk of stroke 5 times.

Peripheral Arterial Disease Screening (PAD)

This is commonly known as 'hardening of the arteries'. It affects about 1 in 6 people over 55 in the UK. The condition develops when the large and medium-sized arteries supplying blood to the legs become clogged, constricting the flow of blood.



PAD not only causes pain and disability, it's associated with a higher risk of heart disease. Life Line Screening's experts use cutting-edge technology and expertise to detect this problem in its early stages, even if you've no apparent symptoms.

WHY PEOPLE ARE TURNING TO LIFE LINE SCREENING

"As I knew I was very fit for my age – had a healthy diet, was not overweight and didn't have diabetes – I was tempted to dismiss Life Line Screening. I was shocked to find that I seemed to have a problem. About 85% of my carotid artery was blocked and my surgeon said I was very lucky that I hadn't had a stroke."

Angela Buck, London

"Had I not had your screening and my GPs follow up referral to hospital I was told by my consultant there was a chance I would have suffered a stroke at some time. I would like to thank you and recommend your screening process 100%."

Mr A Sidall, Manchester

"I can't thank you enough for virtually saving my life, and for the service you offered."

Sidney Larcomb, Walsall, West Midlands.

"I do not know what the outcome might have been had I not had the screening offered by you, but I can only guess given the urgency that the professionals displayed in managing the situation that I was at considerable risk of having a major stroke or worse. I am of course now a firm advocate for screening."

Mr R Hacker, London

Call FREE now If you like to avoid possible health threats now, so you don't suffer from them later.

FREEPHONE 0808 129 4883
and see how you can SAVE £131 by acting now

**TRUSTED BY OVER 8 MILLION
PEOPLE WORLDWIDE**

Which screenings will you choose?

Get any vascular
screening for just
£70

Get all 4 screenings
for only **£149**

Call 0808 129 4883 to book

www.lifelinescreening.co.uk

Now get all 4 screenings and save £131.

- | | |
|---|-----|
| 1. Stroke/Carotid Artery Screening | £70 |
| 2. Heart Rhythm Screening (Atrial Fibrillation) | £70 |
| 3. Abdominal Aortic Aneurysm Screening | £70 |
| 4. Peripheral Arterial Disease Screening | £70 |

~~£280~~

**Call 0808 129 4883
now to get the special
screening package for just**

£149

LIFE LINE  SCREENING®
The Power of Prevention