



# spotlight on health

## Baby Boomers With High Blood Pressure Report They Ignore Cold And Flu Medication Warnings, Also Go To Work Sick, New Survey Shows

(NAPSA)—The baby boomer generation turned 60 this year. And while they remain young in outlook and attitude, a national survey of 1,000 hypertensive Baby Boomers (born 1946-1964) reveals that Boomers face challenges in managing health issues that come with age.

The American Heart Association issued a reminder that people with high blood pressure should be aware that the use of decongestants may raise blood pressure. Most over-the-counter cold and flu products contain decongestants, commonly pseudoephedrine or phenylephrine.

Approximately one in three American Boomers has high blood pressure (hypertension). A majority of Boomers surveyed say they know that using decongestants to relieve cold or flu symptoms may raise their blood pressure. Interestingly, many report using them.

### What, Me Worry?

About four in ten Boomers (43%) with high blood pressure expected the diagnosis of hypertension based on their family history, but another three in ten (29%) were taken by surprise. Even after learning the diagnosis, just one-fourth say the news motivated them to change their lifestyle, although two-thirds admit they could do better with weight control and exercise to control their hypertension.

“As more Boomers are diagnosed with high blood pressure,



they may need to make difficult lifestyle changes,” said Roger S. Blumenthal, M.D., director of the Johns Hopkins Ciccarone Center for the Prevention of Heart Disease and associate professor of medicine, division of cardiology, at the Johns Hopkins University School of Medicine. “An easy but essential step is to check the labels on cold and flu medications to understand if they contain decongestants, as decongestants may raise blood pressure. If so, talk to your doctor before use.”

### Independent-Minded Boomers

When asked to identify “the worst thing about having high blood pressure,” many Boomers name concern about potential health complications (40%) and potential heart problems (34%). Two-thirds of hypertensive Boomers are aware that the use of decongestants may raise blood pressure. Interestingly, of this group, most who had a cold and took an over-the-counter medica-

tion in the past year took a decongestant (67%).

CORICIDIN® HBP, a line of cold and flu medications, is specifically formulated for people with high blood pressure. Each of the four CORICIDIN® HBP formulas is decongestant-free and is safe and effective for the treatment of cold and flu symptoms when taken as directed.

### Cold Warriors

Two-thirds (66%) of Boomers admit they could take better care of themselves when they have a cold or the flu. Unfortunately for the rest of us, nearly nine out of ten Boomers (89%) who work outside the home say they are likely to go to work with a cold. Still, most survey respondents concede that if they could go back in time, they would have taken better care of their health.

### A Hard Day's Night

While the number one tactic for avoiding cold and flu was hand washing (73%), nearly one fifth say they'll sleep in a separate room to avoid catching a cold or the flu from a sick significant other. Eighty percent of both men and women agree that men complain more when they get a cold or the flu than women do—including 69 percent of male responders.

*The Hypertension and the Boomer Population (HBP) survey was commissioned by Schering-Plough HealthCare Products, Inc., makers of CORICIDIN® HBP, and conducted by Greenfield Online.*