

# Take the CRESTOR CHALLENGE

Take control of your cholesterol with CRESTOR to reduce the risk of a heart attack or stroke.<sup>1</sup>



## WHY YOU SHOULD CONSIDER CRESTOR

CRESTOR is proven to be very effective at reducing LDL or 'bad' cholesterol at a low dose.<sup>1</sup>

## WHY IT'S SO IMPORTANT

Evidence shows that for every one unit (1 mmol/L) reduction in LDL, your risk of a heart event is reduced by about 20%.<sup>2</sup>

**CRESTOR can help you reduce the risk of having a cardiovascular event such as a stroke or heart attack.<sup>1</sup>**

## WHAT IS CRESTOR?

CRESTOR is a very effective cholesterol-lowering medicine. It's from a class of medicines called statins. CRESTOR acts specifically to lower LDL (bad) cholesterol and raise HDL (good) cholesterol.<sup>1</sup>

CRESTOR can help reduce the risk of having a heart attack or stroke.<sup>1</sup>

## WHAT IS CHOLESTEROL?

Cholesterol is a waxy, fatty substance (lipid) that is produced by the liver and is in some foods. Cholesterol is transported in the blood and helps build certain tissues and hormones in the body. Not all cholesterol is harmful; there is 'bad' cholesterol and 'good' cholesterol.

- 'Bad' cholesterol is called LDL cholesterol (low density lipoprotein cholesterol) and it tends to block your arteries.
- 'Good' cholesterol is called HDL cholesterol (high-density lipoprotein cholesterol) and it helps to clear out 'bad' LDL cholesterol from inside your arteries.

## KNOW YOUR CHOLESTEROL LEVELS AND YOUR GOAL

It's important to know your blood cholesterol levels; particularly your LDL (low density lipoprotein) level as it can help predict your future risk of a heart attack or heart problems.<sup>2</sup> CRESTOR 10mg reduced LDL cholesterol by half in a clinical study.<sup>3</sup>

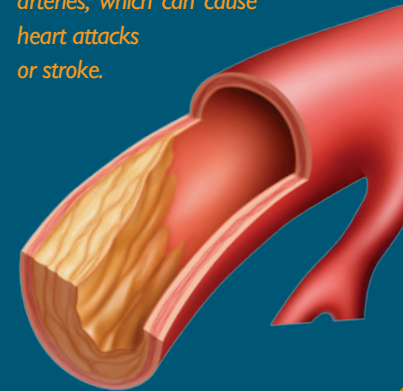


*Ask your doctor what your LDL (bad) cholesterol level should be, and whether you need to do anything to reduce it.*



*CRESTOR is a tablet that is taken once daily, at any time of the day.*

*If extra cholesterol builds up in your blood vessels over time, it can lead to narrowed or blocked arteries, which can cause heart attacks or stroke.*



# IS CRESTOR RIGHT FOR YOU?

## REDUCE LDL CHOLESTEROL

CRESTOR lowers 'bad' LDL cholesterol very effectively, and it increases protective HDL cholesterol.<sup>1</sup>

## SIDE-EFFECTS?

CRESTOR is generally well tolerated. Side effects are usually mild and pass over time. For more information about side effects with CRESTOR, please read the Consumer Medicine Information available at [www.medsafe.govt.nz](http://www.medsafe.govt.nz).

# A SMALL PRICE TO PAY TO MANAGE YOUR CHOLESTEROL<sup>1</sup>

CRESTOR NORMALLY COSTS JUST OVER \$1 A DAY.  
(\$36 per month RRP).\*

## IT'S WORTH IT.



\* Doctor's fee may apply. References: 1. CRESTOR Data Sheet 22 September 2014. 2. Baigent C *et al.* Lancet 2005;366:1267-1278. 3. Jones P *et al.* Am J Cardiol 2003; 92: 152-160.

**CRESTOR Abridged Information for Consumers** CRESTOR is a prescription medicine that contains rosuvastatin in 5mg, 10mg, 20mg and 40mg tablets. CRESTOR lowers "bad" LDL cholesterol and raises "good" HDL cholesterol. CRESTOR has risks and benefits. **Do not use** if you are allergic to rosuvastatin, you are pregnant, breast feeding, have low thyroid hormone levels, active liver disease or a history of heavy alcohol use. **Caution** if you have allergies to other statins, liver or kidney problems, unexplained muscle pain and weakness. Most people taking CRESTOR do not suffer any unwanted effects. **Possible side effects** may include: headache, muscle aches and pains, weakness or tiredness, constipation, dizziness, nausea, stomach pain, skin rash, itching or hives. Rare side effects reported: muscle pain, allergic reaction, swelling to the face, eyelids and lips, liver problems, raised blood sugar, onset of diabetes, memory loss, stiff or painful joints. Use strictly as directed. Consult your doctor to see if CRESTOR is right for you. CRESTOR is an unfunded medicine. Your doctor's fee and a pharmacy charge will also apply. If symptoms continue or you experience side effects, see your doctor, pharmacist or health professional. For more information please refer to the manufacturer's Consumer Medicine Information available at [www.medsafe.govt.nz](http://www.medsafe.govt.nz) 22 September 2014. Trademarks herein are property of the AstraZeneca group. AstraZeneca Limited, P299 Private Bag 92175, Auckland 1142. Telephone (09) 306 5650, Freephone 0800 363 200, Facsimile (09) 306 5651. essence AZ7262 419.576,022, TAPS CH4611 November 2015.

# TAKE THE CRESTOR CHALLENGE 2-WEEK FREE TRIAL\*

If your doctor thinks CRESTOR is right for you, you can try CRESTOR for two weeks free\* with the CRESTOR CHALLENGE. A 'before' and 'after' cholesterol test will show if CRESTOR helps achieve your goal cholesterol level. Your doctor can order your CRESTOR CHALLENGE pack from [crestorchallenge@astrazeneca.co.nz](mailto:crestorchallenge@astrazeneca.co.nz).

*CRESTOR usually delivers 90% of its effect in the first two weeks of the CRESTOR CHALLENGE.<sup>1</sup>*

**ASK YOUR DOCTOR IF CRESTOR IS RIGHT FOR YOU.**



**After your two-week trial of CRESTOR, a prescription should cost no more than \$36 per month (max RRP).\* That's just over \$1 a day.**

See the CRESTOR participating pharmacies list at [www.crestor.co.nz](http://www.crestor.co.nz)

## QUESTIONS FOR YOUR DOCTOR

**What are my cholesterol levels?**

- LDL Cholesterol?
- HDL Cholesterol?
- Total Cholesterol?
- Triglycerides?

**What is my LDL cholesterol target level?**

If you think you are experiencing side effects from your current treatment tell your doctor. Ask your doctor if a FREE two-week trial of CRESTOR is right for you.\*

