

# What's hypertension?

**It's high blood pressure.**

No matter what you call it, when your blood pressure is often higher than 130 over 80, it's putting you at risk for life-changing health conditions.

**To protect your health, the goal is control: keeping your blood pressure consistently under 130 over 80.**



Ask a health care professional about blood pressure control and visit:

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# Blood pressure control matters — right now.

Every moment your blood pressure is uncontrolled, it's causing damage you can't always see. Damage you might not notice until it's too late to prevent an early stroke, heart attack, kidney disease, or even dementia.

**That doesn't have to happen to you. Keeping your numbers consistently under 130 over 80 is the best way to stop it.**



You can control your blood pressure. A health care professional can help. Visit:

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# Blood pressure control is possible. You can get there.

About half of U.S. adults have high blood pressure. Most are working to get it under control.

**People just like you are checking their numbers, making healthy choices, taking medicines as prescribed, and partnering with health care professionals.**



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**Hypertension  
Bites**

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# Working on your blood pressure? **You need a plan.**

Keeping your blood pressure consistently under 130 over 80 takes a lot. A personalized blood pressure control plan can help you get to control — and stay there.

**A complete control plan includes measuring your numbers, building heart-healthy habits that stick, and in some cases, taking medicines to lower blood pressure.**



Start your plan with a health care professional.  
Learn how:

**[MyBPControl.org](https://MyBPControl.org)**



# Get to blood pressure control and stay there — with help.

Managing blood pressure isn't always easy. Partnering with a health care professional on a control plan can make a real difference.

**You can work together to make a blood pressure control plan and adjust it so you can stay on track, even when things get tough.**



Explore how to partner with a professional on your plan:

**[MyBPControl.org](https://MyBPControl.org)**



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