

STORY SLUG: "Let's Talk"

SPONSOR: American Heart Association

FORMAT: TV and Radio :30 (English)

JOB NUMBER: BNX102093E3H

SCRIPT

Let's talk LDL...

Animation
LET'S TALK LDL

(LDL, LDL, LDL, LDL....)

Animation
A.K.A. BAD CHOLESTEROL

A.K.A., bad cholesterol.

The higher your LDL cholesterol, the higher your risk of a heart attack or stroke.

Animation
LDL
HEART ATTACK OR STROKE

Your health matters.

Animation
YOUR HEALTH MATTERS

Know YOUR number.

Animation
KNOW YOUR NUMBER

Talk to your doctor and get your cholesterol checked.

Animation
FOCUS ON HEALTHY EATING AND WEIGHT
BE PHYSICALLY ACTIVE
TAKE MEDICATION AS PRESCRIBED

And learn how to help lower your LDL bad cholesterol.

Because your health is in your hands.

Animation
YOUR HEALTH IS IN YOUR HANDS

Find out more at heart.org/LDL

((GRAPHIC))
End Card