

199 WORDS, 60 SECONDS

MILLIONS OF AMERICANS HAVE A POTENTIALLY
LIFE-THREATENING DISEASE, YET MANY ARE UNAWARE
THEY ARE INFECTED

CHRONIC HEPATITIS C INFECTION IS A LIVER DISEASE AFFECTING APPROXIMATELY THREE MILLION PEOPLE IN THE U-S. OVER TIME, HEPATITIS C CAN LEAD TO CIRRHOSIS, LIVER CANCER AND POTENTIALLY DEATH.

HEPATITIS C IS OFTEN SPREAD THROUGH CONTAMINATED NEEDLES FROM TATTOOS, NEEDLE STICKS OR INTRAVENOUS DRUG USE, AS WELL AS BLOOD TRANSFUSIONS OR TRANSPLANTS PERFORMED BEFORE 1992.

ACCORDING TO THE CHIEF OF HEPATOLOGY AT THE NORTHWELL HEALTH SYSTEM, DOCTOR DAVID BERNSTEIN, THIS "SILENT" DISEASE OFTEN HAS NO NOTICEABLE SYMPTOMS FOR YEARS, MAKING SCREENING AND DIAGNOSIS CRITICAL. IN FACT, ABOUT FIFTY PERCENT OF PEOPLE INFECTED WITH THE HEPATITIS C VIRUS AREN'T EVEN AWARE THEY HAVE IT. BABY BOOMERS ARE MOST AT RISK—IF YOU WERE BORN BETWEEN 1945 AND 1965, YOU SHOULD ASK YOUR DOCTOR TO BE TESTED.

THANKFULLY, UNLIKE MANY OTHER CHRONIC DISEASES, HEPATITIS C CAN BE CURED—MEANING IT IS UNDETECTABLE IN THE BLOOD THREE MONTHS OR MORE AFTER TREATMENT IS COMPLETED. IN THE LAST FEW YEARS, SCIENTIFIC ADVANCES HAVE SIMPLIFIED TREATMENT, MAKING THEM MORE TOLERABLE, SHORTER IN DURATION AND MORE EFFECTIVE. SPEAK TO YOUR DOCTOR ABOUT YOUR RISK AND ASK ABOUT GETTING TESTED. FOR MORE INFORMATION, VISIT HEP-C-HOPE--DOT--COM. THIS MESSAGE IS BROUGHT TO YOU BY GILEAD SCIENCES.