

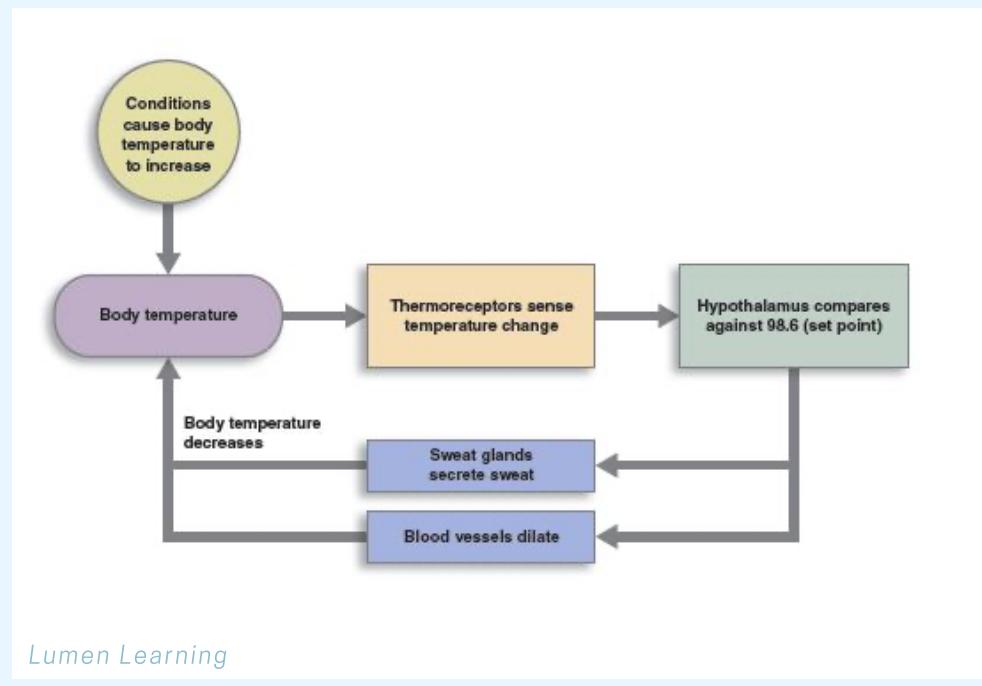
# NEARLY ONE IN TWO AMERICAN ADULTS SUFFERS FROM HYPERTENSION

YES THAT'S RIGHT- EITHER YOU OR YOUR LOVED ONE HAS HIGH BLOOD PRESSURE

What's worse is that barely anyone controls it- in fact a CDC scientific study found **less than 25% of people control hypertension!**

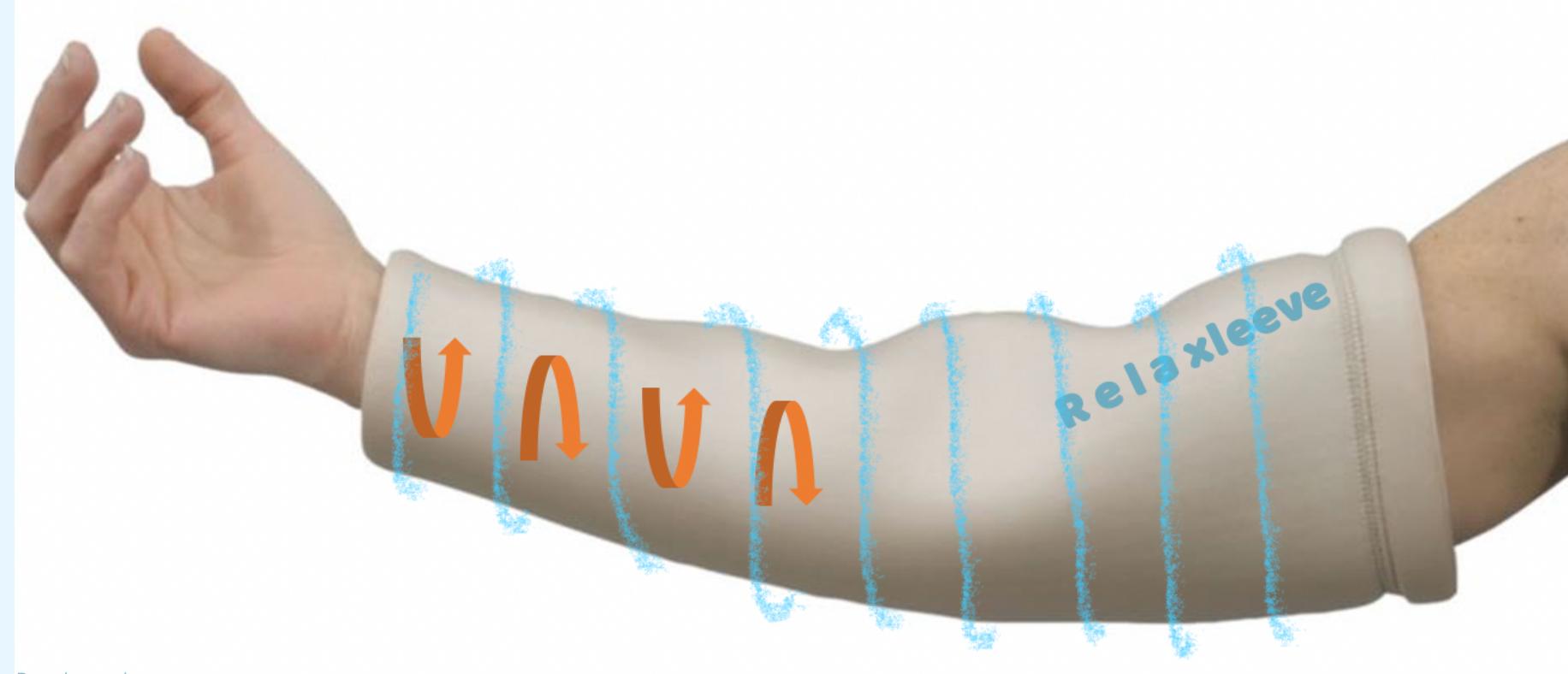
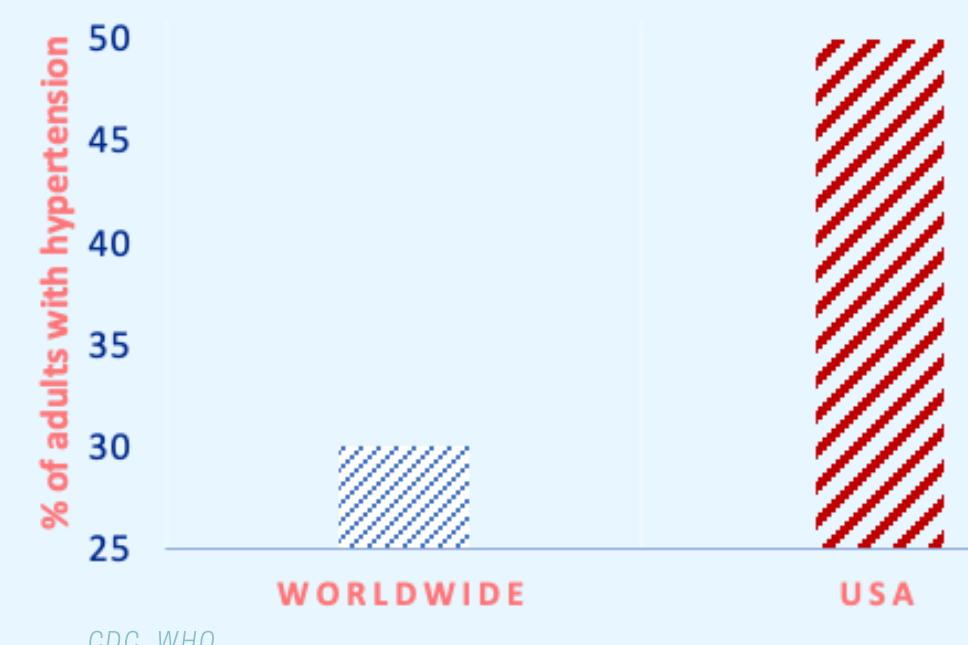
The most common treatment for hypertension is drugs, but let's be real: Drugs are only getting costlier, and with drugs being prescribed for everything, putting so many chemicals in your body just CANNOT be safe

## RELAXLEEVE IS A CHEAP, SAFE, AND EASY WAY TO FIGHT HYPERTENSION!



This is how homeostasis and negative feedback regulate body temperature by widening arterioles- exactly what relaxleeve does!

### INCIDENCE OF HYPERTENSION IN THE US VS. GLOBAL AVERAGE



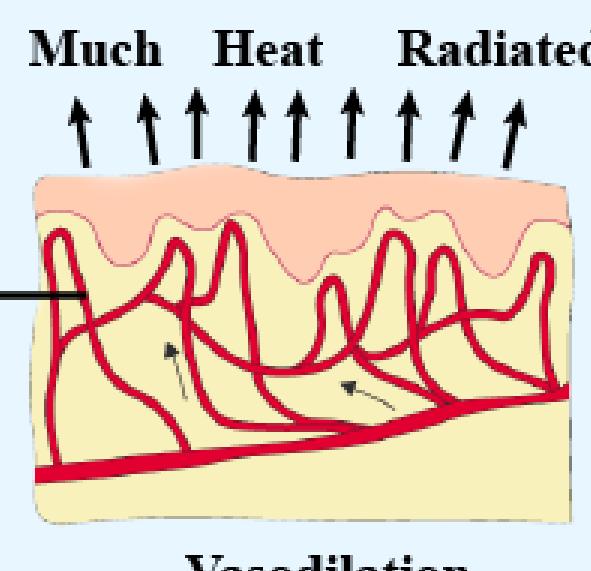
### HOW DOES OUR BODY REGULATE ITSELF?

When the environment around us changes, our body actually works to match the change. This is known as homeostasis. Relaxleeve uses homeostasis to conveniently reduce your blood pressure!

We get it- this sounds too good to be true, but it's not! Our body's temperature needs to be tightly regulated around 37C to ensure an optimum temperature for all enzyme reactions. This is done by the hypothalamus in our brain. The brain and other organs have receptor cells that detect changes. The hypothalamus has temperature receptor cells, and when the temperature gets high, they signal other effectors in the body to work to reduce the temperature. This nerve signal will be propagated until the temperature is back within the physiological range. There are multiple avenues the body can take, like increasing sweat production to use body heat to evaporate water and cool us, or by changing how blood flows through our body. This is known as a negative feedback system and the signal is sent until the change is reversed.

### AND HOW DOES RELAXLEEVE USE THIS?

Oxygenated blood travels from the heart to the body when the left ventricle contracts at a **very high** pressure in the aorta, which then splits into muscular vessels known as arteries. The muscles are present to toughen the artery and help it react to the dynamic and high pressure of arterial flow. This is different from veins that are surrounded by muscle, whose contractions help move the blood through it at low pressures. Arteries then narrow and split up to form muscular arterioles. This has to happen to eventually form the 1-cell wide capillaries that allow substances to be exchanged with the body. This artery to arteriole drop creates high resistance and the largest drop in pressure in the whole circulatory system. These muscles constrict or dilate the arterioles to mediate this. Some arterioles carry blood under our skin, and when the hypothalamus detects that the blood temperature is too high, it signals these vessels to dilate and move closer to the skin. This allows heat from the blood to radiate out and cool the body! The dilation increases the area and helps reduce the pressure of blood flowing!



This is how arterioles dilate under the skin to move to the surface and lose heat!

Why be sorry when you can be safe for only \$10.99/sleeve?

### HOW DOES RELAXLEEVE WORK?

**Relaxleeve** is a sleeve lined with tubes that you fill with warm water -from your shower- and slide your arm through. As the water warms your arm, your vessels vasodilate to allow heat to leave. As pressure is inversely related to area, the increase in vessel area leads to a reduction in blood pressure! Keep the sleeve wrapped for 1-2 minutes to allow the effect to travel around the body. Take the sleeve off and all the heat will leave your body creating a bonus cooling effect!

**This is just like taking a warm shower and why you feel so refreshed afterwards!**

To learn more and order your own Relaxleeve, contact [biomedpharmawustl@gmail.com!](mailto:biomedpharmawustl@gmail.com)

It's as easy as 1,2,3!