

THE SHOCKING TRUTH

SUDDEN CARDIAC ARREST

Every
Year

2,087

2,937

4,209

33,000

SKIN CANCER
16th Biggest Killer (2011)

BREAST CANCER
12th Biggest Killer (2011)

DIABETES
6th Biggest Killer (2011)

DIE FROM SUDDEN CARDIAC ARREST. AUSSIE "TOP THREATS" AREN'T EVEN CLOSE

AMERICA

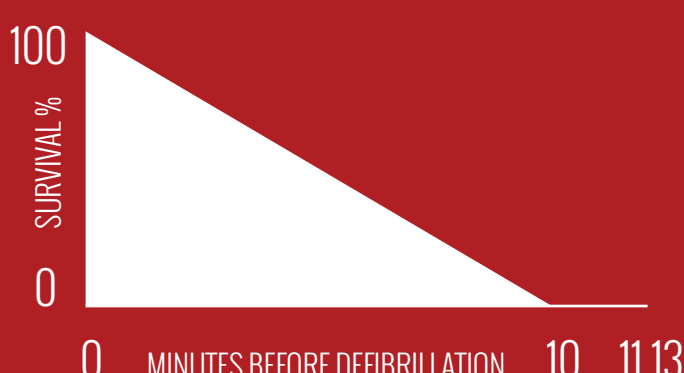
IN THE YEAR

2000

Clinton legislated compulsory access to defibrillation in all federal buildings...

MEANWHILE IN AUSTRALIA

**SCA SURVIVAL DROPS
BY 10% EVERY MINUTE**



**AMBULANCE RESPONSE
ON AVERAGE IS 11 MINUTES**

By that time, emergency defibrillation will be too late and in all probability the SCA victim will die.

0% SURVIVAL CHANCE



TIME: TO GET A HEART BEATING AGAIN

4:00

RISK: IRREVERSIBLE BRAIN DAMAGE

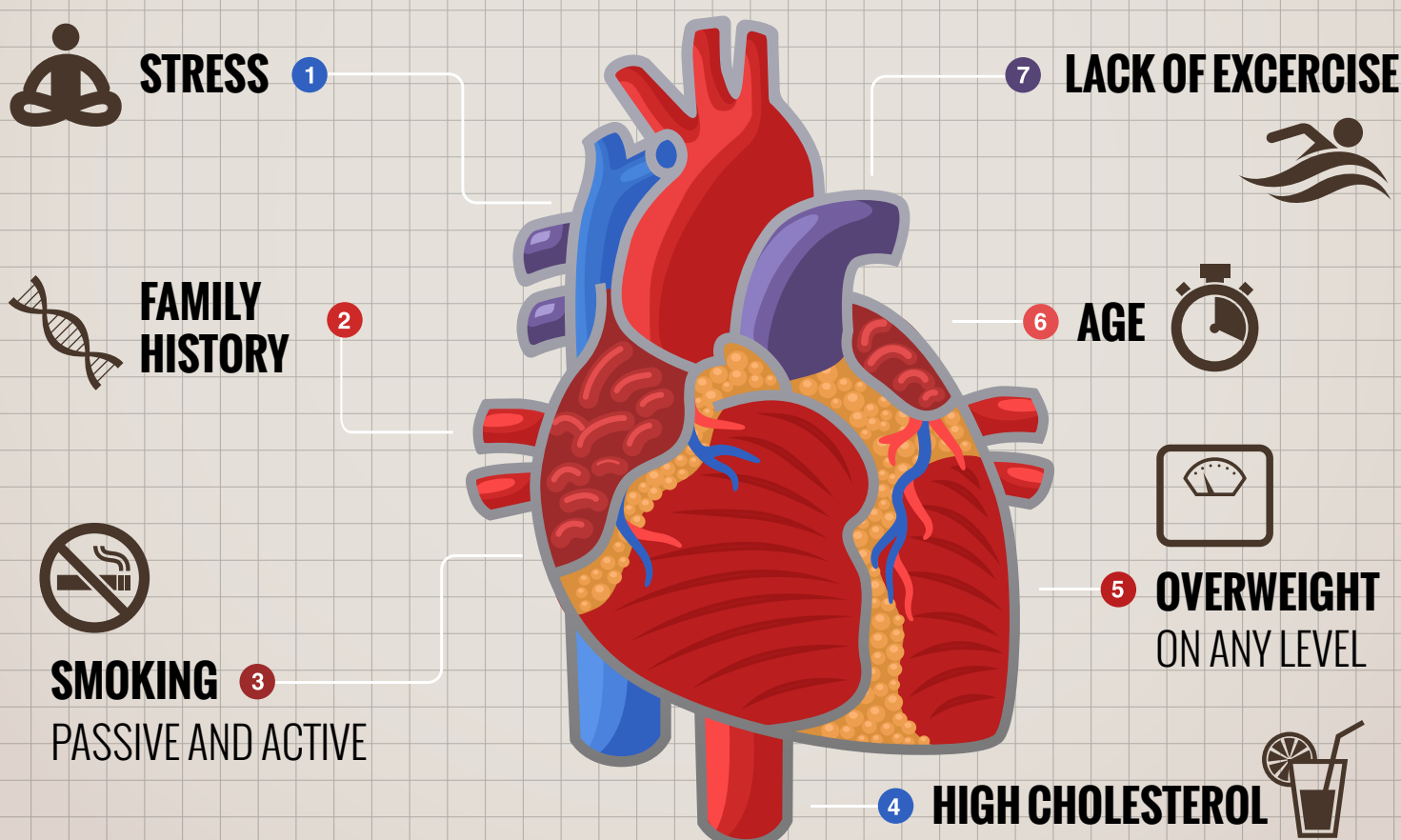


SURVIVAL RATE

2 to 5%

WITHOUT AN AUTOMATIC EXTERNAL DEFIBRILATOR

INCREASING YOUR RISK OF HEART ATTACK



GET A SECOND CHANCE AT LIFE

www.australiawidefirstaid.com.au