

Predictive Health Diagnostics Web Copy

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Project: Web Content + Brochure

I worked with Dr. Harrington at Predictive Health Diagnostics LLC to craft a message that accurately reflected a holistic approach to heart disease.

Breaking down the medical jargon into everyday language, I elaborated on the benefits of combining a healthy diet, exercise, and preventative screenings.

“Give Yourself a Second Chance: Healing the Heart through a Lifestyle Reset”

Most people aren't even aware they're at risk for heart attack...

DID YOU KNOW?

- Heart attacks often happen with **NO** signs or symptoms.
- **50%** of those who suffer heart attacks have *normal* cholesterol levels.
- Heart disease kills someone every **40 seconds**

What causes heart attacks?

Inflammation is the #1 cause for any disease.

Factors such as

- UV radiation
- Pollution
- Hormones
- Stress

- Poor Nutrition
...all cause inflammation in our bodies.

How does that affect your heart?

As inflammatory particles flow through your bloodstream, many cause damage to the walls of your arteries, in tissue called the *endothelium*. As this process continues, lesions are formed.

75% of Heart Attacks occur from soft lesions in the Endothelium.

Time passes, the lesions grow. Eventually they rupture, or burst. This is one of the leading causes in heart attacks: Unstable Cardiac Lesions

What Is an Unstable Cardiac Lesion, and Why Is It Harmful?

Unstable Cardiac Lesions (UCL) form over time, often without any signs or symptoms. They form through a process of continuous injury and repair on the artery wall. An unstable lesion begins to form when damaged tissues bind together and build on top of each other.

The harm comes when the lesion bursts. Like a pimple, it is filled with soft plaque that is covered by only a thin wall of fibers. The infections get released into the bloodstream, and blood flow is disrupted by lesion particles getting in the way.

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What About Narrow Arteries?

In addition to learning that most heart attacks happen due to plaque build-up, perhaps you've heard that you're more susceptible if your arteries are narrowing. While this may be true in some cases, new research is discovering that **70% of the heart attacks that are happening are in people with 50% or less artery narrowing.**

Heart disease doesn't always play by the rules. You need a better game-plan.

What Can We Do About It?

80% of premature deaths could be prevented with early testing, managing risk factors, and lifestyle changes.

We at Predictive Health Diagnostics believe that adopting a "Lifestyle Reset", along with early testing, is the best way to lessen the chance of suffering a heart attack.

What is a Lifestyle Reset?

When working towards a healthy, balanced life, it's important to address these 6 areas:

Nutrition	Fitness	Sleep Disorders
Substance abuse	Stress	Medical Management

Together, you and your doctor can go over these to uncover any problem areas that can lead to heart disease.

Why The PULS Cardiac Test?

What if you could know your risk for heart attack up to **5 years in advance?**

Now you can.

When you ask for the ***PULS Cardiac Test***, you get peace of mind knowing exactly where you stand.

Click here to find out more {PULS Cardiac Test button - link that takes you to the PULS test page}