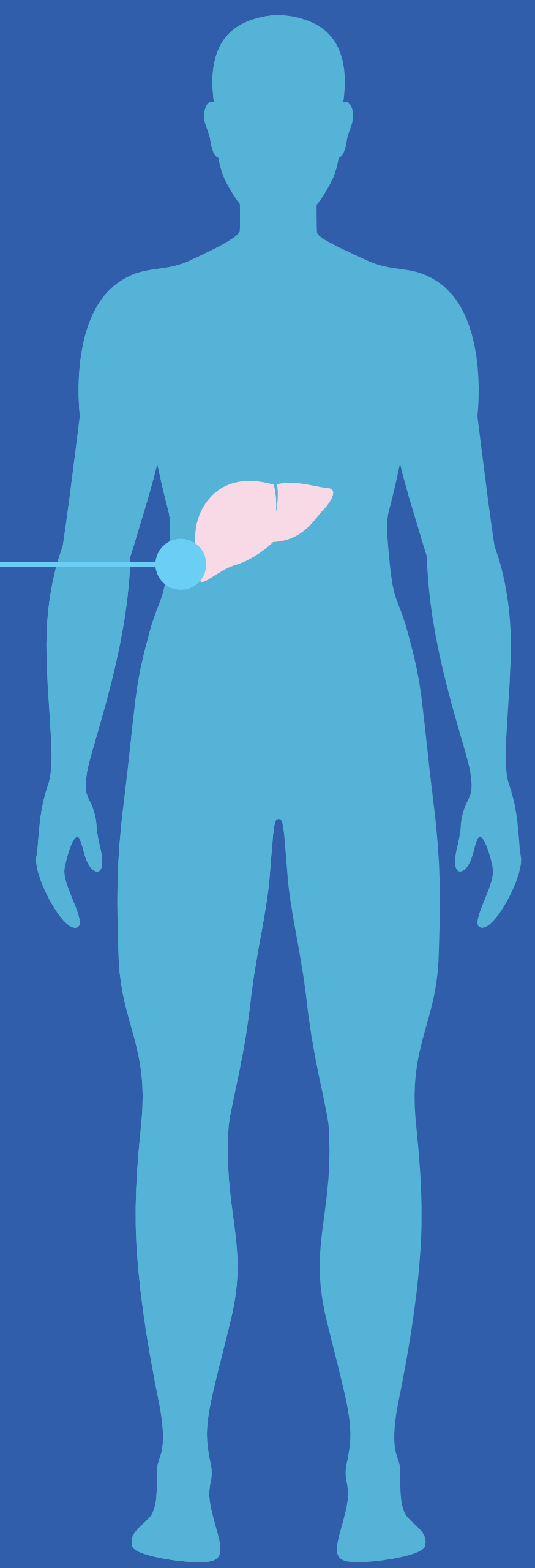


HAVE YOU EVER
THOUGHT ABOUT
HOW YOUR
LIVER WORKS?

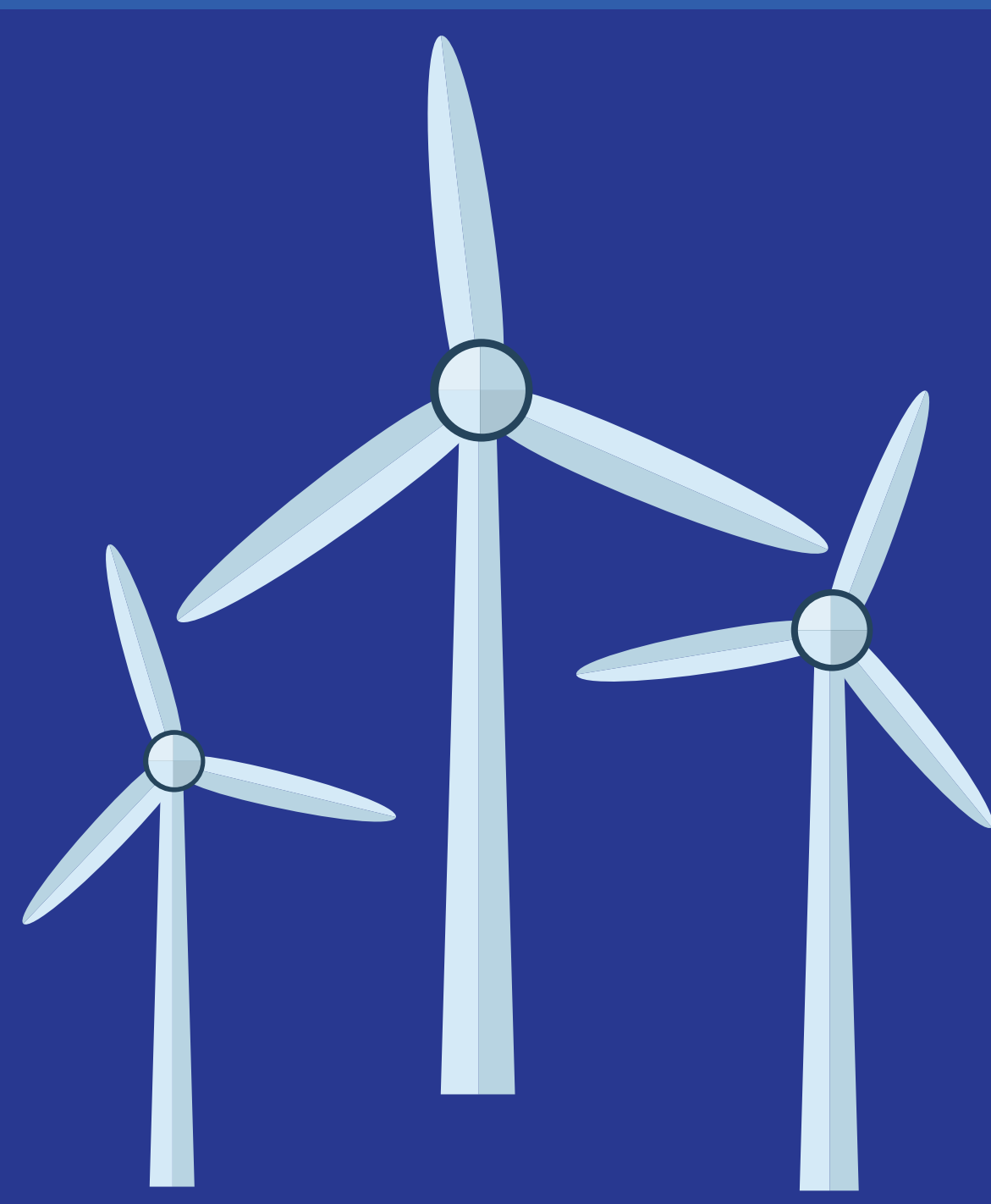


**THE LIVER IS
THE LARGEST
SOLID ORGAN
IN YOUR BODY**



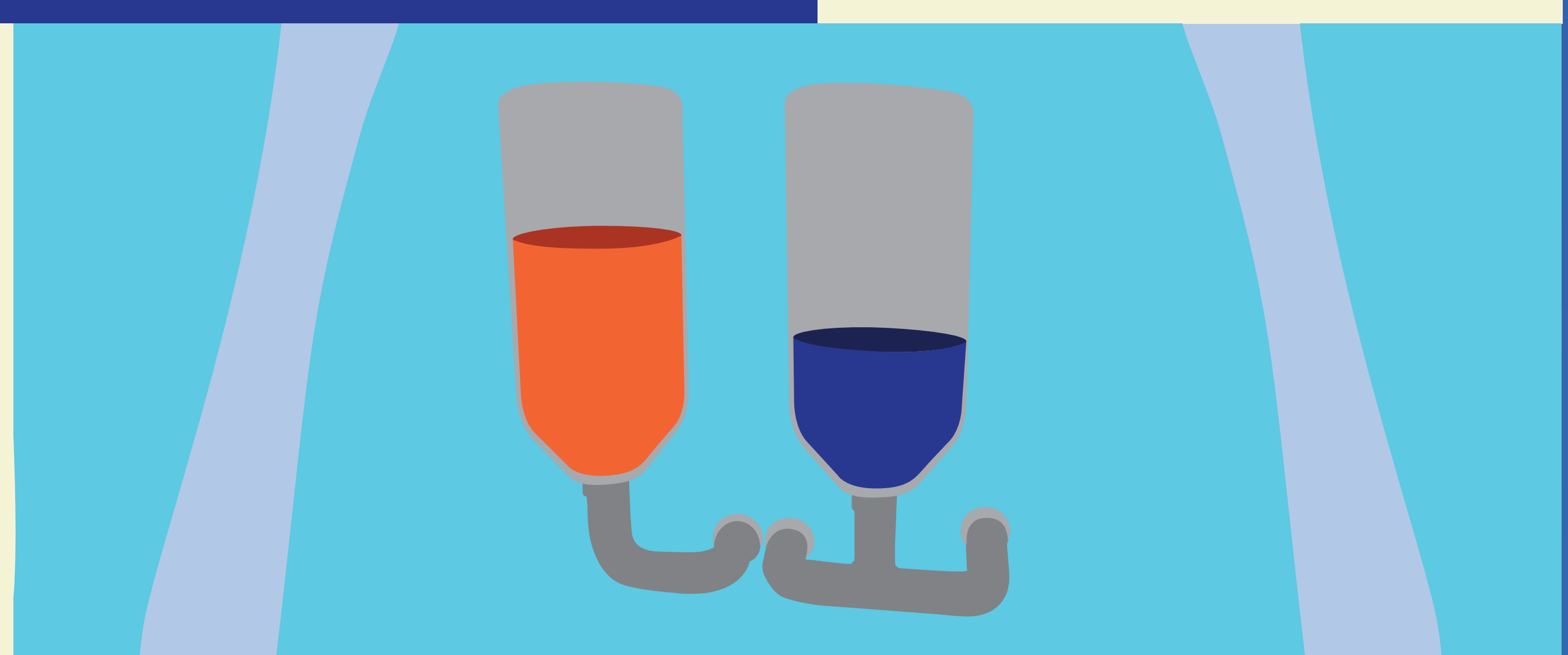
**YOUR LIVER
IS YOUR BODY'S
ENERGY
FACTORY**

It turns the food you eat into energy to fuel your body. Your heart, your brain and your lungs all rely on your liver to keep them going.



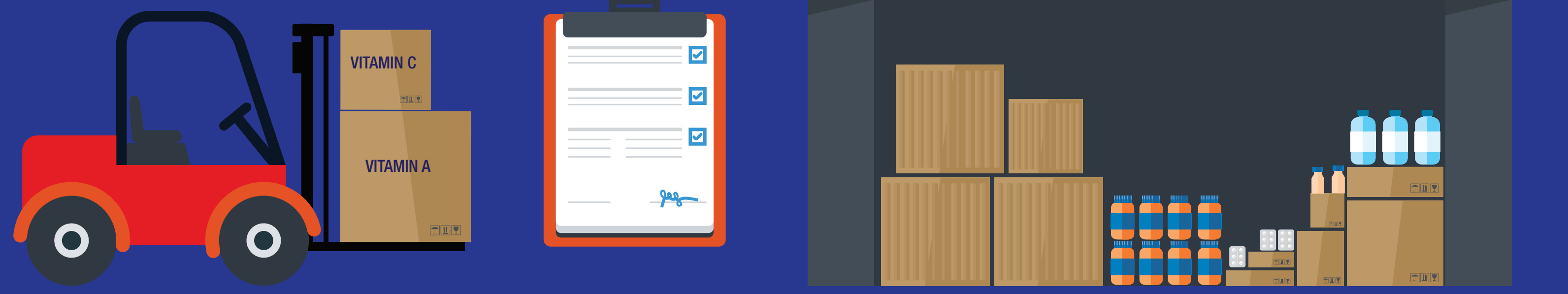
**YOUR LIVER
IS YOUR BODY'S
DETOX STATION**

It removes toxins from your blood and neutralizes them to help protect you.



**YOUR LIVER
IS YOUR BODY'S
WAREHOUSE**

It stores supplies of the vitamins and minerals your body needs to work properly

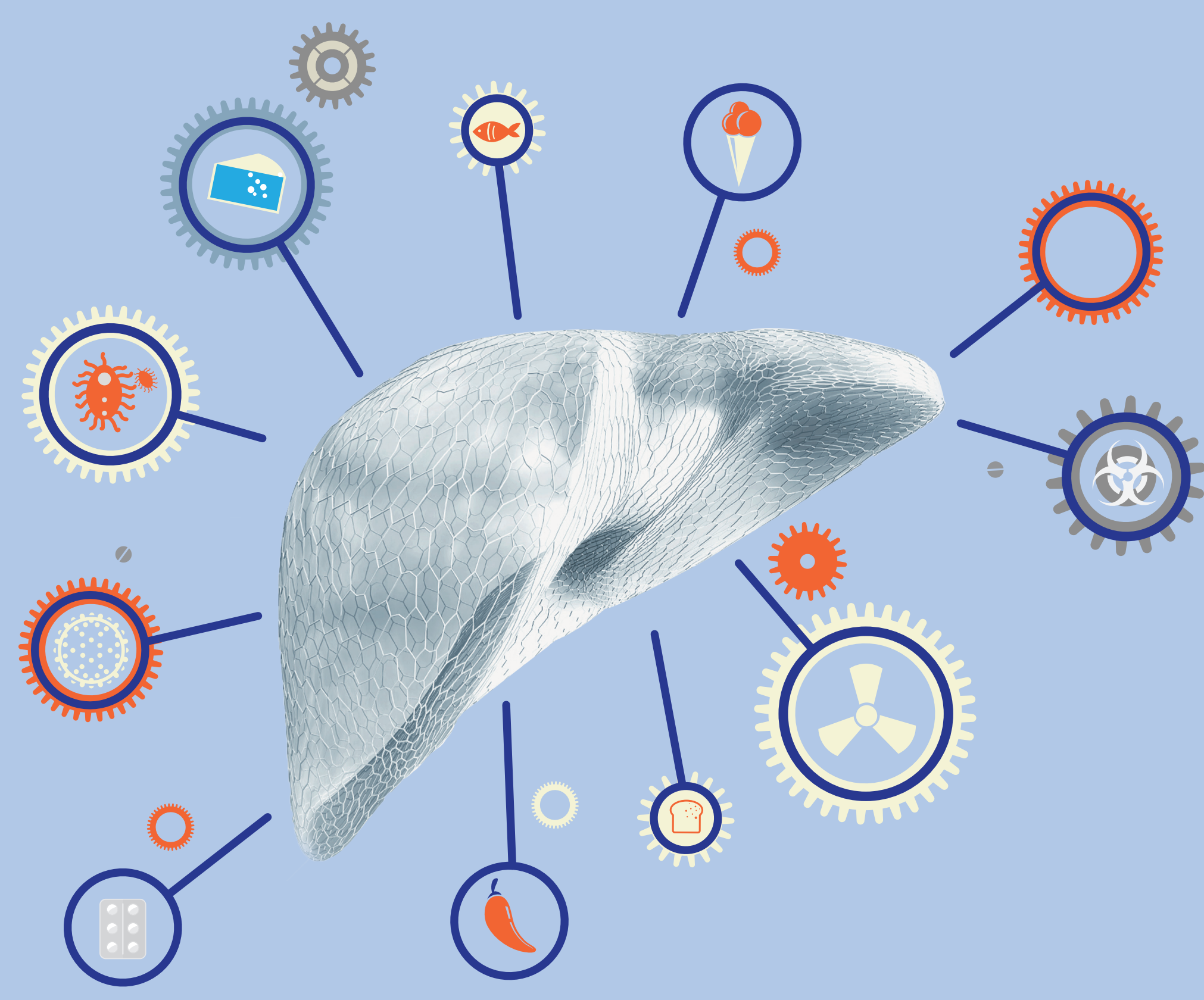


**YOUR LIVER
IS YOUR BODY'S
BEST MULTI-TASKER**

It takes care of over

500

processes in the body, from helping fight infections to making sure you can digest food.



**YOUR LIVER
WORKS
TO KEEP
YOU HEALTHY**

But liver diseases can affect how efficiently your liver works.

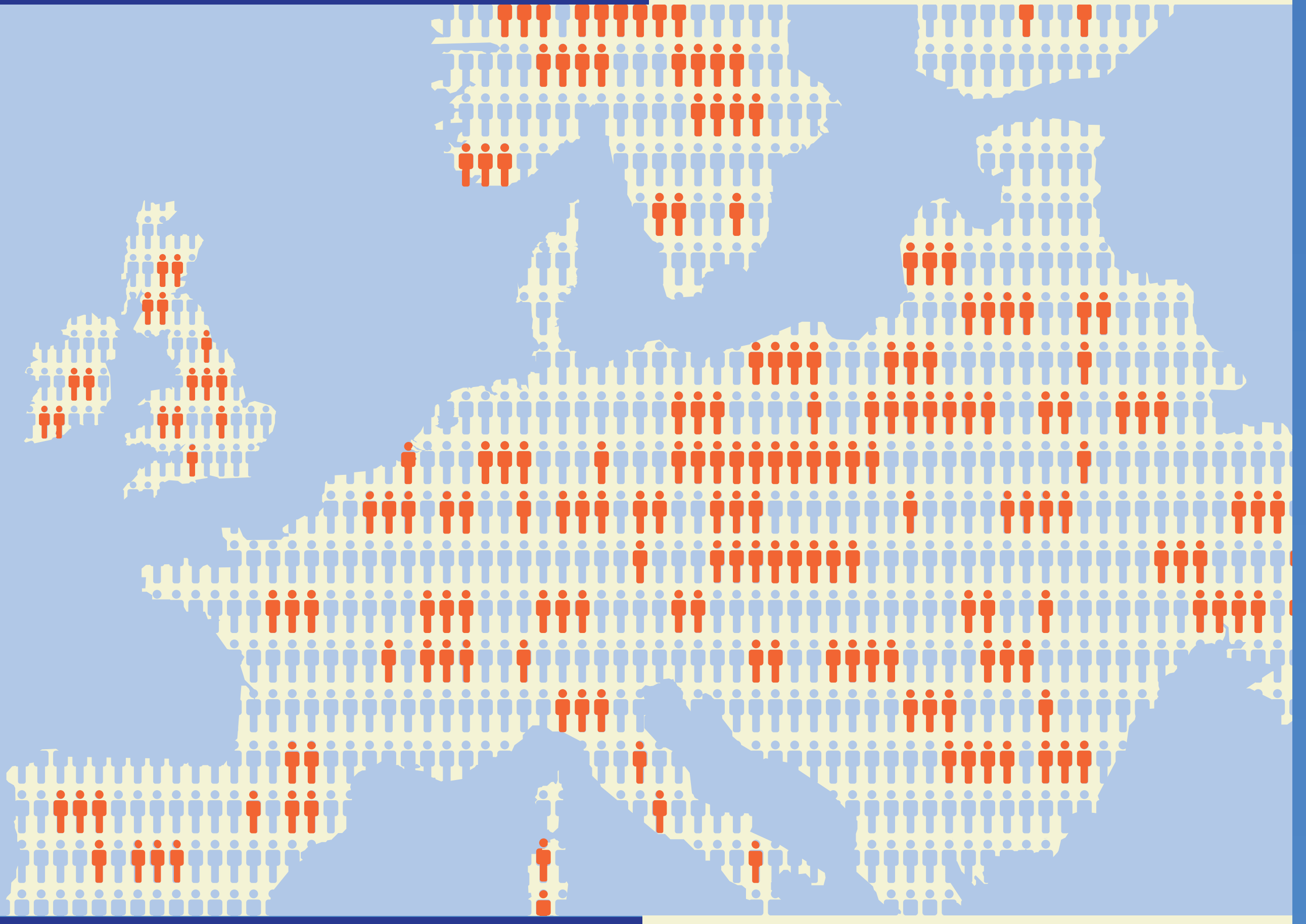


**CHRONIC LIVER DISEASE AFFECTS
29 MILLION
EUROPEANS**

It accounts for approximately

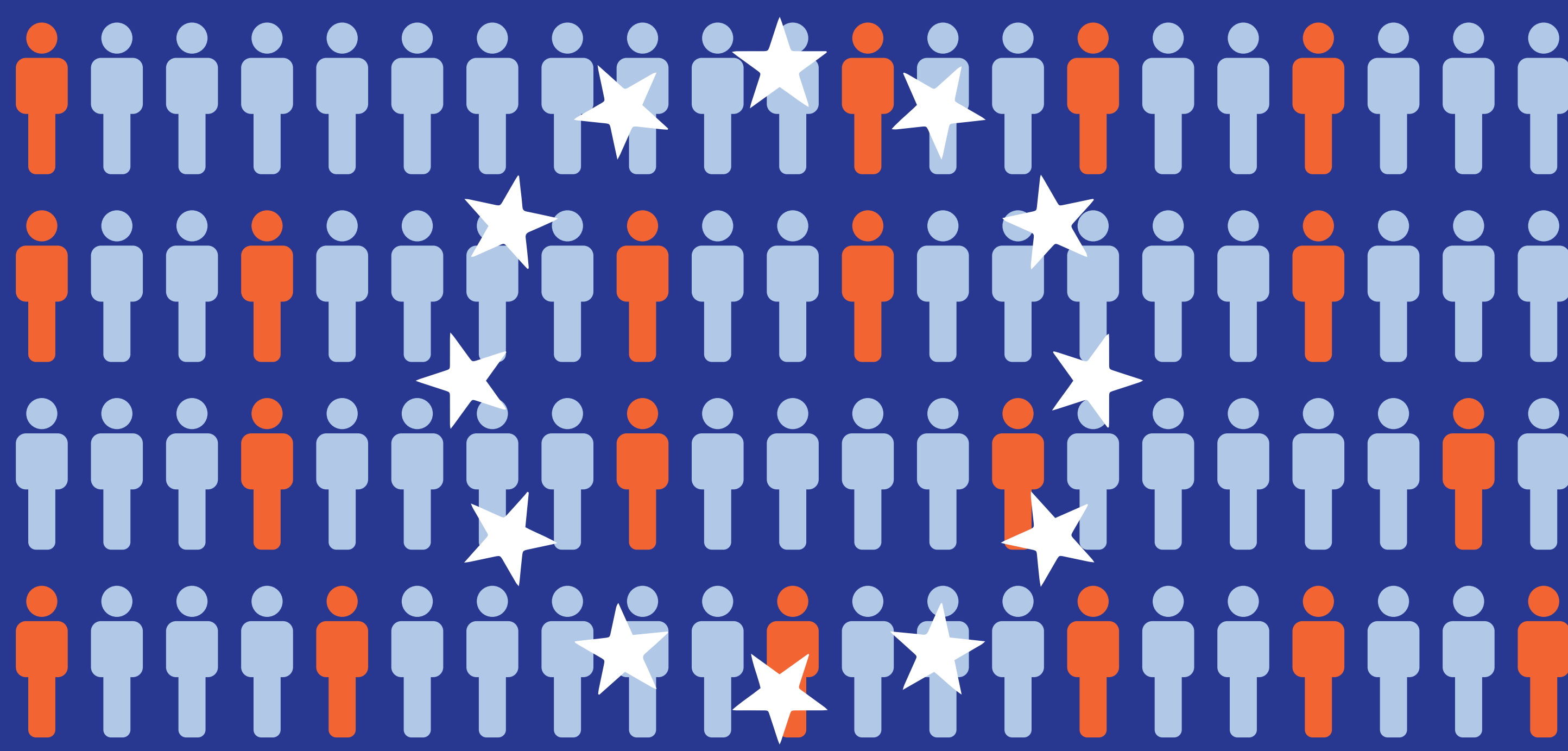
170,000

deaths annually¹



**ADDITIONALLY
47,000**

EUROPEANS
DIE FROM
primary liver cancer
each year¹



**THERE ARE 100
MORE THAN
DIFFERENT FORMS OF
LIVER DISEASE**

CIRRHOSIS WILSONS
HEPATOCELLULAR DISEASE
CARCINOMA
HEPATITIS A, B, C, D, E
NON-ALCOHOLIC
FATTY LIVER DISEASE

1

CANCER

2

CARDIOVASCULAR
DISEASE

3

RESPIRATORY
DISEASES

4

LIVER
DISEASES

**CHRONIC
LIVER DISEASE
IS NOW THE
4TH** commonest
cause of
premature death²

1. HEPAMAP: A Roadmap for Hepatology Research in Europe: An Overview for Policy Makers. www.ephpa.org/IMG/pdf/EASL_policy_makers_summary.pdf
2. Department of Health. Living Well for Longer Report. www.gov.uk/government/uploads/system/uploads/attachment_data/file/307703/LW4L.pdf