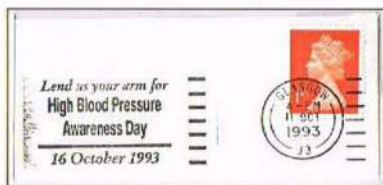


3.1. CARDIOVASCULAR DISEASE

Hypertension - an increase in blood pressure, and can cause heart disease

hypertension



In use 1st to 17th Oct 1993 at Glasgow and Edinburgh 1 die each.



Meter: Francotyp Cn7000/Cn10000
Blood pressure is measured with a sphygmomanometer applied to the arm.



Normal blood pressure is regarded as 'The rhythm of health', in this case the sphygmomanometer remains intact, but 'The rhythm of health' and 'World Health Day 92' are interrupted...



Margin perforation shift
...and essential for a normal healthy heart.



Bromide proof with scan of cachet on reverse

Hypertension can result in damage to veins (varicose veins) and to many of the internal organs and...



3.1. CARDIOVASCULAR DISEASE

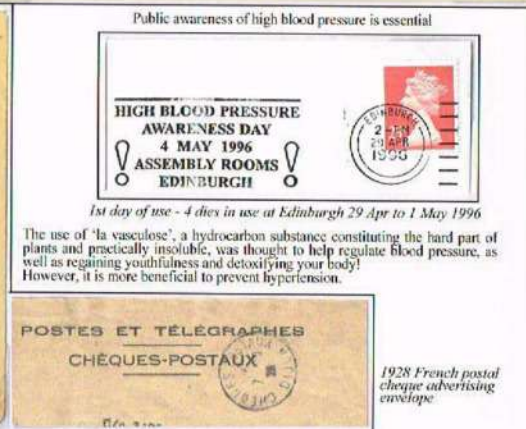
... can be present without realising it...

hypertension

...so blood pressure must be checked regularly, as these publibel cards advise



Belgium publibel cards issued from 1933 to 1984, text and pictures provided by the advertiser, Belgium Post then assigns the unique publibel number to each design. French (F) languages: preliminary publibel card, with number added but before the indicium and other official text and markings are added by Belgium Post. Flemish/Dutch (N) language: final publibel card.



The use of 'la vasculose', a hydrocarbon substance constituting the hard part of plants and practically insoluble, was thought to help regulate blood pressure, as well as regaining youthfulness and detoxifying your body! However, it is more beneficial to prevent hypertension.

1928 French postal cheque advertising envelope

3.2. POOR LIFESTYLE HABITS

Hypertension and heart disease can be caused by...



... stress...



...overeating...



... excess dairy products, such as milk, butter etc...



... and salt, once thought to be 'jolly good' ...



...but now considered bad for you.



Part of French booklet pane



Two other substances which can lead to blood circulation problems are excess sugar and tobacco, a double message on this cover to buy both, but with no warnings!



Sugar cancellation used on 2c cigar stamp, letter undelivered and reverse cancelled with a cigar cancellation. (not reduced)

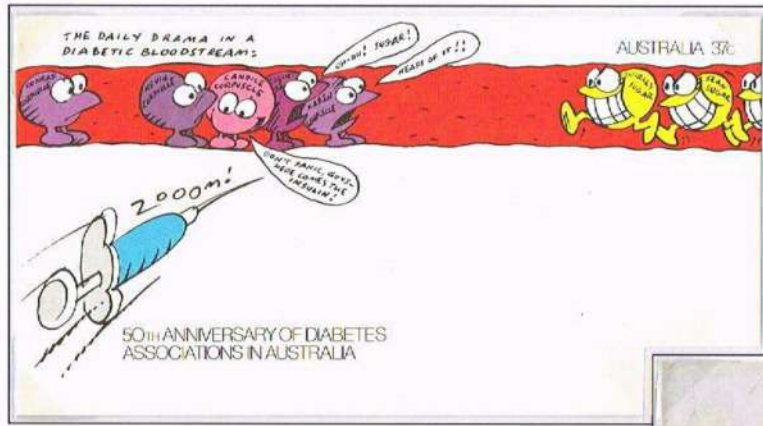
Excess sugar in the blood can result in other problems...

can cause circulatory complications

3.2. POOR LIFESTYLE HABITS

diabetes

A condition resulting from the failure of the body to regulate sugar levels in the blood.



First recognised by Minkowski as a malfunction of the pancreas.



In type I diabetes, the pancreas produces insufficient insulin to regulate blood glucose levels.

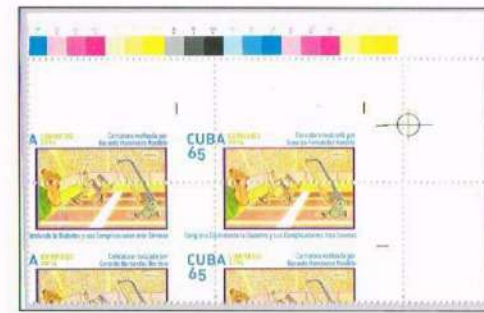


Cultivation and refinement of cane sugar has led to an increased sugar intake in Western diets, together with a lack of exercise, has resulted in the failure of the body to control increased blood glucose levels and thus prevalence of type II diabetes, in later life..



Some medicines will help diabetes, Jalapa in Mexico derives its name from 'spring in the sand', the peppers that grow in the region and get their name from the village are known to reduce blood sugar in diabetes

Diabetic complications as a result of poor circulation, can affect the limbs and extremities of the body and require more extreme treatment such as amputation of the affected area, such as the toes. Below right: Cuba perforation shift resulting in 'toe amputation'



3.2. POOR LIFESTYLE HABITS

...the perils of tobacco

Columbus first observed the native people of the Caribbean smoking tobacco in 1492.



Jean Nicot introduced it to France in 1566, the substance nicotine derives its name from his surname.



The portrait on the issued stamp of Nicot, is actually that of Jan Nicquet a Flemish merchant

Raleigh is generally credited with introducing tobacco into England circa 1585.



By the end of the 19th century smoking had become a 'popular addiction'. Many countries were now cultivating tobacco, on an industrial scale.



Tobacco plants which ever way you looked!



It was also an economic necessity for the national debt.

With cigarette companies advertising their products

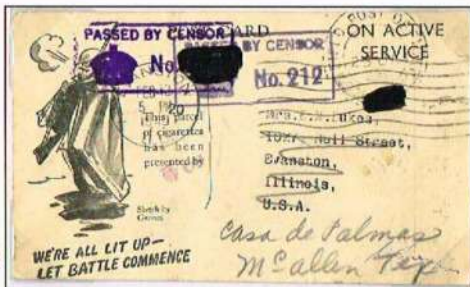


These cards are the smallest postal stationery ever to be forwarded through the post. They were inserted inside packs of Atlas cigarettes, the buyer was asked to complete the card and return it to Austin Walsh & Co. Scan of reverse on right

But little did people realise how dangerous this plant was. It was seen as a great service to forward cigarettes to troops during WW2, after the success of this scheme in WW1 when over 230 million were provided by the British public.

After WW2 and during the 1950s & 1960s it was realised that tobacco smoking was harmful to health, by the 1980s campaigns to discourage smoking were well underway

Proof sheet showing FDI cancel in four settings in different colours so the correct position and colour could be chosen for the special cancel, for the 1993 Tonga 'health and fitness' set of stamps. (see example p31)



1940 cigarette 'thank you' reply card for parcel received through the Overseas League Tobacco Fund, with various censor marks

Smoking had now been linked to cancer, heart and circulatory diseases but prevention of circulatory diseases is possible by stopping smoking and by other methods...



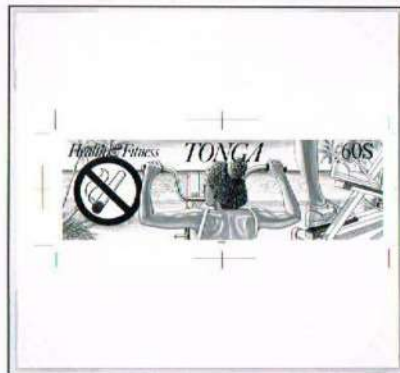
3.3. PREVENTION IS BETTER THAN CURE

...cardio-vascular disease can be prevented

Exercise is a great way of improving the circulatory system



Meter: Franco-Typ-Postalia, EFS3000/NEF300, specimen, without place name and code



▲ On left - photographic first proof with wrong value (60s), and issued stamp right overprinted with SPECIMEN to show what the correct value is (80s).

Mountaineering is a great way of exercising...

...the indigenous population of the high altitude plateau around Mt. Kilimanjaro have adapted to living at high altitude and as a result have increased the oxygen carrying capacity of their blood and thus excel at long distance running.



Herrn u. Frau
Dr. med. M.B.-J u n
prak. Ärzte

4049 Neurath
Oststr. 24

Germany



...but paying the wrong fee at the gym, may raise your blood pressure as well, not a good idea!



You're never too young to start



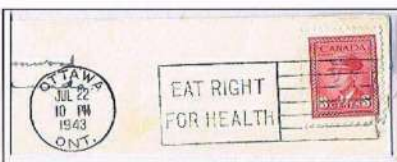
Climbing Mount Everest is perhaps excessive, high altitude is detrimental to good circulatory health, it causes the number of red blood cells to increase, resulting in a condition called polycythaemia.

Which can result in acute pulmonary oedema or cerebral oedema, as a result of local vasodilation of blood vessels resulting in greater blood flow and increased cardiac output.



3.3. PREVENTION IS BETTER THAN CURE

Dietary Awareness - a good diet is also essential to maintain a healthy blood circulatory system.

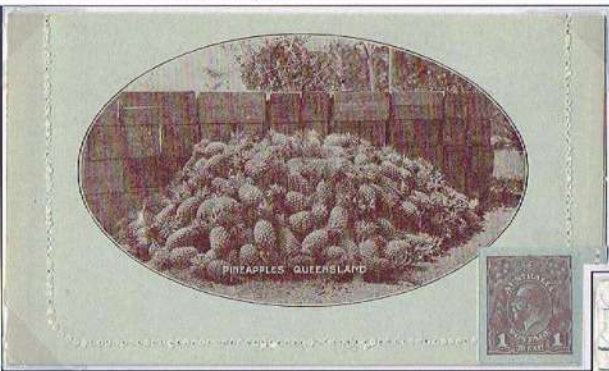


Certain foods such as coffee will stimulate the heart

Vitamins are essential for a healthy heart and blood production, fresh fruit and vegetables are a good source of these, 5 portions of fruit or vegetable is the recommended intake



Meter: Francotyp Co.Mn

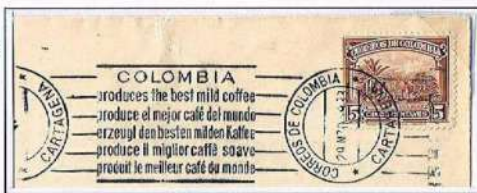


Australia pre-paid letter card

Fish oil and onion plants provide substances which help protect against heart and blood diseases



But advice on the correct diet will often be needed. Field post facility Red Cross Dietary sanatorium



Latvia, 1919 double printed proof, due to shortage of paper printed on fruit wrapping paper. Scum of stamp not reduced shown on left.



Waterlow plate proofs for the photography vignettes for 1950's 'National Products' issue, and the issued stamp



3.4. TREATMENT OF HEART DISEASE

Recent reports have shown that red wine provides some protection against circulatory disorders

red wine good for the heart?



Purchased for 5 centimes a saving of 10 centimes on the normal postage rate.

This anti-alcohol message has been emphasised unintentionally by the use of a Post Office specimen overprint on lower stamp



"si es el hombre quien hace el vino es el que rehace al hombre" - if it is man who makes wine it is wine that remade man but taken in moderation only, excess alcohol can lead to other health complications.

There have been numerous claims of other wonder cures circulatory diseases including marienbad tablets and sieno casali for arterio-sclerosis.



Austria postal stationery in German or English. Postmarked 1909 with 5 Heller stamp for letter rate and foreign mail. English version sent to USA, German version to Sweden



Dear Sir,

I take the liberty of reminding you of the Marienbad Tablets prepared from the prescription of Prof. Ritt v. Basch, M. D., & of requesting you to support me as much as possible in my efforts to make this preparation deservedly known, by prescribing it whenever possible. It is sufficient to try this preparation once to convince oneself of its efficiency, and I have much pleasure in placing at your disposal a free sample of it.

Yours faithfully
C. W. Barentin, G. m. B. H.

MARIENBAD TABLETS

prepared from the prescription of Prof. Ritt v. Basch, M. D., of Vienna & Marienbad. The Marienbad Tablets are a mild & painless cathartic, act mildly & pleasantly on the movement mechanism of the intestine & thus promote the evacuation of the bowels, without any disagreeable after-effects. Special stress is laid in their composition & preparation to avoid any after-effects. This Object is attained partly by the Tablets becoming dissolved not in the stomach but only in the intestine. They are especially useful in cases of increased full-bloodedness with attendant dizziness, congestion & headache, that is to say in cases of commencing & advanced arterio-sclerosis. As the above symptoms often accompany obesity, it appears advisable to make use of Marienbad Tablets in the treatment of obesity. The Tablets should also be used for women in case of symptoms of full-bloodedness during pregnancy, in cases of constipation due to the weakness of the intestine (stony of the intestine) and attendant bad digestion and moodiness etc.

The Marienbad Tablets are not advertised among the ordinary public. They are sold in most chemists' shops. If some can be obtained from your chemist, apply to the General Depository for U. S. A. Joseph Sieke, New-York, City, Monroe Avenue, 174 th Street.



3.4. TREATMENT OF HEART DISEASE

Spas have long been known to be of great therapeutic value in the treatment of blood circulatory diseases...



Official mail forwarded without prepayment between Jan 1st 1870 and Mar 31st 1920. Noted by the rubber stamp 'Frei II Abtis' The figure 21 denotes for use in Prussia. More than 30 administrations had this type of agreement, with the Imperial Post Office, with whom the agreement was signed. Postage was paid once a year.

health spas for the treatment of cardiovascular diseases



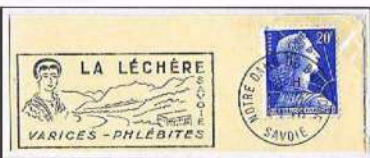
Daguin postmarks, with in the 1920's the second date stamp replaced by a tourist advertising slogan



...arterial disease...

...circulatory diseases...

...arteriosclerosis...



... the thermal waters of Bagnoles de l'Orne and La Léchère are recommended for the treatment of phlebitis (inflammation of the veins) and varicose veins.



Ciechocinek is a spa town and is known for its unique 'saline graduation towers', the local saline springs are considered to be of great value in the treatment of cardiovascular diseases.



◀ Ciechocinek postmark on letter dated 16/4/1883, on Government business from Raebour Commune, with indistinct seal on reverse.



3.4. TREATMENT OF HEART DISEASE

when the heart fails there is every chance

Diseases of the circulatory system and the heart can be treated, many different types of drugs are used:

Drugs extracted from plants and synthetically produced drugs have different effects on the heart. Plants such as the foxglove (digitalis) and ginseng stimulate the heart.



Beta blockers are used for the management of cardiac arrhythmias, Propranolol was the first clinically useful beta adrenergic receptor antagonist. Inferior anterolateral vein (left side) of the heart and its major blood vessels)



Heart-regulating beta blockers synthesized by Sir James Black, 1992

▲ Enlarged section of stamp



Drugs which prevent thrombosis are extensively used in the treatment of heart disease, heparin prevents blood coagulation and thrombosis

The snake has long been associated with healing, the origins of the name Medicina (in Italian it means "medicine") is from the legend of the Emperor Frederick Barbarossa, passing through the area fell ill and miraculously recovered from this illness because of a snake that accidentally came into his pot of soup, thereafter the town was named Medicina.



▲ 1805 official mail from Castel S. Pietro to Medicina, postmarked on arrival with red framed "POSTA DI MEDICINA".

Ein neuer Mensch durch **HEKTOGERON** Gelée Royale.

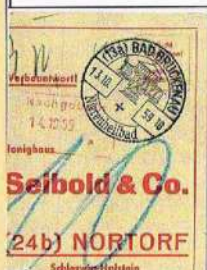
Neul + Ginseng Neul

Der kostbare Bienen-Königinen-Futtersaft mit Wirkstoffen aus der ostasiatischen Ginseng-Wurzel (Hochwertiges Naturprodukt der Pharmazeutischen Fabrik Waikarin & Co.) Ein Jungfrauen für Körper und Seele! Es ist erwiesen, daß selbst geringe Mengen dieses kostbaren Stoffes dem menschlichen Organismus neue Kraft und neue Jugend zufließen. HEKTOGERON Gelée Royale mit Ginseng erobert uns wundervolle Lebensjahre.

Klein-Packung mit netto 250 g Inhalt DM 10,40
Orig.-Packung mit netto 500 g Inhalt DM 19,75

Interessanten senden wir auf Wunsch unserer ausführlichen Prospekt "Ein neuer Mensch durch HEKTOGERON Gelée Royale + Ginseng" kostenlos zu. Bitte anfordern!

Advertising card, with the return postage paid by the advertiser, Seibold & Co. With Bad Bruckenberg postmark & red postage date stamp.



The power of snake venom is illustrated by the use of the drug, Arvin, which prevents thrombosis, it is derived from the venom of the Malayan Pit Viper (Angkistrom Rhodostoma), after the venom is collected and purified.



Original artwork by Isabel for 50c and 75f issues and issued stamp



3.4. TREATMENT OF HEART DISEASE

aspirin - the most common drug

Aspirin inhibits blood cell platelets (thrombocytes).

Originally extracted from the leaves and bark of the willow tree by Felix Hoffman

Initially marketed through Bayer in 1899, aspirin was primarily used for pain relief by inhibiting localised hormones such as prostaglandin which produce pain and inflammation following injury.



Booklet stamps not reduced



Meter: Francotyp, Cc

It became a generic drug in 1930 when the Bayer patent expired, it is now known by a variety of names...



Bergstrom and Samuelson were awarded the Nobel Prize for their work on prostaglandins and related compounds such as thromboxane



Aspirin has a powerful effect on blood platelets inhibiting thromboxane, and thus preventing thrombosis

3.4. TREATMENT OF HEART DISEASE

surgical intervention

Drugs may not always be effective, it may then become necessary for heart surgery.



Italian, early 1880's cover with heart catchet with inscription 'Coniunia Apostolica Nozzano' - routed Nozzano to Coriano, which at the time was in the old Papal province of Romagna. The manuscript 'D'Uff' indicates exemption of payment.



The heart valve can be replaced with artificial valves... some of these valves were made of graphite



Graphite line issues of 1957 - an experimental issue introduced in the Southampton area in conjunction with automatic letter facing machine - right hand stamp with misplaced vertical lines.



but if the valve is not correctly placed then further surgery such as... the placement of a stent to ensure free blood flow may be necessary

However, if the above procedures are unsuccessful then a heart transplant maybe necessary



Official Postal stationery view card printed 1927. Updated 'ad to Germany - a five centimes was applied, as rate abroad required an additional 1d

Much of the original research into transplant surgery was carried out at The Johannesburg Medical Research Centre...

... leading to the first heart transplant operation at the Groef Schuur Hospital, by Christian Barnard



colour error



the recipients often lead a full and active life, in the case of one such person...

A personalised metermark of Stephen Boorn, produced by a Neopost 1225, archived by digital inkjet, at The Stamp Show 2000 London demonstrating the future of franking, rated as 1st class post



...Stephen Boorn, Britains longest surviving heart transplant, it would lead him to winning an International Gold Medal in thematic philately.

However, for a successful heart transplant, the donor heart must be healthy, this donor heart does not look a healthy colour.

However, a healthy heart, requires a healthy blood supply...