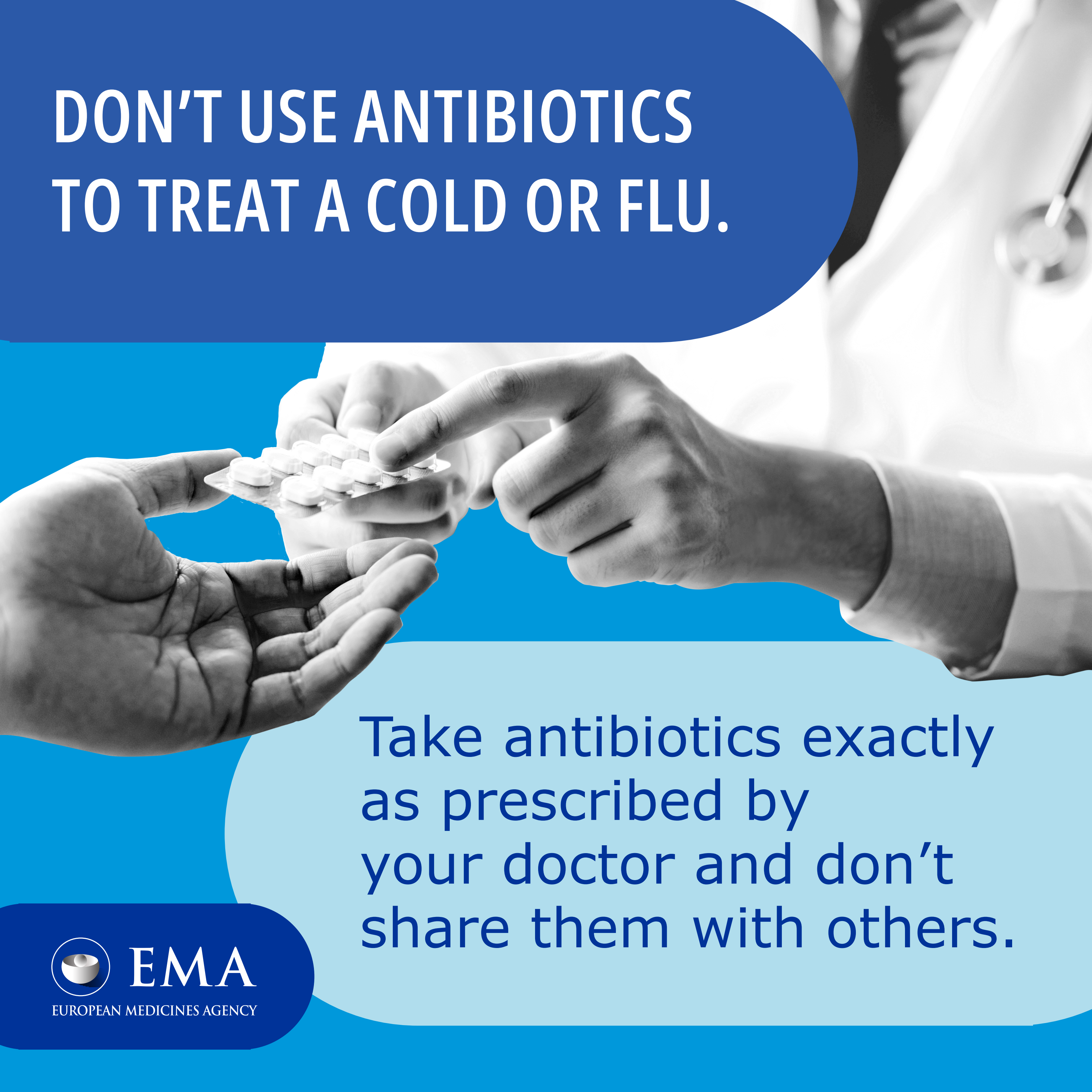




DON'T USE ANTIBIOTICS TO TREAT A COLD OR FLU.

Take antibiotics exactly
as prescribed by
your doctor and don't
share them with others.



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USE ANTIBIOTICS RESPONSIBLY TO PROTECT THE VULNERABLE:

- pregnant people,
- newborn babies,
- the elderly,
- cancer patients.



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TALK TO YOUR CHILDREN ABOUT ANTIMICROBIAL RESISTANCE.

Their future
depends on
the successful
fight against
superbugs.



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VETERINARIANS, USE THE EU CHECKLIST

before
prescribing
antibiotics
to animals
in your care.



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**FARMERS,
DON'T USE ANTIBIOTICS TO
PREVENT INFECTIONS IN
FOOD-PRODUCING ANIMALS.**

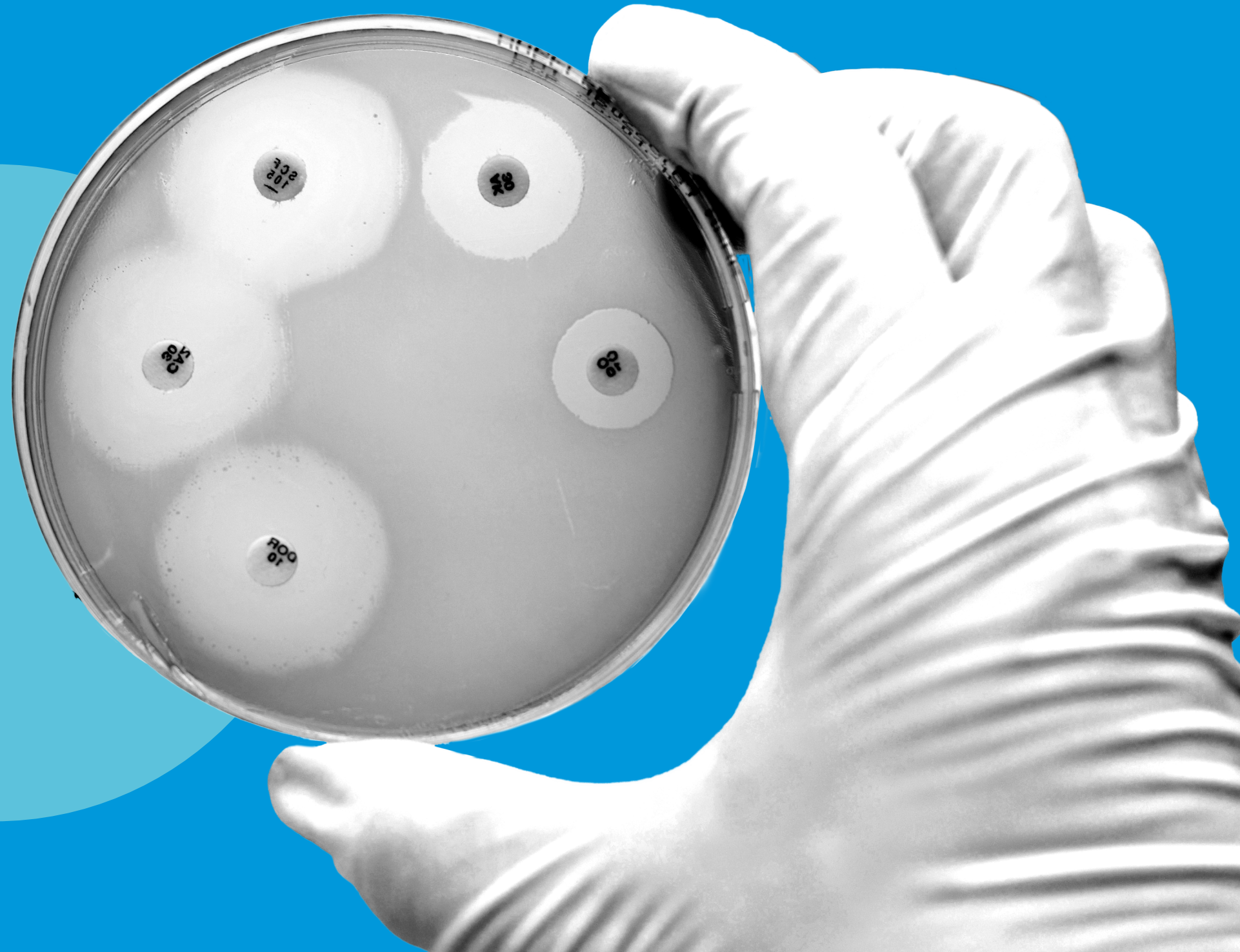
**Follow
the new EU
veterinary
regulation.**



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SUPERBUGS ARE HERE!



We need new antibiotics
to fight them. Pharmaceutical
companies should boost
development now!



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**IN THE LAST 10 YEARS,
ANTIBIOTICS CONSUMPTION IN
THE EU HAS DECLINED STEADILY.**



**This helps to fight
AMR! Let's strengthen
our efforts!**



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