

Your next breath is an opportunity.

How will you use it to support
people with severe asthma?

SANOFI GENZYME 

Together, we can:

Empower Patients

Support Access to Specialized Care

Prioritize Lung Health

To learn more about how to take action,
visit [TheNextBreath.com](https://www.thenextbreath.com)



Why severe asthma matters

Asthma – a complex and heterogeneous disease driven by persistent underlying inflammation – affects more than 339M people worldwide and places a significant burden on health systems globally.^{1,2} Type 2 inflammation, an overactive immune response, contributes to asthma for approximately 50-70% of people.³⁻⁵

When uncontrolled, asthma can lead to irreversible lung damage that impacts people's ability to breathe.^{6,7} Just 5-10% of all asthma cases are classified as severe,⁸⁻¹⁰ **yet severe asthma accounts for up to 60% of all asthma-related healthcare costs.**^{11,12} In Europe alone, this represents **€72 billion** in annual direct and indirect costs.¹³

Persistent gaps in care and treatment means we must prioritize severe asthma action now.

What policy action is needed



Recognize severe asthma as a distinct type of asthma



Provide accessible disease education specific to severe asthma



Promote improved data generation on the burden of disease and quality of life impact



Ensure national clinical guidelines reflect the latest asthma science, in line with the Global Initiative for Asthma's (GINA) guidelines



Adopt a new care paradigm that aims for more comprehensive asthma control, including treating the root cause of disease, and timely access to specialist care

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