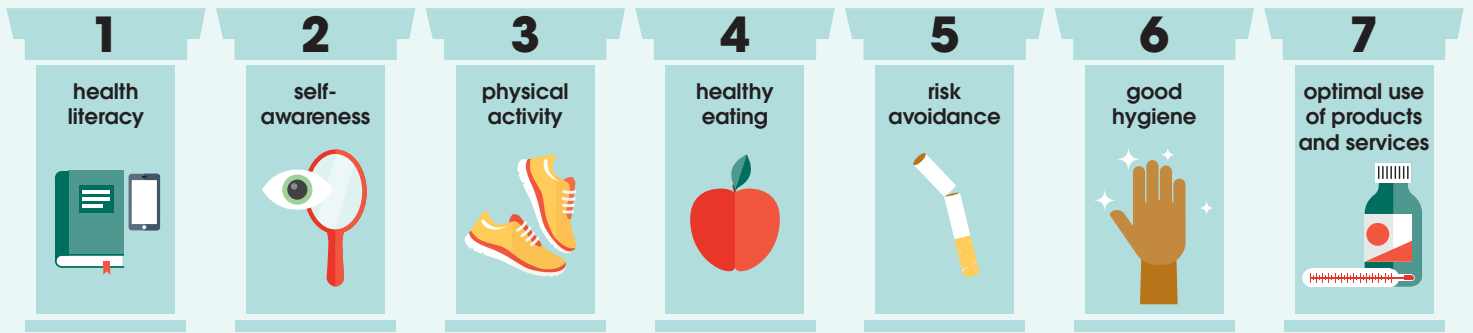


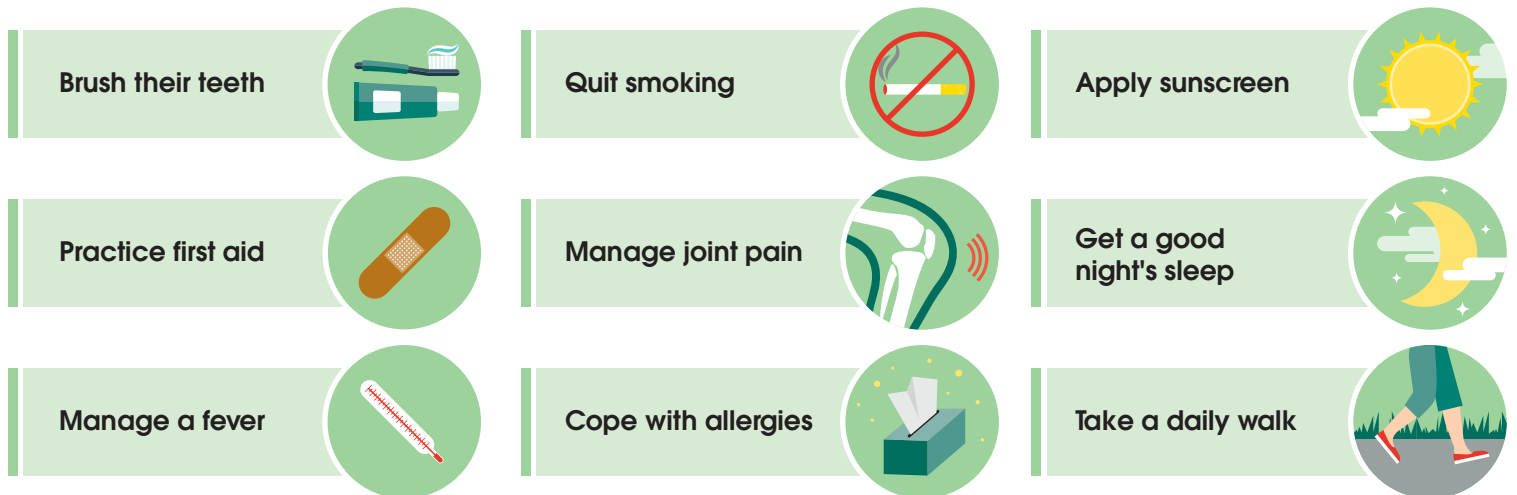
# What is Self-Care?

Self-care is **what Canadians do for themselves 24 hrs a day, 7 days a week** to maintain health, treat minor ailments and manage chronic diseases.

## The Seven Pillars of Self-Care\*



## Canadians practice self-care when they...



## 3 things you can do to practice better self-care



Read and follow the label directions when using over-the-counter medicines and natural health products

Talk to your doctor, your pharmacist or trusted health professional about your self-care options



Looking for self-care advice online? Look for government health portals or credible websites



**CHP Canada** is the industry association that represents the companies that make evidence-based over-the-counter medicines and natural health products. These are the products you can find in medicine cabinets in every Canadian home. From sunscreens and vitamins to pain relievers and allergy medications, people use consumer health products to maintain their health and manage their minor ailments. This is a fundamental part of self-care which is vital to the health of Canadians and the sustainability of our health care system.

[www.chpcanada.ca](http://www.chpcanada.ca)

Twitter: [#CHP\\_Can](https://twitter.com/CHP_Can)  
[#selfcare](https://twitter.com/CHP_Can)

\*Adapted from the International Self-Care Foundation, [isfglobal.org](http://isfglobal.org)