

Bleeding & Burns

Body & health

The two most common serious injuries, and what actually helps each.

Serious bleeding

- Press hard, directly on the wound.
- Keep pressing — at least 10 minutes without peeking.
- Add dressings on top; never take the first one off.
- Raise the limb if you can do it without causing pain.
- Call for help if it soaks through or will not stop.

Burns

- Cool under running water for 20 minutes.
- Remove tight items early, before swelling.
- Cover loosely with cling film or a clean, non-fluffy cloth.
- Never use ice, butter, or anything greasy.
- Do not burst blisters.

THE DIFFERENCE THAT MATTERS

Twenty minutes of cool water is the single most effective burn treatment there is — and it still helps up to three hours later.

Educational reference only. Get medical help for deep, large, electrical or chemical burns, and for any burn to a child.