

A large white-outlined teardrop shape is positioned on the right side of the image, overlapping the man's shoulder and the background. Inside the teardrop, the text 'Plasma is needed for life-saving medicines' is written in white, bold, sans-serif font. Below the text is a logo consisting of two stylized apples, one red and one green, with a white outline. To the right of the logo, the text 'Save a life Give plasma' is written in a smaller white font.

**Plasma is
needed for
life-saving
medicines**



Save a life
Give plasma

**"After so much chemotherapy
his immune system needs a strong
boost, which is what plasma
medicines are doing, they are
saving his life."**

Luke's mum, Julie

**To find out more about donating plasma
visit blood.co.uk/plasma or call 0300 123 23 23**