JUL 24, 2025

Medtronic launches #KabTakKarogeIgnore campaign in India to raise awareness on Varicose Veins and promote early intervention

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To address the widespread prevalence of varicose veins as a serious health condition, Medtronic has launched the #**KabTakKarogeIgnore** campaign in India. The initiative aims to build awareness of varicose veins and encourage timely and appropriate medical intervention.

About 15-20% of adults can potentially develop varicose veins[1]. In fact, the prevalence of varicose veins is significantly higher than other cardiovascular conditions, twice that of coronary artery disease, five times more than that of peripheral arterial disease, yet the awareness remains disproportionately low.

Despite its serious health consequences, varicose veins are often dismissed as a mere cosmetic concern. This widespread misconception leads many individuals to pursue alternative therapies or home remedies—often without fully understanding the medical implications.

It is therefore crucial that patients receive accurate guidance to make informed decisions about their care. Getting treatment early can stop your varicose veins from getting worse and help you avoid complications, such as ulcers[2]

This campaign tackles these challenges head-on by emphasizing the importance of early medical intervention and raising awareness about the condition's true impact.

Prateek Tiwari, Senior Director, Neuroscience & Specialty therapies, Medtronic India stated, *"The KabTakKarogeIgnore campaign is our commitment to breaking long-standing myths and misconceptions about varicose veins. Far from being merely a cosmetic issue, varicose veins are a significant medical condition that can seriously impact quality of life if left untreated. Through this initiative, we aim to empower individuals by raising awareness about advanced, minimally invasive treatment options such as adhesive therapy. By fostering greater understanding and encouraging timely medical evaluation, we aspire to help patients make informed decisions, seek the right care, and ultimately enjoy healthier lives."*

Adhesive therapy combines safety, efficacy, and convenience in the treatment of venous insufficiency. Unlike thermal or sclerosant-based procedures, it is non-thermal and non-sclerosant eliminating the need for tumescent anesthesia and significantly reducing the risk of nerve damage and thermal injuries. This outpatient procedure performed entirely under local anesthesia lets patients recover fast and get back to their normal routines quickly. It doesn't require wearing compression stocking afterward, which makes it easier for patients to follow through with treatment.

About Medtronic

Bold thinking. Bolder actions. We are Medtronic. Medtronic plc, headquartered in Galway, Ireland, is the leading global healthcare technology company that boldly attacks the most challenging health problems facing humanity by searching out and finding solutions. Our Mission — to alleviate pain, restore health, and extend life — unites a global team of 95,000+ passionate people across more than 150 countries. Our technologies and therapies treat 70 health conditions and include cardiac devices, surgical robotics, insulin pumps, surgical tools, patient monitoring systems, and more. Powered by our diverse knowledge, insatiable curiosity, and desire to help all those who need it, we deliver innovative technologies that transform the lives of two people every second, every hour, every day. Expect more from us as we empower insight-driven care, experiences that put people first, and better outcomes for our world. In everything we do, we are engineering the extraordinary. For more information on Medtronic, visit www.Medtronic.com and follow Medtronic on LinkedIn.

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Use of the VenaSeal™ system may not require compression stockings* to be worn following the procedure.
(*Some patients may benefit from the use of compression stockings post procedure.)

[6] https://www.medtronic.com/en-us/healthcare-professionals/products/cardiovascular/superficial-vein/venaseal-closure-system/clinical-evidence.html

https://news.medtronic.com/2025-07-23-Medtronic-launches-KabTakKarogeIgnore-campaign-in-India-to-raise-awareness-on-Varicose-Veins-and-promote-early-intervention