

Say so long to
frequent heartburn...



...and hello to treating it
over the counter

24HR
PREVACID[®]

Lansoprazole delayed-release capsules 15 mg / acid reducer

May take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours. Use as directed for 14 days to treat frequent heartburn.

Treating frequent heartburn with an OTC



If you have heartburn 2 or more days a week, you may be one of the 50 million adults in the United States who suffer from frequent heartburn.¹ A new, powerful treatment for frequent heartburn is available over the counter—Prevacid[®]24HR (lansoprazole delayed-release capsules 15 mg/acid reducer).

As many as 50 million
people in the United States suffer from
frequent heartburn¹

Prevacid[®]24HR, a proton pump inhibitor (PPI), is used for the treatment of frequent heartburn (heartburn occurring 2 or more days a week) in adults 18 years or older. It is the first and only over-the-counter (OTC) PPI approved for the treatment of frequent heartburn in its original formulation. Prevacid[®]24HR treats frequent heartburn for a full 24 hours—day and night.^{2,3} And, depending upon your health care plan, Prevacid[®]24HR may cost less than the co-pay for a branded prescription medicine.^{4,5} It may be covered under your flexible spending account (FSA) for even greater savings.

Whether or not you are currently taking medicine to treat your frequent heartburn, Prevacid[®]24HR may be an option for you. This brochure will give you more information about frequent heartburn, Prevacid[®]24HR, and the benefits of an OTC medicine. Talk to your health care provider to find out if he or she would recommend Prevacid[®]24HR for you.

Lessen the effect of frequent heartburn on your life

Heartburn that happens 2 or more days a week—frequent heartburn—can have a big effect on your life. For some people this might mean simply avoiding a favorite food or drink, but many people say their heartburn is so uncomfortable it causes them to be less productive at work or to miss social events.⁶



Heartburn can also prevent you from getting a good night's sleep.^{7,8} In a survey of 1,000 people who had heartburn at night, 75% said heartburn interfered with their sleep. Of those, 40% said their nighttime heartburn interfered with their ability to work the next day.⁸

75% of heartburn sufferers
say heartburn interferes with their sleep⁸

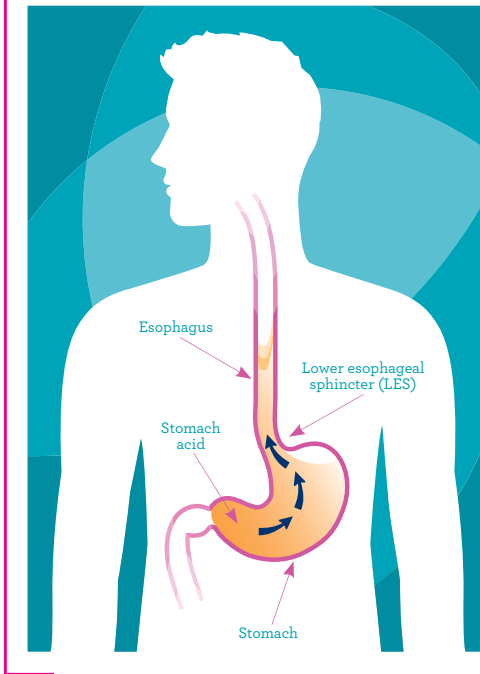
No matter when you get it, heartburn is a pain to deal with. If you have heartburn, your health care provider will want to know how it is affecting you so he or she can help you figure out the best, and most effective, way to manage it.

Symptoms and causes of heartburn

Heartburn is a burning pain in your chest behind your breastbone. You might also have reflux, which means you can actually feel bitter acid in the back of your throat or taste it in your mouth.⁹

Both the burning and reflux are caused by acid from the stomach coming back up into the esophagus, the tube that leads from your throat to your stomach. At the bottom end of this tube is a muscle called the lower esophageal sphincter (LES). When you swallow, the LES relaxes to allow food and liquid to flow down into your stomach. Then it closes again. If this valve relaxes abnormally or weakens, stomach acid can flow back up into your esophagus, causing heartburn.^{9,10}

The anatomy of heartburn⁹⁻¹¹



Managing heartburn symptoms

The causes of heartburn are different for everyone. Sometimes heartburn is caused by food or drink, or by lying down or bending over soon after a meal. It may also happen as a result of your lifestyle, or be the result of a medical condition you have or medicine you're taking.¹²

Diet

For some people, heartburn is worsened by how much and by what they eat. People who have heartburn say that spicy foods or foods that are high in fat or acid are often the ones that bother them the most.⁹

Foods that may worsen heartburn



Spicy foods—Garlic, onion, pepper, and other spices may be heartburn triggers for you.^{9,13}



Acidic foods—Tomatoes and citrus fruits and juices are examples of foods that are highly acidic. They're most likely to cause heartburn if they're eaten on an otherwise empty stomach.^{9,13}



Fatty foods—Things like cheese, nuts, avocado, and fried foods are high in fat. Fat can slow down the emptying of the stomach, which can cause heartburn.^{9,13}

Foods that may worsen heartburn (cont)

Alcohol—Wine, beer, and other alcoholic beverages, especially when you drink them with a big meal, may cause heartburn. Alcohol helps to relax the LES, which makes heartburn more likely.^{9,13,14}



Caffeinated drinks—No one wants to hear that their morning coffee is what's giving them heartburn, but it just might be! If you enjoy your coffee so much that you can't give it up, drink it in small quantities, and don't drink it throughout the day.^{9,13}

Carbonated drinks—Soft drinks that are carbonated, as well as seltzer water, can make your stomach swell. This can put pressure on the LES, which causes heartburn.^{9,13}



Chocolate—Chocolate is not only full of caffeine, it also contains chemicals that relax the LES, making some people miserable after a delicious dessert!^{9,13}

Mint—Although many people think that peppermint and spearmint are soothing to the stomach, they really aren't! Like alcohol, mint relaxes the LES and can actually cause heartburn or make it worse. Instead of eating a mint after a meal, try another kind of hard candy or gum—both increase the production of saliva, which helps neutralize stomach acid.^{9,13}



DIETARY CAUSES OF HEARTBURN

Spicy foods



Acidic foods



Fatty foods



Alcohol



Caffeinated drinks



Carbonated drinks



Chocolate



Mint

If you have identified the foods or beverages that result in heartburn symptoms, try to avoid them completely or limit how much of them you eat or drink. No matter what you eat, if you eat too much or too quickly, the added pressure on your LES can mean heartburn later. Try to eat slowly, and avoid eating big meals.^{9,13}

Lifestyle

Certain factors about your lifestyle may cause your heartburn or make it worse.

Body position—If you bend over or lie down within a few hours after eating, you may experience heartburn. Heartburn at night is a problem for many people. To help prevent heartburn that's related to body position, avoid eating right before bed. Try to have your last meal of the day 2 to 3 hours before bedtime. If a late meal is unavoidable, raise the head of your bed by putting blocks under the legs, or by using a special wedge pillow. Because of the way our bodies are made, sleeping on your left side may also help prevent pressure on the LES and the heartburn that may come as a result.^{9,15}



Stress—58% of people with frequent heartburn say their hectic lifestyle is a factor that contributes to it.¹⁶ No one knows exactly why stress causes heartburn. It may be because people who are stressed out at work, or those who are constantly on the go, indulge in behaviors that cause heartburn, like eating fast food or smoking. Regardless of your schedule, try to avoid foods that you know trigger your heartburn, and try not to eat too much or right before bed. Regular exercise also helps to reduce stress and keep your digestive system functioning properly.^{9,16} If you have not been exercising regularly, talk to your health care provider before you begin an exercise program.



Nearly **60%** of people with frequent heartburn

say their hectic lifestyle is a factor that contributes to it¹⁶

Smoking—As you know, there are many reasons to quit smoking. If you suffer from heartburn, the fact that smoking relaxes your LES is another one. Smoking also changes the make-up of your saliva, which would normally help to clear your esophagus of acid and neutralize the acid in your stomach. The best solution to this particular heartburn trigger is to quit smoking.^{9,17}



Obesity—Experts believe that when a person is overweight, the extra body fat can put pressure on the stomach and LES, which often results in heartburn. Losing weight can help. In the meantime, try to wear loose-fitting clothing around your stomach.^{9,18}



Lifestyle (cont)



Certain types of exercise—If you're exercising to maintain your health, lose weight, or reduce stress, having heartburn while you're exercising can be very frustrating. To help reduce the risk of heartburn while you exercise, wait for a couple of hours after a meal to exercise, and avoid foods that you know trigger your heartburn prior to a workout. If you're doing exercise that involves bouncing your body, you may want to try something smoother, like walking or swimming.^{9,19}

Pregnancy—More than half of pregnant women report having severe heartburn. Changing hormone levels during pregnancy may cause a woman's LES to weaken. In addition, a growing baby can put extra pressure on a woman's stomach, forcing acid up into the esophagus. You can minimize discomfort by eating smaller meals and altering your body position. Talk to your health care provider about the safest way for you to manage pregnancy-related heartburn.²⁰

LIFESTYLE FACTORS RELATED TO HEARTBURN

Lying down 1 to 3 hours after a meal

■

Stress

■

Smoking

■

Obesity

■

Certain types of exercise

■

Pregnancy

Only you know what causes your heartburn. Talk to your health care provider, and he or she can help you figure out what changes you can make to your lifestyle to help control frequent heartburn.

Certain medicines

Heartburn can be caused by medicines you're taking, such as potassium or iron supplements, some antibiotics (such as tetracycline), and certain drugs for heart or respiratory conditions. Drugs that commonly cause heartburn are drugs many people take on a daily basis, such as ibuprofen, aspirin, or naproxen.¹² These are called nonsteroidal anti-inflammatory drugs, or NSAIDs. If you're on a daily NSAID, your health care provider may already have given you medicine to help prevent frequent heartburn.

Treating your frequent heartburn



Some people have heartburn only occasionally—after a big spicy meal, or if they eat right before bedtime. Others get episodic heartburn about once a week. Frequent heartburn is heartburn that occurs 2 or more days a week. The treatment you need depends on how often you're getting heartburn and how severe your symptoms are.

Medicines that relieve heartburn symptoms

There are 3 different types of medicine that are used to treat heartburn. You may have tried some of them already:

Antacids—Antacids, such as Tums® or Alka-Seltzer®, neutralize the acid in your stomach. People take antacids for fast relief, often right after a meal. Relief from an antacid lasts for about 30 minutes, and they're used mostly for mild or occasional heartburn.¹²

H₂ receptor antagonists (H₂ blockers)—These medicines, which include brand names you might recognize, like Zantac 75® or Pepcid AC®, work by blocking one of the signals in your body that tell the stomach to produce acid. H₂ blockers don't work as quickly as antacids, but their effect lasts longer—up to 10 hours.¹²

Proton pump inhibitors (PPIs)—These have been proven to be an effective type of medicine for relief of frequent heartburn symptoms. They stop acid production at the source—in the acid pumps in your stomach—and work for up to 24 hours. PPIs are available by prescription for certain acid-related conditions, and are available OTC for frequent heartburn.¹²

Talk to your health care provider to determine which of these medicines might be the best treatment for you.

The importance of treating frequent heartburn

Frequent heartburn can and should be treated. The acid that backs up into your esophagus from your stomach can damage your esophagus and cause other, more serious conditions, such as cancer of the esophagus.^{9,12}

If diet and lifestyle changes have not worked for you, you may need medicine to help relieve your frequent heartburn. Even if you have tried one or more medicines to treat your frequent heartburn and they didn't help, you and your health care provider can work together to find a medicine that works for you. Prevacid®24HR (lansoprazole delayed-release capsules 15 mg/acid reducer), which offers powerful OTC relief for frequent heartburn, may be an option.



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Prevacid®24HR—Powered for relief of frequent heartburn*

Prevacid®24HR (lansoprazole delayed-release capsules 15 mg/acid reducer) is used for the treatment of frequent heartburn (heartburn that occurs 2 or more days a week) in adults 18 years or older. It may take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours. Prevacid®24HR is the first OTC PPI approved in its original formulation, and the only PPI for the OTC treatment of frequent heartburn that contains the active ingredient lansoprazole.



Treats frequent heartburn for a full 24 hours—day and night

Prevacid®24HR prevents the acid that causes frequent heartburn and treats frequent heartburn for a full 24 hours.* Prevacid®24HR is clinically proven to work both day and night.^{2,3}

Prevacid®24HR has an established safety record.^{2,3} For years, health care providers have prescribed Prevacid® (lansoprazole) to treat acid-related conditions in millions of people safely.

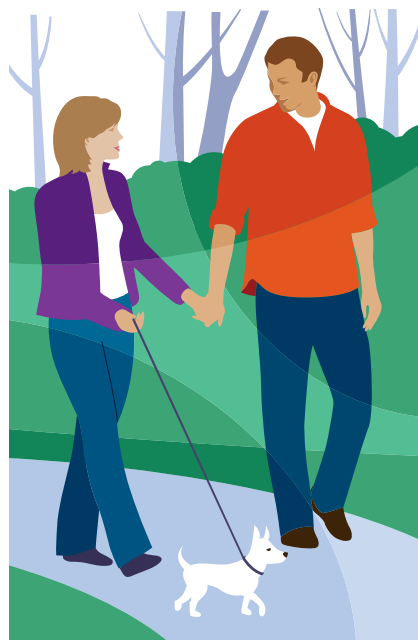
*May take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours.

Dosing instructions

Swallow one capsule of Prevacid®24HR in the morning before eating, and take it every day for 14 days. Do not take more than 1 capsule a day, and do not use Prevacid®24HR for more than 14 days unless directed by your health care provider. You may repeat a 14-day course of therapy every 4 months.

Stop using Prevacid®24HR and talk to your health care provider if

- Your heartburn continues or worsens
- You need to take this product for more than 14 days or more often than every 4 months, unless otherwise directed by your health care provider



The over-the-counter benefits of Prevacid®24HR

Prevacid®24HR (lansoprazole delayed-release capsules 15 mg/acid reducer) is effective for the treatment of frequent heartburn. Because it can be bought over the counter at your local pharmacy or other retailer, you'll find that it is convenient to use and cost-effective, too.

If you've been prescribed a PPI for your frequent heartburn symptoms, ask your health care provider about whether he or she would recommend Prevacid®24HR for you.

Depending upon your health care plan, Prevacid®24HR may cost less than the co-pay for a branded prescription medicine for frequent heartburn.^{4,5} And Prevacid®24HR may be covered under your flexible spending account (FSA) for even greater savings. If you're on Medicare, you may also be interested in how Prevacid®24HR can help you delay or avoid the Medicare Part D "doughnut-hole" coverage gap. Your health care provider will be happy to work with you to evaluate how using Prevacid®24HR for your frequent heartburn may help reduce costs.



Depending on your health care plan, **Prevacid®24HR may cost less than the co-pay for a branded prescription medicine^{4,5}**

Prevacid®24HR treats frequent heartburn for a full 24 hours, day and night.^{*2,3} If you have frequent heartburn, or you have been prescribed medication for frequent heartburn symptoms, talk to your health care provider to find out if Prevacid®24HR is right for you.

Online resources

The following Web sites are excellent sources of comprehensive information on heartburn, its causes, symptoms, treatment, and management.

www.Prevacid24HR.com

www.gastro.org: The American Gastroenterological Association (AGA) is a professional Web site for gastroenterologists that also has a section for patients. The AGA Patient Center can be found in the navigation column on the left of your screen.

www.aafp.org: The American Academy of Family Physicians also has patient information on their Web site. Find information about heartburn at <http://www.aafp.org/afp/20031115/2033ph.html>.

***May take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours.**

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Heartburn symptom checklist

If you have heartburn, your health care provider will want to know more about your heartburn symptoms. Fill out this simple checklist and share it with your health care provider. He or she will know whether Prevacid®24HR is right for you. (Check all answers that apply.)

- 1 What are your symptoms?**
 - Burning in the chest
 - Bitter taste in the back of your throat
 - Other _____
- 2 How often do you get heartburn during the day?**
 - Occasionally—a few days a year
 - Several days a month
 - Frequently—2 or more days a week
 - Every day
- 3 How often do you get heartburn at night?**
 - Occasionally—a few days/nights a year
 - Several days/nights a month
 - Frequently—2 or more days/nights a week
 - Every day/night
- 4 Is your heartburn affecting your ability to enjoy family or social activities?**
 - No
 - Yes
- 5 Have you taken any medication for your symptoms?**
 - No
 - Yes. If so, what?

- 6 Are your symptoms controlled with what you've been taking?**
 - No
 - Yes

PREVACID[®] 24HR

Lansoprazole delayed-release capsules 15 mg / acid reducer

Ask your health care provider
about Prevacid[®]24HR

Manufacturer's Coupon

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