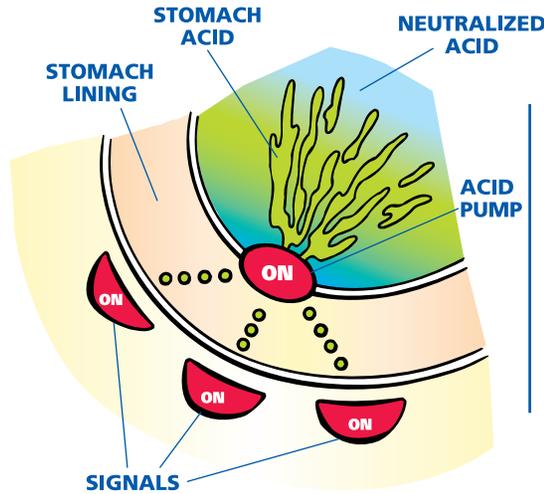


HEARTBURN REMEDIES AND HOW THEY WORK

Heartburn and indigestion are caused when harsh stomach juices come in contact with and irritate the sensitive skin-like lining of the esophagus. These juices, which are produced by the stomach to help the body digest food, contain a powerful acid called hydrochloric acid. The acid, which is normal in the stomach but highly inflammatory if it rises into the esophagus, is produced by billions of tiny pumps in the lining of the stomach. Each pump is controlled by three main signals, which activate acid production. Heartburn remedies are taken to alleviate symptoms, but there are different medications and they work in different ways.

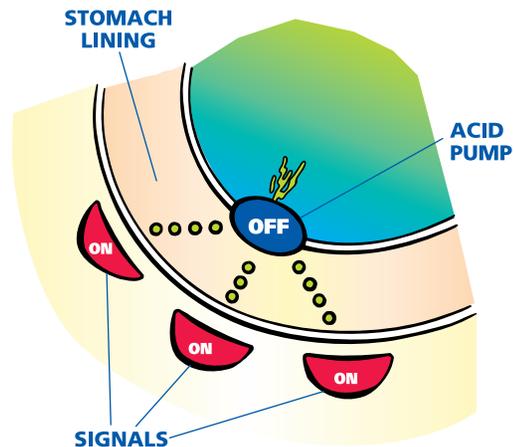
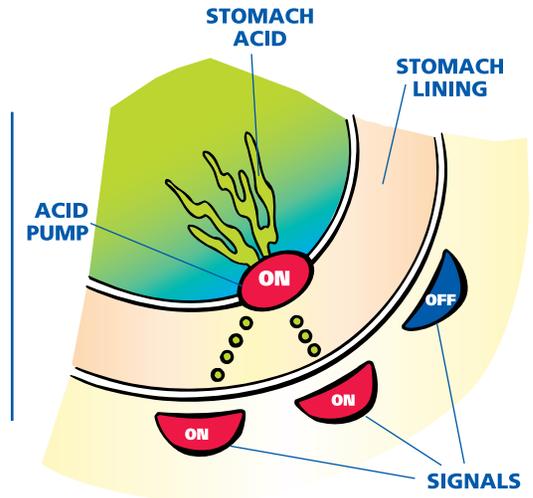


ANTACIDS

Antacids like Tums®, Rolaid®, and Maalox® partially neutralize existing stomach acid. They provide rapid but short-term relief that lasts one to two hours.

ACID REDUCERS (H2 Antagonists)

Acid Reducers like Pepcid AC®, Zantac 75®, Axid AR®, Tagamet HB® and prescription acid reducers such as Pepcid®, Tagamet®, Axid® and Zantac® turn off one of the three signals that activate the acid pumps, thus partially reducing the release of some of the acid that the pump produces. The effect of acid reducers generally lasts six to ten hours.



PROTON PUMP INHIBITORS (PPI's)

Proton Pump Inhibitors like Prilosec OTC®, and prescription PPI's such as Nexium®, Prilosec®, Prevacid®, Protonix® and Aciphex® work directly on active acid pumps to significantly inhibit acid production, allowing just enough acid to be produced for normal digestion of food. PPI's offer the benefit of 24-hour treatment of symptoms with each pill.



NATIONAL
HEARTBURN
ALLIANCE™