



HEARTBURN FACT SHEET

About Frequent Heartburn:

An estimated 50 million American adults experience symptoms associated with frequent heartburn -- defined as symptoms that occur two or more days a week -- with up to 25 million Americans experiencing heartburn on a daily basis¹.

Heartburn is described as a painful, burning sensation in the lower chest, behind the breastbone that often happens after eating. This feeling can last from a few minutes to several hours.

Heartburn is caused by "acid reflux," which occurs when acid from the stomach moves up or "refluxes" into the esophagus, often causing heartburn pain.

Heartburn Triggers:

There are a number of foods associated with heartburn including: acidic fruits (oranges, lemons, grapefruits, tomatoes, etc.), fried and oily foods, onions, peppers and highly spiced foods, fatty meats, chocolate, alcohol, coffee and mints.

Additionally, certain factors increase the risk of experiencing heartburn such as stress, increasing age, being overweight or obese, pregnancy, smoking or lying down flat after a meal.

Treatment for Heartburn:

There are several over-the-counter options for treating heartburn. They include:

Proton Pump Inhibitors (PPIs):

The only kind of medicine indicated specifically for treating frequent heartburn. PPIs work by deactivating acid-producing pumps in the stomach and can provide 24-hour relief of frequent heartburn with one dose.

H2 Blockers:

Indirectly reduce stomach acid by preventing acid pump activation, providing up to 12 hours of relief/prevention of heartburn with one dose.

Antacids:

Neutralize stomach acid and provide immediate, temporary relief of heartburn.

ZEGERID OTC is indicated for the relief of frequent heartburn.

¹National Heartburn Alliance: <http://www.heartburnalliance.org>

