



FREQUENT HEARTBURN HANDBOOK

Your Guide to Around-the-Clock Protection

Brought to you by



Understanding Frequent Heartburn

Heartburn is the burning sensation you feel when stomach acid rises up into your esophagus. If you experience heartburn 2 or more times a week, that is considered frequent heartburn. And it can affect your quality of life if left untreated.

What causes frequent heartburn?

- Certain foods and beverages as well as stress can make stomach acid rise into your esophagus and cause heartburn
- Talking with your healthcare provider and making some lifestyle changes can help treat the condition and prevent discomfort

How can frequent heartburn affect your daily life?



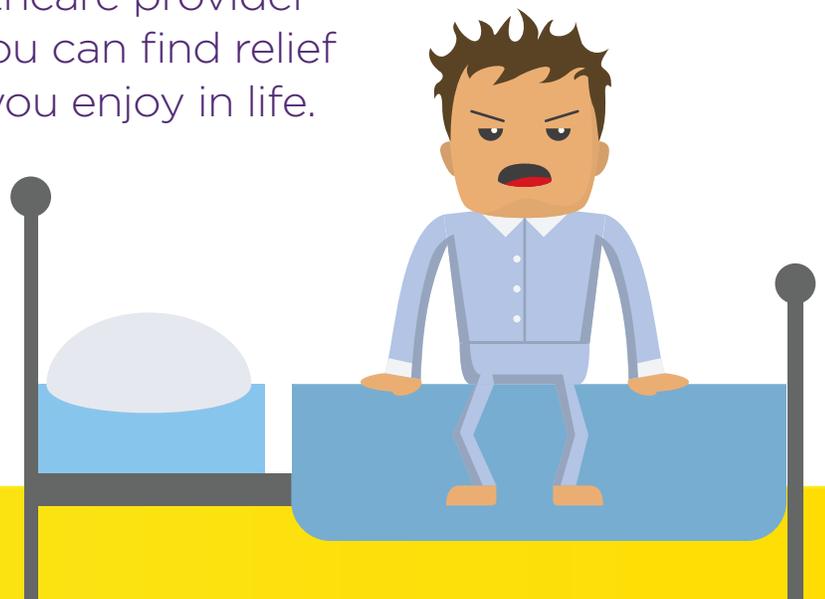
Heartburn can affect your day and can also keep you up at night, which may impact your work and daily activities.



Frequent heartburn can cause unnecessary stress. In fact, symptoms of frequent heartburn can lead millions of people each year to believe they have a much more serious condition.*



When you and your healthcare provider decide on a treatment, you can find relief and focus on the things you enjoy in life.



*Source: Peery AF, Dellon ES, Lund J, et al. Burden of gastrointestinal disease in the United States: 2012 update. *Gastroenterology*. 2012;143(5):1179-1187.

Preventing Frequent Heartburn

There are many ways to stop heartburn before it starts. Your healthcare provider is your primary source of information, and you can make lifestyle changes to help prevent symptoms.



Avoid heartburn-causing foods and beverages such as

- Alcohol, caffeine, and carbonated drinks
- Chocolate
- Citrus fruits and juices
- Peppermint and spearmint
- Spicy or fatty foods
- Tomatoes and tomato sauce

Other lifestyle changes that can help:



Eat smaller meals more frequently instead of 3 large meals a day.



Don't go to sleep right after eating. Try to stay upright for 3 hours after a meal.



Avoid restrictive clothing that increases pressure on the abdomen.



Don't smoke.



Listen to your body. Keep a record of how you're feeling and try to stay away from things that cause heartburn.



Triggers for heartburn differ from person to person.

Talk with your healthcare provider to understand more.

Treating Frequent Heartburn

In addition to making some lifestyle modifications, there are different types of medications you can use to help relieve symptoms. Ask your healthcare provider what's right for you.

Proton pump inhibitors (PPIs)

Medications like Nexium® 24HR work by blocking acid directly at the source, giving you complete protection* from frequent heartburn around the clock.

Antacids

Medications like Tums® relieve symptoms by neutralizing acid in the stomach. These medications work quickly, but last for only 1-3 hours after use.

H2 blockers

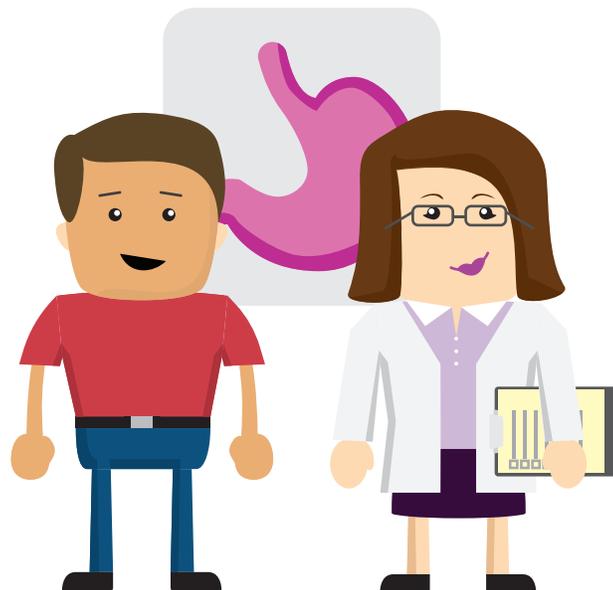
Medications like Zantac® help relieve symptoms by blocking one of the signals that tells your stomach to produce acid. They work for up to 12 hours.



*It's possible while taking Nexium® 24HR. Use as directed for 14 days to treat frequent heartburn. Do not take for more than 14 days or more often than every 4 months unless directed by a doctor. Not for immediate relief.

Discussing Frequent Heartburn

A thorough discussion with your healthcare provider can help you find the relief you need. Fill out the following information. Take notes. And bring this information with you to your next appointment.



I am experiencing heartburn...

- Occasionally Once a week 2 or more times per week Every day

I experience heartburn the most...

- In the morning In the afternoon At night

Heartburn has been affecting me for...

- Less than 1 year 1-3 years 4-5 years More than 5 years

Certain triggers give me heartburn, such as...

- Eating certain foods (coffee, tomatoes, etc) Smoking Eating too fast
 Drinking alcohol Eating close to bedtime Feeling stressed out

I've already tried some over-the-counter medications, which include...

- H2 blockers (Zantac®) Antacids (Tums®)
 PPIs like omeprazole (Prilosec OTC®)

If you've tried medications in the past, explain how and when you used them:

I have made some recent lifestyle changes, including (explain if applicable):

Additional notes and questions for your healthcare provider:



Get around-the-clock protection

from frequent heartburn with Nexium[®] 24HR

Here are the facts:

- The #1 doctor-prescribed acid blocker brand* is available without a prescription
- Just one pill a day gives you all-day, all-night protection from frequent heartburn
- You can also try our new, easy-to-swallow tablets for your convenience



Ask your healthcare provider if Nexium[®] 24HR is right for you.

*Based on IMS Health Data: total Nexium[®] prescriptions 2006-2013.