

Relief from dyspepsia and heartburn : Zantac : turns down the acid to turn down the pain.

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Relief from Dyspepsia and Heartburn



ZANTAC⁷⁵

*Turns Down The Acid
To Turn Down The Pain*

Most people know the discomfort and distress of dyspepsia or heartburn.

But there's good news if you've been suffering lately. A new remedy is available that is completely different from traditional indigestion remedies. One that gives longer-lasting relief so you won't need repeated doses to help keep the symptoms at bay.

What exactly is dyspepsia?

'Dyspepsia' is the name doctors use for indigestion. It comes from the Greek words meaning 'bad digestion'. Typical symptoms of dyspepsia might include:

- bloating
- belching
- heartburn
- stomach cramps
- stomach pain, usually dull and aching

What causes dyspepsia?

Your stomach contains strong acid (similar in strength to the acid found in a car battery) which helps to digest food. Normally, this acid doesn't cause any problems but, sometimes when there is too much of it produced, it attacks and irritates the lining of your gut. When this happens, you experience the pain and discomfort we call dyspepsia.

What is heartburn?

People quite often use the word 'heartburn' to describe dyspepsia symptoms in general. This isn't really correct. In fact, true heartburn is one very particular symptom.

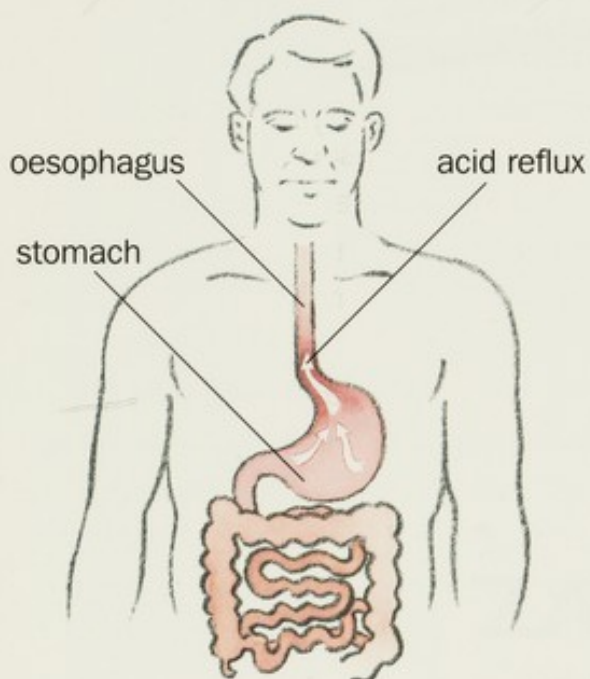
True heartburn is a burning pain in the chest, felt just behind the breastbone. Heartburn happens when acid from the stomach flows back up into the food pipe (oesophagus). Doctors call this backflow of acid 'reflux'. Another symptom you may have if you suffer

from reflux is an unpleasant acid or bitter taste at the back of your throat. Heartburn often occurs at night, because lying down allows stomach acid to settle in the food pipe and stay there.

A new and different treatment

Zantac 75 is a new remedy that works in a completely different way from traditional indigestion remedies to help control the symptoms of dyspepsia and heartburn. You just take one tablet, day or night, when the pain or discomfort starts.

Zantac 75 works on the mechanism that controls the acidity of your stomach. It is therefore a logical way to treat dyspepsia and heartburn as it works by reducing the overall amount of acid produced in the stomach to relieve your symptoms.



It's because of this action that Zantac 75 is able to effectively relieve symptoms in a way that lasts. Its effect is many times more long-lasting than antacids. Some people find they need repeated doses of antacid to keep their symptoms at bay, otherwise the acid may return and the symptoms recur.

Zantac 75 is different. Unlike an antacid, Zantac 75 restores your stomach's balance and goes on working up to 9 hours after you take the tablet.

The active ingredient in Zantac 75 is the world's leading prescription treatment for acid pain relief and has been used in over 200 million patient treatments worldwide. Now, the availability of this ingredient in Zantac 75 means that you can buy this effective, long-lasting treatment over the pharmacy counter. Ask the pharmacist about the suitability of this medicine for your symptoms.

Always read the label and leaflet in the pack. Contains ranitidine.

What can I do to help myself?

There are plenty of changes you can make for yourself that may help you to suffer less often from dyspepsia and heartburn. For example ...

- Eat small, regular meals.
- Don't eat late at night.
- Sit up at a table to eat, don't slouch.
- Avoid foods that you know disagree with you.
- If you drink a lot of coffee, drink less.
- Eat less spicy food.
- Eat plenty of fibre (roughage) and lots of fresh fruit and vegetables .
- Cut down on fatty, fried foods – they take a long time to digest.
- Ease up on yourself! – tight belts and clothes don't help.
- Lose weight if you're overweight.
- Give up smoking.
- Don't overindulge with alcohol.
- Try raising the head of your bed by six to eight inches to help prevent night-time reflux.

and finally ...

- Relax! – remember that stress and worry can also contribute to dyspepsia.

**For more information telephone
the Zantac 75 information line on
0990 111555**

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